

ENGAGE[®]

SYDNEY 2025

Sponsorship **prospectus**

6th March 2025

**The WINX Stand - Royal Randwick
Racecourse Sydney**

Every year, Engage highlights thought leadership, industry trends, strategic insights, and technologies propelling the growth of recruitment agencies worldwide. As a Bullhorn Marketplace partner, you have a distinctive chance to showcase your Bullhorn integration through live demonstrations, branding, and exclusive networking with industry influencers and innovators. The subsequent pages detail all exhibitor and sponsorship options. Kindly review the provided information and don't hesitate to reach out with any queries to aneliese.hynes@bullhorn.com. Engage serves as the prime platform to demonstrate to Bullhorn customers and prospects your commitment to Bullhorn and the recruitment sector through various exhibitor and sponsorship avenues.

Your support is greatly appreciated!

***The deadline for all sponsorship contract
signatures is 5th Dec 2024.***

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Sponsorship opportunities



Sponsorship tiers

Platinum Sponsor

\$25,000 AUD + gst (limited to 3 sponsors)

Pre/Post Event - Brand Awareness and Lead Gen

- Recognition as a platinum event sponsor in all pre-event marketing collateral
- 1 pre-event (3 weeks prior) and 1 post-event (available one week after the event) opt-in attendee list
- 6 x complimentary tickets for your company representatives and / or clients to attend the conference
- First right of refusal on partnership for 2026 event

Event - Brand Awareness and Lead Gen

- Platinum level branding at the event
- Acknowledgement of your brand as a sponsor in the conference welcome address
- Exhibition stand in premium position in catering area
- Marketplace Partner Speed Pitch Session slot
- 75 word company description on the event website
- Half page advert in conference program

Sponsorship tiers

Gold Sponsor

\$15,000 AUD + gst (limited to 6 sponsors)

Pre/Post Event - Brand Awareness and Lead Gen

- Recognition as a gold event sponsor
- 1 pre-event (3 weeks prior) and 1 post-event (available one week after the event) opt-in attendee list
- 4 x complimentary tickets for your company representatives and / or clients to attend the conference

Event - Brand Awareness and Lead Gen

- Gold level Branding at the event
- Acknowledgement of your brand as a sponsor in the conference welcome address
- Exhibition stand in catering area
- Marketplace Partner Speed Pitch Session slot
- 50 word company description on the event website

Sponsorship tiers

Silver Sponsor

\$9,000 AUD + gst

Pre/Post Event - Brand Awareness and Lead Gen

- Recognition as a silver event sponsor
- 2 x complimentary tickets for your company representatives and / or clients to attend the conference
- 1 post-event, opt-in attendee list (available one week after the event)

Event - Brand Awareness and Lead Gen

- Silver level Branding at the event
- Exhibition stand in catering area
- 50 word company description on the event website

Options – ADD-ON

\$2,000 AUD ex gst *(limited to 7 partners)*

- 2-minute pitch in Marketplace Partner Speed Pitch Session

Optional add-on Sponsorship Packages

Coffee Cart Partner, Single Cart | \$5,000 + gst

Event - Brand Awareness and Lead Gen

- Mobile coffee cart hire - Single Stand Alone Cart (includes staff and product)
- Opportunity to supply branded posters or vinyl for the coffee cart
- Branded coffee cups (Bullhorn to provide specs and deadlines for artwork and partner to supply artwork)
- 2 x banners and promotional items around the coffee cart

Coffee Lounge Partner | \$12,000 + gst

Event - Brand Awareness and Lead Gen

- Mobile coffee cart hire, single cart (includes staff and product)
- Coffee lounge area to be branded in sponsors branding
- Mention in the conference opening address
- Small ad in the conference program promoting the coffee lounge
- Opportunity to supply branded posters or vinyl for the coffee cart
- Opportunity to run a prize giveaway from the lounge
- Branded coffee cups (Bullhorn to provide specs and deadlines for artwork and partner to supply artwork)
- 2 x banners and promotional items around the coffee lounge

Exclusive Coffee Partner | \$15,000 + gst

Event - Brand Awareness and Lead Gen

- Exclusive sponsorship 2 coffee carts (stand alone coffee cart and the coffee lounge)
- Coffee lounge area to be branded in sponsors branding
- Mention in the conference opening address
- Small ad in the conference program promoting the coffee lounge
- Opportunity to supply branded posters or vinyl for the coffee cart
- Branded coffee cups (Bullhorn to provide specs and deadlines for artwork and partner to supply artwork)
- 2 x banners and promotional items around the coffee lounge

Optional add-on Sponsorship Packages

Racecourse Digital Signage Sponsor | \$5,000 + gst

(Only available to gold or platinum sponsors)

Event - Brand Awareness

- Promote company brand across Royal Randwick Racecourse including; 150m race track finish line and screen & electronic cubes.

