



# MAYORAL SCHOLARSHIP PROGRAM

## SPONSORSHIP PROSPECTUS 2025



Cessnock City Council's Mayoral Scholarship Program is an initiative of Mayor, Councillor Dan Watton, that assists local residents financially to achieve their educational goals at TAFE or university.

The objective of the program is to help residents of the Cessnock Local Government Area (LGA) advance their education and reach their full potential, particularly in industries offering rewarding career prospects in the Cessnock LGA, such as hospitality, tourism, education, engineering, medical, mining, communications and manufacturing.

While many factors influence career selection, it is our goal to have as many residents as possible achieve their higher education and career aspirations.

The program has been running since 2002 and, with the help of local sponsors, has awarded **262 scholarships to the value of \$655,500**.

Receive promotional benefits while supporting youth, residents and jobs in our area by becoming a 2025 Mayoral Scholarship Program sponsor.

### Supporting our local economic future

Education and higher learning is critical to improving business outcomes, driving innovation and ultimately increasing output and wages.

The Mayoral Scholarship Program provides an opportunity for local businesses to support the upskilling and growth of our workforce.

Partner with Cessnock City Mayor, Councillor Dan Watton, in supporting local potential by becoming a sponsor to provide financial assistance to community members striving to achieve their academic, education and training goals.

Businesses contribute **\$2,500 per scholarship**, with the total amount being awarded to successful candidates to help offset costs such as course fees, textbooks, laptops and more.

### Scholarship sponsorship

Your sponsorship comes with the following promotional benefits:

- Logo to feature on Mayoral Scholarship promotional materials
- Business profile feature in the Advance Cessnock e-newsletter
- Business logo placed on the Mayoral Scholarship webpage
- Mention in the Cessnock City eNews
- Mention in official Council media release
- Promotion on Council's social media platforms as being a sponsor of the Mayoral Scholarship
- Invitation to event recognising successful recipients
- Presentation to the scholarship recipient with Mayor
- Provision of photos from the presentation night for promotional use
- Opportunity for ongoing engagement with your scholarship recipient





## Recipient Success Story: Krystal Sellars

"I was incredibly grateful and honoured to be chosen among the successful applicants for the 2024 Mayoral Scholarships. I dropped back to part-time work when I returned to university to study a Bachelor of Climate Science and Adaptation in 2023. The scholarship has helped cover costs including equipment, field trips and parking, and will also allow me to take time off work when I complete my 140-hour placement in the final year of my degree."

## Mayor's Message

As someone who has worked with individuals who have experienced barriers to gain the skills they need to find and keep meaningful employment, I know the value of this program.

The Mayor's Mayoral Scholarship program has assisted 262 students since its inception in 2002. This support allows them to focus on their studies. I'm proud of this program, and with your help, supporting local residents.



## Join with us to grow our people

Council plays a significant role in economic development by investing in local infrastructure, providing services to the community, advocating on important issues, being an employer of choice and, when necessary, taking action to benefit the region.

Council wishes to lead by example and demonstrate our commitment towards improving education and training within our community. The Mayoral Scholarship Program is one of the ways Council is supporting the growth of our people and expanding this program is a critical step. Council is also proud to offer traineeships and apprenticeships.

We are seeking like-minded businesses to join us in growing and developing our people through supporting the 2025 Mayoral Scholarship Program. **Become a sponsor and be part of the journey!**

## Sponsor Commitment Form - \$2,500

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Contact Details \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Amount \_\_\_\_\_

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