

Australia Pavilion Partnerships – Expo 2025 Osaka

Expressions of Interest Guidance Note

August 2024

This is a call for expressions of interest from corporate organisations who are interested in supporting and participating in Expo 2025 Osaka as partners (sponsors) of the Australian Pavilion. Partners provide cash or value-in-kind contributions (goods or services free-of-charge) to the Australian Pavilion in return for benefits during the Expo.

Please note that this not a grant application, or a procurement opportunity. Any procurements related to Australia's participation at Expo will be advertised on [AusTender \(tenders.gov.au\)](https://www.tenders.gov.au)

Expo 2025 Osaka

Australia will participate in the World Expo 2025 (the Expo) in Osaka, Japan, to deepen Australia's relationship with Japan, create new opportunities for Australia and project a modern Australia to the world.

The Australian Pavilion is looking for extraordinary organisations with a presence in Japan, or who are working to enter the market, to shine on the world stage at Expo 2025 Osaka, through the Australian Pavilion Partnerships (sponsorship) Program. Please read [Australian Pavilion Partnership Opportunities](#) in conjunction with this guidance.

This is an exceptional opportunity for Australian businesses to promote Australian products and/or services in Japan and across a global platform.

We are seeking partners aligned with Japan's [Expo themes and Australia's priority programming pillars and cross-cutting themes](#). Japan's core theme is 'Designing Future Society for our Lives', and its sub themes are 'Saving Lives', 'Connecting Lives' and 'Empowering Lives'. Australia's pavilion is located in the Connecting Lives zone of the Expo site. Japan will also focus on decarbonisation, clean energy and the United Nations Sustainable Development Goals throughout Expo.

How to express an interest in partnering with the Australian Pavilion

We are seeking Expressions of Interest from businesses looking to invest in **value-in-kind or cash partnerships** with the Australian Pavilion. Value-in-kind contributions include products or services provided to the Australian pavilion free-of-charge, to enhance Australia's presence at Expo. In return Australian Pavilion partners receive benefits at the Expo for their contributions.

Partnership benefits are scaled according to the investment tier and shaped around three streams:

- **Relationship building, networking and business development opportunities** through hosting your own special events and corporate hospitality in the Australian Pavilion
- **Invitations to VIP events** at the Australian Pavilion, with influential guests
- **Brand exposure and public relations**, in Japan, through Expo platforms and in Australia.

Australian Pavilion partnerships are structured according to six investment tiers. (The investment may be cash or value in kind goods or services.)

- Official providers (goods/services contributions up to \$125,000)
 - *In return for the **value-in-kind contribution** of \$125,000+, official providers will receive benefits associated with the partner to platinum partnership packages.
- Partner (cash investment or goods/services valued at more than \$125,000)
- Bronze partners (cash investment or goods/services valued at more than \$250,000)
- Silver partners (cash investment or goods/services valued at more than \$500,000)
- Gold partners (cash investment or goods/services valued at more than \$1,000,000)
- Platinum partners (cash investment or goods/services valued at more than \$2,000,000)

Further details on each of the investment tiers and partnership benefits and opportunities are available in the [Australia Pavilion Partnership Opportunities](#) prospectus.

Goods and services provided by Official Providers should enhance Australia’s presence at Expo. We have developed broad categories in which businesses may wish to provide goods or services as official providers or partners. Please note, this is not an exclusive list, and we welcome additional proposals.

The Pavilion	Food and beverage (public cafe + VIP areas)	Visitor Experience
Interior finishes, signage, graphics and joinery Furniture (indoor and outdoor) and soft furnishings General appliances and equipment A/V systems and equipment Security systems and equipment Landscaping, plants and trees Hospitality supplies and consumables People counting systems	core ingredient –for menu item (protein, fruit, veg) Core product (coffee, milk/alternative milk, protein, bush foods, etc) Alcoholic beverages Non-alcoholic beverages Standalone food cart e.g. ice-cream	Content creation, including graphics, AV footage, soundscape, images Gift pack/show bag for school visitors Artworks and sculptures VIP gifts – speakers and official international delegations Jewellery, hats, scarves, food and beverage items for speaker / special guests.

How to apply

Businesses interested in becoming partners of the Australian Pavilion, should complete an online Expression of Interest using the [online form](#).

All information will be assessed according to a set of criteria, including:

- 1) Consistency with [Australia's objectives for Expo](#)
- 2) Consistency with Expo 2025 Osaka themes, sub themes and theme weeks, [Australia's programming pillars](#) for Expo and the UN Sustainable Development Goals
- 3) Trade and investment and/or people-to-people linkages with Japan or a strategy and capability to enter the market
- 4) Company reputation enhances Australia's participation at Expo 2025 Osaka
- 5) Suitability and timely delivery of offering for value-in-kind contributions
- 6) Willingness to work with the Australian Government to promote Australia's strengths in key sectors and capabilities for the bilateral relationship.

EOIs will remain open until 31 December 2024. Responses to the Expression of Interest will be assessed progressively to meet project timelines. This may result in a value-in-kind opportunity no longer being available in an advertised category (early applications are encouraged). Please connect with us if you have any further questions expopartnerships@dfat.gov.au.

For more information on Australia's participation at Expo 2025 Osaka visit our [website](#).