



National Wellbeing Education Conference 2025

Sponsorship Prospectus

Collective Solutions with
Wellbeing and Trauma Aware
Pedagogies

September 8th- 9th 2025
Adelaide, Australia

You are invited

The **2025 PESA Wellbeing Education Conference** is an essential professional learning event for educators dedicated to accelerating wellbeing and trauma-aware education in Australian schools. Under the thematic banner of **Collective Solutions with Wellbeing and Trauma Aware Pedagogies**, this unique conference brings together educators and leaders to address pressing wellbeing and behaviour challenges facing schools and educators today, with an emphasis on real solutions grounded in wellbeing science and trauma-aware education. Through collaborative, hands-on, interactive sessions, participants will gain powerful, evidence-based strategies that can be implemented immediately to uplift a school community.

Recognising educators as experts in their field, this conference is purposefully crafted to showcase and elevate best practices from across the nation. Our mission is to challenge, inspire, empower, and support educators by fostering collaboration, celebrating successes, sharing proven strategies, and addressing real-world challenges — together.



Lisa Davias,
Chief Executive Officer,
PESA

What we Aim to Achieve



At this conference, we have four primary goals:

- Enhance educators' **knowledge** and **confidence** to integrate wellbeing and trauma-aware approaches into their schools.
- Foster **collaboration** and **connection** across schools within each state and territory.
- Equip educators with practical, ready-to-use **solutions** to solve real-world challenges.
- Empower and **celebrate the expertise of our educators** through collaboration, thus supporting their own wellbeing.

At this conference, delegates will feel:



- **Challenged** to reflect on and reshape their approaches to wellbeing in education - what's new? What's emerging? What might have changed?
- **Inspired** to implement new strategies that create positive change for themselves, their students and their school communities.
- **Empowered** to confidently embed wellbeing initiatives in their schools and communities.
- **Supported** to deliver sustainable practices that enhance their wellbeing practices.

Educators are experts in their fields. This conference is strategically designed to bring together best practice, celebrate the wins and tackle the challenges - together.

Audience reach and engagement



The PESA National Wellbeing Education Conference is recognised as the premier wellbeing education conference in Australia, with a growing international reputation. It attracts delegates from across Australia as well as internationally, hailing from diverse backgrounds - ranging from educators and school leaders from the Government, Catholic, Independent and systemic school sectors, to universities to health professionals and community members.

We expect 400-500 delegates to attend our 2025 conference from across Australia, as well as internationally.

Through securing a sponsorship package, your organisation will be strategically placed to profile your work as a key partner of this conference to a vast market.

Why partner with PESA:

Sponsoring the PESA National Wellbeing Education Conference positions your organisation as a key supporter in advancing wellbeing education. Our sponsorship packages are tailored to offer significant exposure and engagement with your target market. By sponsoring, you can:

- **Align your brand** with the leading discussions in wellbeing education
- **Champion national attention** on the importance of wellbeing in education
- **Gain visibility** with key decision-makers and stakeholders
- **Connect with your target audience** in a setting dedicated to professional growth and collaboration
- **Drive brand preference** and attract new clients

Maximise Your Brand Exposure

Securing your sponsorship early allows for maximum exposure as part of our extensive promotional campaign, which includes:

- Print advertisements
- Direct mail outreach
- Email marketing to PESA's targeted subscriber base
- Social media features across PESA's platforms
- Conference website promotion, with your brand highlighted as a leading supporter

Choose from a range of sponsorship levels to find the option that best fits your goals and budget. Let's work together to ensure your involvement brings optimal benefits and impact for your brand.

Summary of Sponsorship packages

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Networking Event Sponsor	Coffee Cart Sponsor	Keynote Speaker Sponsor	Name Badge Sponsor	Exhibitor Standard	Exhibitor Plus
	Two opportunities	Three opportunities	Five opportunities	Five opportunities	One opportunity	One opportunity	Three opportunities	One opportunity	Limited opportunities	Limited opportunities
	\$20,000	\$15,000	\$10,000	\$5,000	\$7,500	\$6,500	\$5,000	\$4,000	\$2,000	\$3,000
Registrations	5	3	2	1	2	1	1	1	1	1
Tickets to the networking event	5	3	2	1	2	-	-	-	-	-
Acknowledgement in conference opening or close address	✓	✓	✓	✓	✓	✓	✓	✓		
Acknowledgement of keynote address							✓			
Acknowledgement at the networking event					✓					
Logo on name badges								✓		
Logo on website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Profile on website	✓	✓	✓	✓	✓					
Logo on emails	✓	✓	✓	✓	✓					
Promotional content in EDM to conference database	1									
Display pull-up banner in the plenary room		✓	✓							
Display pull-up banner on the main stage (location side stage)	✓									
Display pull-up banner in the exhibitor hall				✓	✓		✓	✓		
Display pull-up banner at the networking event										
Additional banner display opportunity					✓	✓				
Logo on PowerPoint slide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Delegate list	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social media post	✓									
Satchel insert	✓	✓	✓	✓	✓		✓	✓	✓	✓
Exhibitor table top stand	✓	✓	✓		✓	✓	✓		✓	✓
Exhibitor demon opportunity										✓

The above table is a summary of entitlements provided for ease of comparison, please read the full list of entitlements on the following pages for all details.

