



**AUSTRALIA**  
EXPO 2025 OSAKA, KANSAI

## *Partner with us* at the Australia Pavilion at World Expo 2025 Osaka

Australia will join over 160 nations at the next World Expo in Osaka, Japan. Over 2.8 million people are expected to visit the Australia Pavilion over the six months (April to October 2025).

Our striking national pavilion will spotlight the best of Australia through a special events space for our partners, complemented by a vibrant public precinct and dynamic cultural program.

We are looking for extraordinary organisations to help us shine on the world stage and invite you to join us as an Australia Pavilion partner.

### *Partnership packages*

**There are five corporate partnership package tiers available:**

- Partner (\$125,000)
- Bronze Partner (\$250,000)
- Silver Partner (\$500,000)
- Gold Partner (\$1,000,000)
- Platinum Partner (\$2,000,000)

**Partnership benefits** are scaled according to each investment tier around three streams across the six months of Expo:

1. Hosting your own special events at the Pavilion for your VIP guests (includes full event management, catering and Expo site entry tickets for guests)
2. Invitations to Pavilion VVIP events and special opportunities
3. Brand exposure and public relations

**Special events**, including corporate hospitality, board meetings, small conferences, product launches, MOU Signings and seminars, may be condensed over full days in the Australia Pavilion special events zone, or can be dispersed throughout the six months of Expo.

Partners may also propose **equivalent benefits**, tailored to your organisation's interests in Japan and at the Expo.

**Joint partnerships** may be taken by more than one organisation.

**Peak bodies** are invited to partner with the Australia Pavilion on behalf of their members. There is no limit on the number of members associated with a peak body partnership.

Gold and platinum partnerships include **concierge and concierge plus**, an additional service provided by our protocol team to identify targeted meetings, networking and engagement opportunities with visiting international delegations and high-level officials during the Expo.

## *Partnerships are now open*

To apply, complete an Expression of Interest form on our website: [www.expoaustralia.gov.au/partners](http://www.expoaustralia.gov.au/partners)

If you would like more information or to discuss further, contact us at: [expopartnerships@dfat.gov.au](mailto:expopartnerships@dfat.gov.au)



## Special Events Zone

Our special events zone has been designed to provide an unforgettable Australian experience. Your guests will receive complimentary Expo tickets to attend your VIP events, and you will have full access to our events management and hospitality team to impress your guests with a tailored Australian experience.



### Gala Function Room

- 80 pax seated at round tables
- 110 pax theatre style seating
- 115 pax networking reception



### Outdoor Terrace

- 80 pax networking reception standing



### Boardroom

- 20 pax seated for meeting or small dining event



### Lounge Room

- 10 pax for seated small meeting (lounge chairs)

## Events Program

Our striking national pavilion will showcase the best of Australia through a dynamic **six-month program of targeted trade and investment promotions and business engagement events**. Events will be hosted by the Commonwealth government, state and territory governments, corporate partners, and community partners.

This program will be aligned to the Expo theme weeks and shaped around Australia's focal sectors with Japan, including:

- Future society, cities, technology and innovation
- Global new energy and decarbonisation
- Food, beverages, textiles and agriculture
- Health and medtech
- International education and research collaboration

We will also incorporate our values of gender equality and inclusion; First Nations priorities; regional collaboration; and sustainability.

Partners may elect to align their Pavilion presence and engagement with these focal sectors and theme weeks.



## Partnership packages and benefits

### Stream 1: Corporate hospitality and pavilion access

Australia Pavilion Corporate Partnerships	Partner \$125K	Bronze \$250k	Silver \$500K	Gold \$1M	Platinum \$2M
VIP event with full catering and event management support for up to 3 hours	1	2*	3	6	10
Boardroom meeting (20 pax) with catering for up to 3 hours	1	1	4	8	10
Small meeting room (10 pax) with catering for up to 3 hours	1	1	2	4	10
Complimentary Expo entry tickets for guests attending your VIP events and meetings	✓	✓	✓	✓	✓
Australian Commissioner-General remarks at one VIP event	✓	✓	✓	**	**
Exclusive VIP tours of Australia Pavilion visitor experience for your event guests	-	✓	✓	✓	✓
VIP visitor experience for a group of 10 guests followed by refreshments	-	1	2	4	10
Concierge service to coordinate additional meetings and engagements throughout Expo	-	-	-	○	+

\*Can be converted into 4 boardroom meetings of up to 20 pax | \*\*Multiple events upon request/ subject to availability

○ Concierge + Concierge Plus

### Stream 2: Invitations to influential VIP events

Australia Pavilion Corporate Partnerships	Partner \$125K	Bronze \$250k	Silver \$500K	Gold \$1M	Platinum \$2M
Invitation/s to VIP elements of Australia's National Day at Expo program*	1	2	4	6	8
Invitation/s to Australia Pavilion flagship or Commonwealth events	2	4	8	16	32
Invitation/s to Australia Pavilion launch in Australia*	1	2	4	6	8
Invitation/s to Australia Pavilion Opening in Osaka*	1	2	4	6	8
Invitation/s to Australia Pavilion VIP partners acknowledgment event*	✓	✓	✓	✓	✓
Austrade-led business briefings/business events***	✓	✓	✓	✓	✓
Invitation/s to Ministerial/visiting dignitary event***	-	-	-	1	1

\*Subject to event proceeding as planned, flights and accommodation not included

\*\*Final decision on speaker program will be made by DFAT (Department of Foreign Affairs and Trade)

\*\*\*Subject to event capacity and content relevance to partner organisation

## Stream 3: Brand exposure and public relations

Australia Pavilion Corporate Partnerships	Partner \$125K	Bronze \$250k	Silver \$500K	Gold \$1M	Platinum \$2M
Acknowledgment as a partner in speeches, media releases, marketing material (scaled according to partnership tier)	✓	✓	✓	✓	✓
Logo on Australia Pavilion website	✓	✓	✓	✓	✓
Logo on Australia Pavilion partner e-acknowledgement wall	✓	✓	✓	✓	✓
Logo and event photograph in Australia Pavilion Expo Almanac	Logo	Logo	Logo	✓	✓
Logo in relevant promotional material	✓	✓	✓	✓	✓
Australia Pavilion- provider/partner logo lock up	✓	✓	✓	✓	✓
Company case study about Expo participation on Australia Pavilion website	✓	✓	✓	✓	✓
Access to partner resources portal on Australia Pavilion website	✓	✓	✓	✓	✓
Posts on Australia Pavilion social media platforms (scaled according to partnership tier)	✓	✓	✓	✓	✓
Media support package for VIP events	✓	✓	✓	✓	✓
Post-event photo and video highlights package	✓	✓	✓	✓	✓
Media summary at the conclusion of Expo	✓	✓	✓	✓	✓
Copies of Australia Pavilion Expo Almanac	1	2	4	6	8
One article/feature in Australia Pavilion stakeholder newsletter	-	-	✓	✓	✓
Included in targeted sectoral/pillar campaigns (scaled according to partnership tier)	-	-	✓	✓	✓

## Express your interest

Partnerships Expression of Interest form: [www.expoaustralia.gov.au/partners](http://www.expoaustralia.gov.au/partners)

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