

Brisbane State High School

AWARDS CEREMONY SPONSORSHIP PROPOSAL

Event Date
Wednesday 18 October 2017



About State High

Since 1921, Brisbane State High School has come to symbolise and exemplify excellence in public school education. Today, State High offers a truly unique learning environment. Students are surrounded by possibility and opportunity in many diverse areas – academia, sport, culture, international experiences and community responsibility.

Our great strengths are the partnerships we forge between students, staff, parents and the wider community. These partnerships enable us to build on the strengths of tradition and performance and to live out our values and our commitment to the provision of a world class education for every student.

We are delighted to be able to share our school with you and make you a part of the State High family.

About Awards

State High offers world-class educational opportunities and is proud to achieve world-class outcomes. Our Awards Ceremony is an annual event to recognise and celebrate the incredible student achievements from the year. Taking time to reflect on the exceptional achievements of the students is important for the school. To remind the students and staff of the outstanding talent, determination and hard work that underpins the ethos of the school is of most importance. The achievements recognised at the ceremony are spread across a wide range of endeavours in the school's multi-faceted community – from the classroom, to the stage, to the sports field; a true testament to the hard work and effort for which the schools' students are known.

This year, academic pockets, subject awards, sports awards, cultural and art awards will be presented to up to 500 students at the Awards Ceremony which is well attended by students, staff, parents, political leaders, and members of the local and business communities.

Date: Wednesday 18 October 2017

Time: 12:00pm - 2:00pm

Venue: Brisbane Convention & Exhibition Centre, South Brisbane

Attendees: Approximately 4,500 – All BSHS students, parents, teachers, distinguished guests, local primary school principals and sponsors.

Why Sponsor?

To meet the needs of a developing and progressive school, State High relies heavily on the support of the wider community. The State High Awards Ceremony provides sponsors with the opportunity to support the school and promote their business to a very supportive and receptive school community with approximately 4,500 attendees.

Benefits of Sponsorship

- Exposure to approximately 4,500 Brisbane residents
- Extensive brand awareness
- Recognition of the partnership between your company and State High
- Capacity to advertise your business to local citizens and an opportunity to increase revenue possibilities.

Your Sponsorship Opportunity

Four sponsorship levels are available with a variety of opportunities ranging from \$10,000 to \$500.

To further discuss our sponsorship packages, please call our Marketing Manager, Susan McGinley, on 3291 4111 or email sponsorship@brisbaneshs.eq.edu.au.

Platinum Sponsor

\$10,000

One Platinum Sponsorship opportunity is available

As a Platinum Sponsor you will receive:

- ❖ Recognition as the **exclusive** Platinum Sponsor.

Before Awards

- ❖ Naming rights to the event ('Brisbane State High School 2017 (Business Name) Awards Ceremony').
- ❖ Your branding on all advertising preceding the event, including invitations.
- ❖ Logo and a 200 word business summary in one edition of our newsletter.
- ❖ Advertisement in School's online Newsletter from July to December 2017.
- ❖ Announcement of sponsorship on State High social media, with link to your business website.
- ❖ The opportunity to display a promotional banner (provided by your company, no bigger than 2m x 1m) on the walkway bridge leading to the new Kurilpa Building on Cordelia Street. The banner will be displayed over a period (from Monday 9 October 2017 until Monday 22 January 2018).

During Awards

- ❖ Acknowledgement of Sponsorship during the Awards Ceremony.
- ❖ Prominent full colour company logo on the front page of the Awards Program.
- ❖ Four complimentary tickets to attend the Awards Ceremony.
- ❖ Opportunity to display two pull up banners (provided by your company) inside the venue near stage.
- ❖ Opportunity to display one pull up banner (provided by your company) at the entrance to the venue.
- ❖ Invitation for four company representatives to attend the post event function.
- ❖ Opportunity to display a promotional sign (provided by your company) at the post event function.

After Awards

- ❖ An advertisement on the inside back cover of the 2017 State High Annual Magazine.
- ❖ Appreciation of sponsorship expressed in the school newsletter including a photo of your company representatives attending the post event function.
- ❖ Appreciation of sponsorship expressed in social media platforms.
- ❖ Certificate of Appreciation.
- ❖ Your company logo permanently displayed on a gold diamond plaque to acknowledge your sponsorship.

Gold Sponsor

\$5,000

Two Gold Sponsorship opportunities are available

As a Gold Sponsor you will receive:

Before Awards

- ❖ Recognition as the Gold Sponsor in the school newsletter, twice, leading up to the Awards Ceremony.
- ❖ One announcement on BSHS social media, as one of the Gold Sponsors.
- ❖ The opportunity to display a promotional banner (provided by your company, no bigger than 2m x 1m) on the walkway bridge leading to the new Kurilpa Building on Cordelia Street. The banner will be displayed over a period (from Monday 9 October 2017 until Monday 22 January 2018).

During Awards

- ❖ Acknowledgement of sponsorship during the Awards Ceremony.
- ❖ Company logo to appear in the Awards Program.
- ❖ Two complimentary tickets to attend the Awards Ceremony.
- ❖ Opportunity to display one pull up banner (provided by your company) inside the venue.
- ❖ Opportunity to display one pull up banner (provided by your company) at the entrance to the venue.
- ❖ Invitation for two company representatives to attend the post event function.

After Awards

- ❖ Company logo featured on the inside back cover of the 2017 State High Annual Magazine.
- ❖ Appreciation of sponsorship expressed in the school newsletter.
- ❖ Appreciation of sponsorship expressed on social media platforms.
- ❖ Certificate of Appreciation.

Silver Sponsor

\$2,000

Two Silver Sponsorship opportunities are available

As a Silver Sponsor you will receive:

Before Awards

- ❖ Recognition as the Silver Sponsor in the school newsletter, once, leading up to the Awards Ceremony.