If you would like to support the conference but these sponsorship opportunities do not meet your requirements, please do not hesitate to contact Lisa Davias on 0415 715 356.

Platinum Sponsor

\$20,000 - Two opportunities



Our Platinum Sponsors are premier partners of the PESA Wellbeing Education Conference, offers the highest level of prestige and benefits.

The Platinum Sponsorship package offers the highest level of prestige and benefits. Platinum sponsors solidify their industry leadership and foster significant business relationships, making it an optimal investment for elevating brand status and influence within PESA and beyond.

Acknowledgement

- Acknowledgement as a Platinum Sponsor from the PESA Chair as part of the conference welcome and closing addresses.

Marketing and Branding Benefits

- Recognition as a Platinum Sponsor with your logo (linked to your website) and 250- word company profile on the conference website.
- Recognition as a Platinum Sponsor on all digital event signage.
- Logo (linked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use).
- Promotional content to conference database included in one (1) regular electronic direct marketing.
- Opportunity to display a freestanding pull-up banner during the conference on the stage.
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
- Instagram and LinkedIn post with sponsor mention.
- Electronic copy of delegate list (including name, position, organisation and email address)*
- Opportunity to provide one branded item for the delegate satchels (to be provided by sponsor).

Registration

- Five delegate registrations plus five complimentary tickets to the networking event.

Exhibition

- One (1) 6m x 2m trade area, with access to power and Wi-Fi*
- Most prominent position for trade display.
- Complimentary display table and two chairs.

* Delegate list subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation.

Gold Sponsor

\$15,000 - Two opportunities



Gold Sponsorship provides unparalleled visibility and prestige, positioning the sponsoring company as a prominent supporter of the event.

Gold sponsors enjoy heightened brand recognition, extensive reach, and the chance to forge influential connections, making it a strategic investment for maximising exposure and industry influence.

Acknowledgement

- Acknowledgement as a Gold Sponsor from the PESA Chair as part of the conference welcome and closing addresses.

Marketing and Branding Benefits

- Recognition as a Gold Sponsor with your logo (linked to your website) and 250- word company profile on the conference website.
- Recognition as a Gold Sponsor on all digital event signage.
- Logo (linked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use).
- Opportunity to display a freestanding pull-up banner during the conference in the plenary hall.
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
- Electronic copy of delegate list (including name, position, organisation and email address)*
- Opportunity to provide one branded item for the delegate satchels (to be provided by sponsor).

Registration

- Three delegate registrations plus three complimentary tickets to the networking event.

Exhibition

- One (1) 3m x 2m trade area, with access to power and Wi-Fi*
- Prominent position for trade display.
- Complimentary display table and two chairs.

* Delegate list subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation.

Silver Sponsor

\$10,000 - Five opportunities



Silver Sponsorship offers excellent value for companies looking to establish a strong presence at the PESA Wellbeing Education Conference.

This package provides significant visibility opportunities, enabling sponsors to connect with an engaged audience while demonstrating their commitment to wellbeing education. Silver sponsors benefit from targeted exposure, making it an ideal option for businesses seeking to enhance their profile.

Acknowledgement

- Acknowledgement as a Silver Sponsor from the PESA Chair as part of the conference welcome and closing addresses.

Marketing and Branding Benefits

- Recognition as a Silver Sponsor with your logo (linked to your website) and 100- word company profile on the conference website.
- Recognition as a Silver Sponsor on all digital event signage.
- Logo (linked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use).
- Opportunity to display a freestanding pull-up banner during the conference in the plenary hall.
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
- Electronic copy of delegate list (including name, position, organisation and email address)*
- Opportunity to provide one branded item for the delegate satchels (to be provided by sponsor).

Registration

- Two delegate registrations plus two complimentary tickets to the networking event.

Exhibition

- One (1) 3m x 2m trade area, with access to power and Wi-Fi*
- Prominent position for trade display.
- Complimentary display table and two chairs.

* Delegate list subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation.

Bronze Sponsor

\$5,000 - Five opportunities

Bronze Sponsorship is an accessible option for organisations eager to support the PESA Wellbeing Education Conference and align with its values.

This package offers valuable brand exposure, allowing sponsors to build connections and reinforce their dedication to wellbeing education. Bronze sponsorship is a strategic choice for businesses seeking to enter or deepen their engagement with this wellbeing educators and leaders.



Acknowledgement

- Acknowledgement as a Bronze Sponsor from the PESA Chair as part of the conference welcome and closing addresses.

Registration

- One delegate registrations plus one complimentary ticket to the networking event.