Option: Exclusive branding (alongside Engage branding) of digital signage
\$10k +gst

Engage Afterparty Sponsor | \$15,000 + gst

The Afterparty will take place in Randwick Racecourse's exclusive outdoor terrace in the WINX Stand on site at Engage Sydney.

- Recognition as the Engage Afterparty Sponsor in pre-event marketing collateral
- Promotion in Engage eDM in the lead up to the event
- Invitation sent to all registered guests in the lead up to the event
- Naming rights over the Afterparty
- Advertisement for the after party on the Engage Website
- Opportunity to display branding and promotional material in the event space (decorations and branding to be provided by Bullhorn and partner)
- 1 x drink named after the After Party Sponsor

Keynote Partner | \$3,500 + gst

Event - Brand Awareness

- Sponsor will be recognised during the Opening Remarks
- Sponsor can designate an executive staff member to introduce the keynote speaker. Introduction must be approved by the guest speaker and by Bullhorn
- Branded Pull Up banner to be displayed during the keynote session (entry to the keynote session)

Optional add-on Sponsorship Packages

Wifi Sponsor | \$3,500 + gst

Event - Brand Awareness

- Attendees will be able to connect to wireless internet throughout the conference due to your sponsorship
- A password of your choosing will be entered by each attendee, ensuring brand recognition and visibility throughout the conference
- Sponsor name, logo, and internet password will appear on the lanyard name card and signage round the event
- Sponsor be mentioned during the opening remarks and in housekeeping announcements

Networking Breaks Partner | \$5,000 + gst

Networking Breaks - Brand Awareness

- Help attendees get an extra boost by sponsoring a refreshment break
- Opportunity to brand the catering area: includes branding at morning tea; lunch and afternoon tea
- Opportunity to supply branded food, i.e. cupcakes with your brand (at cost of sponsor)
- Two pull-up banners around the catering area
- Branded napkins on all catering tables (provided by Bullhorn)
- Branded menu item place cards on catering tables (provided by Bullhorn)
- Signage of the catering area (wording to the effect of 'Catering brought to you by xx') at the catering tables (provided by Bullhorn)

Sponsored Track Partner | \$3,500 + gst

Event - Brand Awareness

- Exclusive branding of your nominated stream. Your company logo will appear alongside the name of the stream outside the room and in the conference program and the Engage Website
- Opportunity to put your banner outside the room for the duration of the stream
- Opportunity to have literature/merchandise on seats inside the room
- Welcome address at the beginning of the track to introduce your company and welcome to stage the first speakers.

Optional add-on Sponsorship Packages

Juice Cart Partner | \$6,500 + gst

Event - Brand Awareness and Lead Gen

- Juice cart hire (includes staff and product)
- Opportunity to supply branded posters or vinyl for the station
- Branded juice bottles/cups (Bullhorn to provide specs and deadlines for artwork and partner to supply artwork)
- 2 x banners and promotional items around the station

Lanyard Sponsor | \$4,500 + gst

Event - Brand Awareness

- Extend your organisation's marketing reach by having your logo printed on every conference badge lanyard. Price includes production of the lanyards.

Notebooks | \$4,000 + gst

Event - Brand Awareness

- Be the exclusive notebook sponsor at Bullhorn Engage and see attendees with your brand throughout the entire conference. Price includes production of the notebooks.

Water Bottle Partner | \$6,500 + gst

Event - Brand Awareness

- Your company logo and messaging on all water bottles at the event (artwork supplied by partner and printed by Bullhorn). Price includes production of the water bottles.
- Water bottles to be placed at the back of the conference room and in the exhibition area.

Charge Bar Partner | \$2,000 + gst

(2 opportunities available)

Event - Brand Awareness

- 1x portable charging stations to be placed in the networking area
- Branded vinyl wrap on the charge stations to promote your business



Partnership Breakdowns



Partnership Breakdowns

Inclusions	Platinum	Gold	Silver
Premium Position for exhibition stand in exhibitor area	✓		
First right of refusal on partnership for 2025 event	✓		
75 word company description on the event website	✓		
Half page advert in conference program	✓		
A copy of the conference attendee list pre-event	✓	✓	
Acknowledgement of your brand as a sponsor in the conference welcome address	✓	✓	
50 word company description on the event website		✓	✓
Recognition as a XX level event sponsor in all pre-event marketing collateral; includes your brand logo appearing on the event website	✓	✓	✓
Branding at the event; includes your brand logo appearing on the event holding slides, sponsor banners	✓	✓	✓
Exhibition stand in premium position in expo hall	✓		
Exhibition stand in expo hall		✓	✓
2-minute pitch during the Marketplace Partner Speed Pitch Session	✓	✓	
A copy of the conference attendee list post-event	✓	✓	✓