

# EntPathways 2027

## Partnership Prospectus

*Building the next generation of live event technicians — across Brisbane, Sydney and Melbourne.*

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### The opportunity

Live events are booming. The workforce isn't. The busiest event calendar in a generation, and not enough trained hands to run it — every crew stretched, every hire company knocking back work, every venue training on the fly.

EntPathways is ENTECH doing something about it: two theatres of straight-talking career sessions, delivered by working professionals, putting the committed next generation on a path into the trade. For the first time in ENTECH's thirty-year trade-only history, that next generation will be on the floor — curated and filtered — meeting the brands who'll employ, train and sell to them for decades.

**Partnering puts your name at the centre of the industry's most important story — and, as below, sends a fifth of every dollar to the people already in the trade.**

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### Who you'll meet — committed, not curious

This is not a school excursion, and it is deliberately nothing like the coach-loads ENTECH has always kept off the floor. EntPathways targets **committed, genuinely interested candidate entrants** — people who have decided this industry is for them, or are seriously deciding.

Every attendee is qualified before they arrive:

- They register individually on a dedicated site, EntPathways.com.au — no bulk or group bookings
- Real data is captured at sign-up: discipline of interest, study status and institution — the basis of the aggregate pipeline insights partners receive
- They attend as individuals, with one parent or carer only — no groups, no busloads, no time-wasters
- Minimum age 15, checked in to each session by a controller, wearing a distinctive lanyard so you know exactly who you're meeting

**The result for you: the filtering is done before anyone reaches your stand. The new faces on the ENTECH floor are the serious ones — and the data behind them is real, not a guess.**

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### \$1 in every \$5 goes to Support Act

20% of every sponsorship dollar raised by EntPathways goes to Support Act, the entertainment industry's own charity — crisis relief and mental-health support for the people who build our shows. EntPathways builds the industry's future; your partnership also backs its present. It's not run for profit; it's run for the trade.

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### Partnership levels

*Positions are deliberately few and claimed first-in, first-named. Once a category's taken, it's gone. GST is added on to the price.*

#### Presenting Partner

**\$15,000 + AV in-kind** *One only*

*For a major production supplier*

- Headline naming: “EntPathways, presented by [you]” on all collateral, signage, stage backdrops, website and every announcement across the three-city tour
- You supply and operate the AV and production for both theatres, all three cities — your kit, your crew, your name literally powering the rooms
- Premium logo lockup above all other partners; a speaking moment at each city launch
- First right of refusal to renew for 2028 before any other party is approached
- Aggregate pipeline insights: the courses, disciplines and institutions feeding the future workforce
- First access to the new blood on the ENTECH floor — the people who'll specify and buy your kit for years to come

## Industry Champion

**\$7,500** Limited — 2 to 3

*For producers, promoters and major venues*

- Back the whole program, not a single technical category — positioned as an industry leader investing in its own future
- A “life in our world” voice on the program: put your people on stage telling new entrants what the work is really like
- Premium logo placement and stage acknowledgement across all three cities
- The social-licence play: be seen backing the next generation of the industry you helped build

## Crewing Partner

**\$6,000** One only or - **\$3,000** one city

*For a national or state crewing agency*

- Naming as the official EntPathways crewing and careers partner
- Direct recruitment access to committed new entrants — the pipeline is your business, and “work up through a crewing agency” is one of the pathways we teach
- Logo placement and a presence in the relevant career sessions across all three cities
- Aggregate pipeline insights

## Stream Partner

**\$5,000** Four only — one per stream

*Must be an ENTECH exhibitor. Streams: Lighting · Audio · Vision · Reality*

- Sole naming of one session stream: “the Lighting stream, presented by [you]”
- Logo in that theatre and on every session listing within your stream
- Association with the exact discipline you sell into, in front of its future workforce
- Aggregate pipeline insights for that discipline
- The Reality stream (money, lifestyle, freelance life) suits a producer or promoter voice, and can be paired with an Industry Champion package

## Supporter

**\$1,500** Open

*For exhibitors who want to back the program*

- Logo on the EntPathways lanyards, city banners and website
- Acknowledged as an EntPathways Supporter across the tour
- An accessible way to stand alongside the majors on the industry's future

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## Education Alley — for training providers

A separate offering for TAFEs and registered training organisations. Education Alley is a tabletop zone the students visit *after* the career sessions — a place to talk about where to study, once they've had the straight-talking version from working professionals.

### Education Alley Table

**\$1,900** *Limited tabletops*

*For TAFEs and registered training organisations (RTOs)*

- A staffed tabletop in the Education Alley, in front of committed, pre-qualified new entrants
- Your prospectus and course information in the hands of students who've decided they're in
- Note: the career sessions are editorially independent and delivered by industry professionals — Education Alley is where course selection happens, kept separate from the program so students trust both

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## What every partner shares

- A place at the centre of ENTECH's most talked-about initiative, across three cities and eight months of pre-event campaigning
- Association with a genuine industry-good cause — and the Support Act commitment behind it
- Access to committed, individually-registered new entrants on the ENTECH floor for the first time — curated, data-verified, and filtered of time-wasters
- Acknowledgement at the September launch events, where partnerships are announced and claimed

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***EntPathways. Real jobs. Real answers. Real people who do the work.***

To claim your place: Kate & Julius · [email] · [phone]

*Positions are first-in, first-named. The September launch is where they go.*