



Become a Sponsor

In order to maximise opportunity and exposure in our promotional period, please return your 'Application for Sponsorship' form as soon as possible.

CONTACT US

Interested organisations are encouraged to book early in order to avoid the disappointment of missing out on your preferred package.

To discuss any opportunities outlined in this proposal, please contact:

Nathan Lilly - PTF Treasurer | E: PS.PTFtreasurer@spcc.nsw.edu.au

Sarah-Jane Day - Fair Coordinator | E: sarah-jane.day@spcc.nsw.edu.au | P: 02 4919 5400
182 Salamander Way, Salamander Bay NSW 2315

RECEIPTS

Receipts will be issued for monetary donations.



ST PHILIP'S CHRISTIAN COLLEGE

FRIDAY 13 OCTOBER 2023

3pm - 8pm

SPONSORSHIP PROSPECTUS



St Philip's Christian College Parent Teacher Fellowship (PTF) is excited to be running the St Philip's Christian College annual Fair again in 2023.

After a COVID related hiatus for a number of years, the St Philip's Fair returned in 2022 with the most successful event to date. Numbers had doubled from previous years, with 5000+ people onsite to celebrate the event's return. Food trucks sold out, attractions were at capacity and the community feedback was overwhelmingly positive. This year, once again, this fun-filled evening will bring the Port Stephens community together for a memorable time. With more rides, more stalls and food trucks, family-friendly entertainment, and a fireworks spectacular planned, it will be a local event not to be missed.

We invite you to support this successful community event by becoming one of our 2023 Sponsors. This will allow you to promote your products and services and, affiliate your brand with a trusted and progressive school in the local community.

St Philip's Christian College is a dynamic Kindergarten to Year 12 campus with over 700 students. It is also connected to the neighbouring Narnia Early Learning Centre. With the opening of our Senior School Precinct (mid 2019), Dynamic Learning Campus (2022), and with the opening of our new Junior School Building and encompassing Indigenous School on the horizon, the College continues to offer the very best facilities to our local community.

As a sponsor, your brand will be exposed to a great number of local attendees who will be actively encouraged to show ongoing support to your business. For this reason, many of our sponsors continue to support the event on an ongoing basis. Your business well be exposed to:

Over 700 current students * Over 100 staff and their families * Anticipated attendance of 5000+ people * Community groups * Our social media audience

DON'T MISS THIS AMAZING PROMOTIONAL OPPORTUNITY!



Sponsorship Opportunities

OPPORTUNITIES

SPONSORSHIP CATEGORY	INVESTMENT (GST INCLUSIVE)	NUMBER OF OPPORTUNITIES
Platinum	\$5,500	1
Gold	\$2,750	5
Silver	\$1,100	10
Bronze	\$500 - \$1,000	Unlimited

Donations Sponsor - In addition, donations of any value will also be gladly accepted for use as prizes etc., your business will be acknowledged as a 'Donations Sponsor' (in a group Facebook post) for your contribution.

ADVERTISING

COMMUNICATION STRATEGY

The Fair Communication Strategy engages a wide audience through various mediums; including the St Philip's Christian College Facebook page, College newsletter, program, flyers and mainstream media.

Collateral will include:

- Flyers (print and electronic) distributed through the local area and schools
- A4 posters distributed and posted throughout St Philip's, local shops/community in the weeks prior to event
- Banners and signs positioned in prominent roadside positions in local community in weeks prior to event
- Local advertisements and advertising on local radio
- Distribution of Fair program
- Certificate of Appreciation to acknowledge your business' contribution
- Newsletters - You will be acknowledged in the weekly College Newsletter during August to October, which is circulated to over 700 parents and staff
- Facebook - You will be promoted on the College Facebook page
- Fair webpage - You will be promoted on the Fair webpage. Sponsors will be promoted according to the level of sponsorship

PROMOTIONAL TIME FRAME

Promotion will commence from August 2023, through to October 2023. Your sponsorship commences upon receipt and confirmation of your financial contribution.

ARTWORK SPECIFICATIONS

Your company name, logo and any advertising required for placement on promotional material, should be provided in the following formats – EPS (preferred file type), or PNG.

BENEFITS

BENEFITS	PLATINUM \$5,500	GOLD \$2,750	SILVER \$1,100	BRONZE \$550 - \$1,100	DONATIONS
Your company to be acknowledged in all advertising for the 2023 Fair.	✓	✓			
Option to have a promotional marquee stand at Fair (your company to provide own 3x3 marquee and own equipment).	✓	Discounted 3x3m promotional space can be purchased by sponsors whose package does not include this.			
Acknowledgement as a sponsor by the MC throughout the evening – in accordance with level of sponsorship.	✓	✓	✓	✓	
Signage opportunities at the event (your company to provide own signage).	✓	✓			
Facebook posts highlighting your company.	✓	✓	✓		
Logo acknowledgement on our Facebook page (group logo posts).	✓	✓	✓	✓	✓
Inclusion of your logo on our Fair program.	✓	✓	✓	✓	
Your company name and/or logo will be acknowledged in the SPCC newsletter (with a hyperlink to your website for Platinum, Gold and Silver sponsors).	✓	✓	✓	✓	✓
Unlimited ride passes provided on the day (valued at \$30 each).	6	2	1		
Your company will be mentioned in an email from Principal addressing school community. (Please provide your own company description/text.)	✓	✓			
Your company will be acknowledged in a Facebook 'thank you' post following the event.	✓	✓	✓	✓	✓
Your company logo will be listed on the Fair Event page, along with a blurb linking to your company website.	✓	✓			
Your company logo will be listed on the Fair Event page.			✓		
Your company name will be listed on the Fair Event page.				✓	