Marketing and Branding Benefits

- Recognition as a Bronze Sponsor with your logo (linked to your website) and 100- word company profile on the conference website.
- Recognition as a Bronze Sponsor on all digital event signage.
- Logo (linked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use).
- Opportunity to display a freestanding pull-up banner in the exhibitor hall.
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
- Electronic copy of delegate list (including name, position, organisation and email address)*
- Opportunity to provide an A5 delegate bag insert or delegate gift (to be provided by sponsor).

** Delegate list subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation.*

Networking Event Sponsor

\$7,500 - One opportunity



As the Networking Event Sponsor, your brand takes centre stage during one of the most connected moments of the PESA Wellbeing Education Conference.

This sponsorship offers exclusive recognition as the host of the event that fosters meaningful connections among attendees, speakers, and industry leaders

Acknowledgement

- Acknowledgement as the sponsor during the close of day 1 of the conference (before the networking commences).

Marketing and Branding Benefits

- Recognition as the networking event Sponsor with your logo (linked to your website) and 100- word company profile on the conference website.
- Recognition as the event Sponsor on all digital event signage.
- Logo (linked to your website) included on all promotional email campaigns from the time of confirmation (and providing your logo for use).
- Opportunity to display freestanding pull-up banners at the networking event.
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
- Electronic copy of delegate list (including name, position, organisation and email address)*
- Opportunity to provide an A5 delegate bag insert or delegate gift (to be provided by sponsor).

* Delegate list subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation.

Registration

- Two delegate registrations plus two complimentary tickets to the networking event.

Exhibition

- One (1) 3m x 2m trade area, with access to power and Wi-Fi*
- Complimentary display table and two chairs.

Coffee Cart Sponsor

\$6,500 - One opportunity



- Opportunity to display a freestanding pull-up banner at the coffee cart.
- Opportunity to provide branded cups for hot beverages to be served in (at sponsors cost).
- Acknowledgement as the Coffee Cart Sponsor from the PESA Chair as part of the conference welcome and closing addresses.
- Recognition as the Coffee Cart Sponsor with your logo (linked to your website) on the conference website.
- One delegate registration to the conference.
- Opportunity to display a freestanding pull-up banner at the coffee cart.
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
- Electronic copy of delegate list (including name, position, organisation and email address)*
- Opportunity to provide an A5 delegate bag insert or delegate gift (to be provided by sponsor).
- One (1) 3m x 2m trade area, with access to power and Wi-Fi*. Includes a complimentary display table and two chairs.

Keynote Speaker Sponsor

\$5,000 - Three opportunities

- Acknowledgement as the Sponsor of a keynote address during the keynote introduction (sponsor may choose which keynote to sponsor, depending on availability and keynote approval).
- Recognition as the Keynote Speaker Sponsor with your logo (linked to your website) on the conference website.
- One delegate registration to the conference.
- Opportunity to display a freestanding pull-up banner in the exhibitor hall.
- Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
- Electronic copy of delegate list (including name, position, organisation and email address)*
- Opportunity to provide an A5 delegate bag insert or delegate gift (to be provided by sponsor).

** Delegate list subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation.*

Name Badge Sponsor

\$4,000 - One opportunity



- Your logo printed on the conference name badges.
 - Acknowledgement as the Name Badge Sponsor from the PESA Chair as part of the conference welcome and closing addresses.
 - Recognition as the Name Badge Sponsor with your logo (linked to your website) on the conference website.
 - One delegate registration to the conference.
 - Opportunity to display a freestanding pull-up banner in the exhibitor hall.
 - Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
 - Electronic copy of delegate list (including name, position, organisation and email address)*
 - Opportunity to provide an A5 delegate bag insert or delegate gift (to be provided by sponsor).
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Exhibitor Standard

\$2,000 - Limited Opportunities

- One (1) 3m x 2m trade area, with access to power and Wi-Fi*. Includes a complimentary display table and two chairs.
 - One delegate registration to the conference.
 - Recognition as an Exhibitor with your logo (linked to your website) on the conference website.
 - Your logo on the sponsorship PowerPoint slide shown in all session rooms before and after sessions.
 - Electronic copy of delegate list (including name, position, organisation and email address)*
 - Opportunity to provide an A5 delegate bag insert or delegate gift (to be provided by sponsor).
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Exhibitor Plus

\$3,000 - Limited Opportunities

- Inclusions listed in the Exhibitor Standard package **plus** a 20 minute showcase presentation/demo on Day 2.

* Delegate list subject to delegate consent and in accordance with Australian Privacy & Anti-Spam Legislation.

Thank you

Thank you for considering this impactful partnership opportunity.

We look forward to the possibility of collaborating to support the wellbeing and professional growth of Australian educators.

To apply for sponsorship or exhibitor opportunities, please [apply here](#).

Sponsor and Exhibitor Terms and Conditions can be found [here](#).



PESA is Australia's peak body for wellbeing education, dedicated to embedding evidence-based wellbeing practices into education systems nationwide. We support educators and education systems to prioritise and raise wellbeing across communities, advocating for environments where Australian young person can learn, grow, and thrive.

