



Drummoyne Public School - Sponsorship Proposal

Background

Drummoyne Public School is a dynamic Kindergarten to Year 6 school which has been educating local students for over 125 years. We are proud of our record of high academic achievement, and promote a love of learning through a challenging and nurturing environment. We are the largest public school in the Drummoyne and surrounding community with 650+ students incorporating over 400 families.

Our School Fete is our principal annual fundraising event which attracts up to 7000 people from the local area.

Marketing to the Community

Targeting the areas of City of Canada Bay, Hunters Hill, Haberfield and Leichhardt Council precincts, the Drummoyne Public School Fete will be actively promoted to a population base of over 125,000 local residents. Sponsoring this fete will provide businesses with the opportunity to support their local school and local families.

Supporting your School

By sponsoring this Fete and helping us to make this the best event possible, you will also be helping the school raise necessary funds towards 3 principal areas:

- Learning enrichment with a focus on additional literacy and numeracy programs to ensure that ALL students, not just those that learning comes easily to, reach their full potential.
- Playground redevelopment to maximise the benefits for all our children to further encourage and ensure our children are engaging in inclusive play and activities.
- Technology enabling our student's access to and experience with up to date facilities.

Supporting your Community

In addition to raising funds for the school, we will be donating a proportion of the profits to NSW children's charity Stewart House (www.stewarhouse.org.au). Each year 1,800 public school children in need attend Stewart House from many parts of NSW. During their stay, children are provided with optometric, dental and medical treatment as well as emotional support. This is balanced with health and educational programs and out of school activities to boost their self-esteem and to promote a healthier lifestyle. Last year we proudly donated enough funds to allow 5 children from NSW to benefit from their 12 day program and have been recognized for our donation at a recent award ceremony.

**For more information visit our website
<http://drummoyne.mypandc.com.au/sponsorship> or email
sponsorship@drummoyne.mypandc.com.au or phone Sarah on 0414 47 47 40**

Sponsorship Packages

We have created a range of Sponsorship Packages to suit your needs. You can also contact us and discuss tailor-made options. Sponsorship may include cash donations or pro bono goods and/or services.

Summary

| Package | Cost |
|------------------|---------|
| Platinum Sponsor | \$2,000 |
| Gold Sponsor | \$1,500 |
| Silver Sponsor | \$1,000 |
| Bronze Sponsor | \$500 |

Details

Platinum Sponsor - \$2,000

Your support as a Major Sponsor will cover venue related costs and give you an opportunity to sponsor one of the following key components of the fete:

- Amusement Rides (see Appendix 1)
- Raffle
- Silent Auction
- Chocolate Wheel
- Photo Booth
- Stage
- PR
- Printing (10,000 Postcard flyers & 100 A4 Posters)

Marketing and promotional opportunities include:

- Exclusive naming rights on your sponsored item including prominent signage (your signage to be supplied for the day).
- Prominent listing of company name and logo as a Platinum sponsor in all promotional activity, including event media releases.
- Prominent listing of company name and logo as Platinum sponsor in all pre-event marketing, including:
 - Fete Banners (6) and Signs (20) positioned amongst local community 6 weeks prior to fete.
 - Posters to be distributed throughout the council precincts of Hunters Hill and City of Canada Bay.
 - 10,000 postcard flyers to the households throughout the council precincts of the Hunters Hill and City of Canada Bay.
 - 100 A4 posters
 - Priority listing/advertising on the P&C website and Facebook.
 - Local advertisements (subject to media sponsorship).
- Largest Logo inclusion on material.
- Acknowledgement as a Platinum sponsor to the school community via full page advertisement in school e- news weekly for 6 weeks (5 weeks prior, one week following event).

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Opportunities at the event

- Availability of a space to promote your organisation, if required.
- 20 free amusement ride tickets for the day to promote your association with the event to your staff and customers.
- Acknowledgement of your support by the MC, throughout the event.
- Opportunity to provide prizes for event promotions.
- On-site display and product sampling opportunities.

Gold Sponsor - \$1,500

Your support as a Major Sponsor will cover venue related costs and give you an opportunity to sponsor a stall (see Appendix 2).

Marketing and promotional opportunities include:

- Exclusive naming rights on your sponsored stall including prominent signage (your signage to be supplied for the day).
- Listing of company name and logo as Gold sponsor in all promotional activity, including event media releases.
- Prominent listing of company name and logo as Gold sponsor in all pre-event marketing, including:
 - Fete Banners (6) and Signs (20) positioned amongst local community 6 weeks prior to fete.
 - Posters to be distributed throughout the council precincts of Hunters Hill and City of Canada Bay.
 - 10,000 postcard flyers to the households throughout the council precincts of the Hunters Hill and City of Canada Bay.
 - 100 A4 posters
 - Priority listing/advertising on the P&C website and Facebook.
 - Local advertisements (subject to media sponsorship).
- Listing of company name and logo as the Gold sponsor on the website.
- Acknowledgement as Gold sponsor to the school community in school e- news weekly for 6 weeks (5 weeks prior, one week following event).

Opportunities at the event

- Availability of a space to promote your organisation, if required.
- 15 free amusement ride tickets for the day to promote your association with the event to your staff and customers.
- Acknowledgement of your support by the MC, throughout the event.
- Opportunity to provide prizes for event promotions.
- On-site display and product sampling opportunities.

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Silver Sponsor - \$1,000

Your support as Silver sponsor will assist in covering various costs for the event.

Marketing and promotional opportunities include:

- Recognition as a sponsor of the event.
- Listing of company name and logo as event sponsor in all pre event marketing tools, including:
 - 10,000 postcard flyers to the households throughout the council precincts of the Hunters Hill and City of Canada Bay.
 - Listing on the website and Facebook.

Opportunities at the event

- Availability of a space to promote your organisation, if required.
- 10 free amusement ride tickets for your sponsored amusement ride at the event to promote your association to staff and customers.
- Acknowledgement of your support by the MC, throughout the event.
- Opportunity to provide prizes for event promotions.
- On-site display and product sampling opportunities.

Bronze Sponsor - \$500 Donations

Your support as Bronze sponsor will assist in covering various costs for the event.

Marketing and promotional opportunities include:

- Recognition as a sponsor of the event.
- Listing on the website and Facebook.

Opportunities at the event

- Acknowledgement of your support by the MC, throughout the event.
- Opportunity to provide prizes for event promotions.

Contact Us

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Appendix 1 – Amusement Rides

- Dodgem Cars
- Giant Slide
- Tea Cups & Saucers
- Jumping Castle
- Storm
- Simulator

Appendix 2 – Stalls

- BBQ
- Books
- Bottles
- Cakes
- Craft
- Crazy hair
- DPS Café
- Drinks
- Face Painting
- Fairy Floss & Gelato
- Pass the Footy & Netball Shots
- Plants & Flowers
- Plaster Painting
- Produce
- Rides Ticket Booth
- Sand Art
- Snow cones
- Souvlaki
- Spanish Paella & Chorizo
- Tombola Jars
- Toys
- Vintage Clothing

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