



PLATINUM SPONSOR PACKAGE

\$20,000 + GST

Duration: 12 months

Renewable annually with opportunity for ongoing partnership

Platinum Sponsorship opportunities offer your organisation prominent branding and promotional advantages as a key supporter of our school community. This bespoke package ensures widespread recognition across our platforms and at major events.

Designation

- Recognised as **Brisbane State High School Platinum Sponsor**
- Entitled to use the official **Brisbane State High School Platinum Sponsor** logo

Brand Visibility & Sponsorship Activation Opportunities

Opportunity to provide demonstration, display or branding at appropriate school events such as:

- School events, where applicable
- Extra-curricular sport fixtures – home games
- State High Day
- P&C events
- Product placement or distribution to students, families and staff - flyers or merchandise

***Activation opportunities and branding material at Sponsor's cost. Material supplied subject to school approval ***

Signage

The following signage locations are provided to Platinum Sponsors:

- 1 x Banner Signage on Multipurpose Courts, Brisbane SHS Playing Fields, Fursden Road, Carina
- 2 x Toblerone/Portable Signage - Brisbane SHS Playing Fields, Fursden Road, Carina – home games
- Platinum Sponsor logo with QR Code to Sponsor's organisation's website – Canteen at Brisbane SHS Playing Fields, Fursden Rd, Carina
- Platinum Sponsor logo with QR Code to Sponsor's organisation's website – staff rooms
- School Promotional Presentation -featuring organisation's name/logo on continuous rotation – School Reception, H Block
- Pull-up Banner (1200 x 600) - School Reception, H Block

Signage production and maintenance at Sponsor's cost and to appropriate size/specifications, as approved by Executive Principal

Branding & Exposure:

As a Platinum Sponsor, you will have the following branding opportunities:

- Platinum Sponsor designated logo displayed:
 - in all school newsletters
 - community page of school website
 - school official TVC or static graphic (sponsorship hierarchy), where appropriate
 - event LED screens, where appropriate





Digital & Communication Channels (Internal and External)

Platinum Sponsorship acknowledgement on the following school platforms:

- Platinum Sponsor logo and website link featured on school website
- Feature story and profile (250-words) of Sponsor's organisation featured on the school website with the organisation's name/logo hyperlinked to Sponsor's organisation's website
- Acknowledgement post on official school **social media** at agreement commencement
- Inclusion of Sponsor's name in social media posts – 4 (one per term)
- Inclusion of Sponsor's name/logo in newsletter articles - 4 editions (one per term)
- Inclusion in:
 - **Annual Yearbook** – Sponsors section
 - **Online Business Directory** on school website
- Acknowledgement of Platinum Sponsor at all key events

Public Relations & Recognition

- Announcement of Platinum Sponsorship across school media (internally and externally)
- Acknowledgement as a Platinum Sponsor at select school events or speeches, where appropriate
- Opportunities to host school events at Platinum Sponsor's venue
- Opportunity to utilise school venue for Platinum Sponsor's own functions and events, upon availability and suitability
- Platinum Diamond plaque permanently displayed on the Kurilpa Concourse
- Official Certificate of Appreciation presented

****All events held onsite must meet Department of Education guidelines and be approved by Executive Principal****

Tickets / VIP Access / Entertaining

- Complimentary tickets to selected school events (quantity to be agreed upon based on event type and availability) and VIP privileges, where applicable
- Platinum Sponsor to be invited to attend activation events
- Platinum Sponsor to access reserved onsite parking when attending events

Employee Engagement

Your staff will have the opportunity to engage with school staff and/or school community at the following events:

- Executive team meetings
- P&C Meetings

Customisation & Terms Engagement

- Sponsorship package components can be tailored to better suit your business objectives



- All sponsorships are valid for **12 months**, with an option to renew and/or upgrade sponsorship tier

