



MAYORAL SCHOLARSHIP PROGRAM

SPONSORSHIP PROSPECTUS 2022



Cessnock City Council's Mayoral Scholarship Program is an initiative of Mayor, Councillor Jay Suvaal, 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 the industries offering gainful employment 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 **223 scholarships to the value of \$558,000**.

Receive promotional benefits while supporting youth, residents and jobs in our area by becoming a 2022 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 Jay Suvaal, 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 two official Council media releases
- 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: Jenae Madden

2021 Mayoral Scholarship recipient, Jenae Madden, of Kurri Kurri, said being awarded the scholarship was a “game changer” which provided critical financial support during her final year of undertaking a double degree, majoring in Media and Communications and Political and International Relations, at the University of Sydney.

“I would encourage anyone thinking about the Mayoral Scholarship to apply,” Ms Madden said.

“The doors of opportunity it has opened for me are vast and will see me through to the rest of my studies.”

Mayor’s Message

This program has assisted 223 students since its inception in 2002. We’ve been able to help students achieve their education and career goals through providing them financial support.

This support allows them to focus on their studies and alleviates some of the stress associated with furthering education. I’m proud of this program, excited about the prospect of growing it, 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 2022 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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