During Awards

- ❖ Acknowledgement of sponsorship during the Awards Ceremony.
- ❖ Company logo to appear in the Awards Ceremony Program.
- ❖ Two complimentary tickets to attend the Awards Ceremony.
- ❖ Opportunity to display one sign (provided by your company) outside the venue.
- ❖ Invitation for two company representatives to attend the post event function.

After Awards

- ❖ Company logo featured on the inside back cover of the 2017 State High Annual Magazine.
- ❖ Appreciation of sponsorship expressed in the school newsletter.
- ❖ Appreciation of sponsorship expressed on social media platforms.
- ❖ Certificate of Appreciation.

Bronze Sponsor

\$500

Unlimited Bronze Sponsorship opportunities are available

As a Bronze Sponsor you will receive:

Before Awards

- ❖ Recognition as the Bronze Sponsor in the school newsletter, once, leading up to the Awards Ceremony.

During Awards

- ❖ Acknowledgement of sponsorship during the Awards Ceremony.
- ❖ Company logo to appear in the Awards Ceremony Program.

After Awards

- ❖ Company logo featured on the inside back cover of the 2017 State High Annual Magazine.
- ❖ Appreciation of sponsorship expressed in the school newsletter.

Post Event Function Sponsor

\$2,000

As a Post Event Sponsor you will receive:

Before Awards

- ❖ Recognition as the Post Event Sponsor in the school newsletter, once, leading up to the Awards Ceremony.

During Awards

- ❖ Acknowledgement of sponsorship during the Awards Ceremony.
- ❖ Company logo to appear in the Awards Ceremony Program.
- ❖ Two complimentary tickets to attend the Awards Ceremony.
- ❖ Invitation for two company representatives to attend the post event function.
- ❖ Opportunity to display one sign (provided by your company) at the post event function.

After Awards

- ❖ Company logo featured on the inside back cover of the 2017 State High Annual Magazine.
- ❖ Appreciation of sponsorship expressed in the school newsletter.
- ❖ Appreciation of sponsorship expressed on social media platforms.
- ❖ Certificate of Appreciation.

Donations

Any other donations under \$500 toward the Brisbane State High School 2017 Awards Ceremony will be greatly appreciated.

All donors will receive a logo in the Awards Program and a Certificate of Appreciation.

2017 Sponsorship Packages Matrix

	Platinum	Gold	Silver	Bronze
Before the Event				
Recognition as the exclusive 'Platinum' Sponsor	√			
Naming rights to the event ('Brisbane State High School 2016 (Business Name) Awards Ceremony').	√			
Recognition as 'Gold' Sponsor in the school newsletter, twice, leading up to the Awards Ceremony.		√		
Recognition as 'Silver' Sponsor in the school newsletter, once, leading up to the Awards Ceremony.			√	
Recognition as 'Bronze' Sponsor in the school newsletter, once, leading up to the Awards Ceremony.				√
Your branding on all advertising preceding the event, including invitations.	√			
Logo and a 200 word business summary in one edition of our newsletter.	√			
Announcement of sponsorship on State High social media, with link to your business website.	√			
One announcement on BSHS social media, as one of the Gold Sponsors.		√		
The opportunity to display a promotional banner (provided by your company, no bigger than 2m x 1m) on the walkway bridge leading to the new Kurilpa Building on Cordelia Street.	√	√		
During Awards				
Acknowledgement of Sponsorship during the Awards Ceremony.	√	√	√	√
Prominent full colour company logo on the front page of the Awards Program.	√			
Company logo to appear in the Awards Program		√	√	√
Complimentary tickets to attend the Awards Ceremony.	4	2	2	
Opportunity to display pull up banners (provided by your company) inside the venue near stage.	2	1		
Opportunity to display a pull up banner (provided by your company) at the entrance to the venue	1	1	1	
Invitation to attend the post event function.	4	2	2	
Opportunity to display a promotional sign (provided by your company) at the post event function.	√			

	Platinum	Gold	Silver	Bronze
After Awards				
An advertisement on the inside back cover of the 2017 Annual School Magazine.	√			
Company logo featured on the inside back cover of the 2017 State High Annual.		√	√	√
Appreciation of sponsorship expressed in the school newsletter.	√ (including a photo of your company representatives attending the post event function).	√	√	√
Appreciation of sponsorship expressed on social media platforms	√	√	√	
Certificate of Appreciation.	√	√	√	√
Company logo permanently featured on a gold diamond plaque.	√			

Sponsorship Registration Form

Yes, we wish to reserve the following sponsorship opportunity (please tick):

- | | | |
|--------------------------|--------------------------------|----------|
| <input type="checkbox"/> | Platinum Sponsor (1 available) | \$10,000 |
| <input type="checkbox"/> | Gold Sponsor (2 available) | \$ 5,000 |
| <input type="checkbox"/> | Silver Sponsor (2 available) | \$ 2,000 |
| <input type="checkbox"/> | Bronze Sponsor (unlimited) | \$ 500 |
| <input type="checkbox"/> | Post Event Function Sponsor | \$ 2,000 |

Business name: _____

Sponsor Contact Person: _____

Address: _____

Address: _____

City: _____ State: _____ Postcode: _____

Telephone: _____ Mobile: _____

Email: _____

Website: _____

Facebook: _____

Linkedin: _____

Name of authorised person

Print Name

Date

Please complete this form and return to Brisbane State High School
Marketing & Communications Department | Cnr Merivale & Glenelg Streets
South Brisbane | Queensland 4101
Telephone: +61 7 3291 4111 | email: sponsorship@brisbaneshs.eq.edu.au

A Sponsorship Offer will be forwarded to you on receipt of this form.