

## Brisbane State High School

# GRADUATION CEREMONY SPONSORSHIP PROPOSAL

Event Date

Friday 17 November 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 Graduation

Our Graduation Ceremony celebrates our Seniors' achievements and this year over 500 Year 12 students will graduate from Brisbane State High School. Graduation is a much loved event on the school calendar which is well attended by students, staff, parents, political leaders, and members of the local and business communities.

**Date:** Friday 17 November 2017

**Time:** 11:30pm - 1:30pm

**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](mailto:sponsorship@brisbaneshs.eq.edu.au).

## Platinum Sponsor \$10,000

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### One Platinum Sponsorship opportunity is available

#### As a Platinum Sponsor you will receive:

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

#### Before Graduation

- ❖ Naming rights to the event ('Brisbane State High School 2017 (Business Name) Graduation 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 BSHS 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 Graduation

- ❖ Acknowledgement of Sponsorship during the Graduation Ceremony.
- ❖ Prominent full colour company logo on the front page of the Graduation Program.
- ❖ Four complimentary tickets to attend the Graduation Ceremony.
- ❖ Opportunity to display two pull up banners (provided by your company) inside the venue near the 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 pull-up banner (provided by your company) at the post event function.

#### After Graduation

- ❖ An advertisement on the inside back cover of the 2017 State High Annual Magazine.
- ❖ Your company logo featured on the Graduation editorial page 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 platinum sponsorship.

## Gold Sponsor

**\$5,000**

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### Two Gold Sponsorship opportunities are available

As a Gold Sponsor you will receive:

#### Before Graduation

- ❖ Recognition as the Gold Sponsor in the school newsletter, twice, leading up to the Graduation Ceremony.
- ❖ One announcement on BSHS social media, as one of the Gold Sponsors.
- ❖ The opportunity to display a promotional banner (provided by you, 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 Graduation

- ❖ Acknowledgement of sponsorship during the Graduation Ceremony.
- ❖ Company logo to appear in the Graduation Program.
- ❖ Two complimentary tickets to attend the Graduation 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 Graduation

- ❖ 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 in social media platforms.
- ❖ Certificate of Appreciation.

## Silver Sponsor

**\$2,000**

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### 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 Graduation Ceremony.

#### During Awards

- ❖ Acknowledgment of sponsorship during the Graduation Ceremony.
- ❖ Company logo to appear in the Graduation Ceremony Program.
- ❖ Two complimentary tickets to attend the Graduation 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 in social media platforms.
- ❖ Certificate of Appreciation.

## Bronze Sponsor

**\$500**

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### 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 Graduation Ceremony.

#### During Awards

- ❖ Acknowledgment of sponsorship during the Graduation Ceremony.
- ❖ Company logo to appear in the Graduation 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.
- ❖ Certificate of Appreciation.

## Post Event Function Sponsor

**\$2,000**

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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 Graduation Ceremony.

### During Awards

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

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

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

## 2017 Sponsorship Packages Matrix

	Platinum	Gold	Silver	Bronze
<b>Before the Event</b>				
Recognition as the <b>exclusive</b> 'Platinum' Sponsor	√			
Naming rights to the event ('Brisbane State High School 2017 (Business Name) Graduation Ceremony').	√			
Recognition as 'Gold' Sponsor in the school newsletter, twice, leading up to the Graduation Ceremony.		√		
Recognition as 'Silver' Sponsor in the school newsletter, once, leading up to the Graduation Ceremony.			√	
Recognition as 'Bronze' Sponsor in the school newsletter, once, leading up to the Graduation 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 BSHS 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 you, no bigger than 2m x 1m) on the walkway bridge leading to the new Kurilpa Building on Cordelia Street.	√	√		
<b>During Graduation</b>				
Acknowledgement of Sponsorship during the Graduation Ceremony.	√	√	√	√
Prominent full colour company logo on the front page of the Graduation Program.	√			
Company logo to appear in the Graduation Program		√	√	√
Complimentary tickets to attend the Graduation Ceremony.	4	2	2	
Opportunity to display pull up banners (provided by your company) inside the venue near the stage.	2	1		
Opportunity to display pull up banners (provided by your company) at the entrance to the venue.	1	1	1	
Invitation for company representatives 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
<b>After Graduation</b>				
Company logo featured on the inside back cover of the 2017 State High Annual Magazine.		√	√	√
Your company logo featured on the Graduation editorial page 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 the school's 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):

- Platinum Sponsor (1 available)      \$10,000
- Gold Sponsor (2 available)                \$ 5,000
- Silver Sponsor (2 available)                \$ 2,000
- Bronze Sponsor (unlimited)                 \$ 500
- 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](mailto:sponsorship@brisbaneshs.eq.edu.au)

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