



St Philip's Christian College Cessnock Spring Fair



Sponsorship Prospectus



**St Philip's Christian
College Cessnock
Annual Spring Fair**
31 AUGUST, 2024



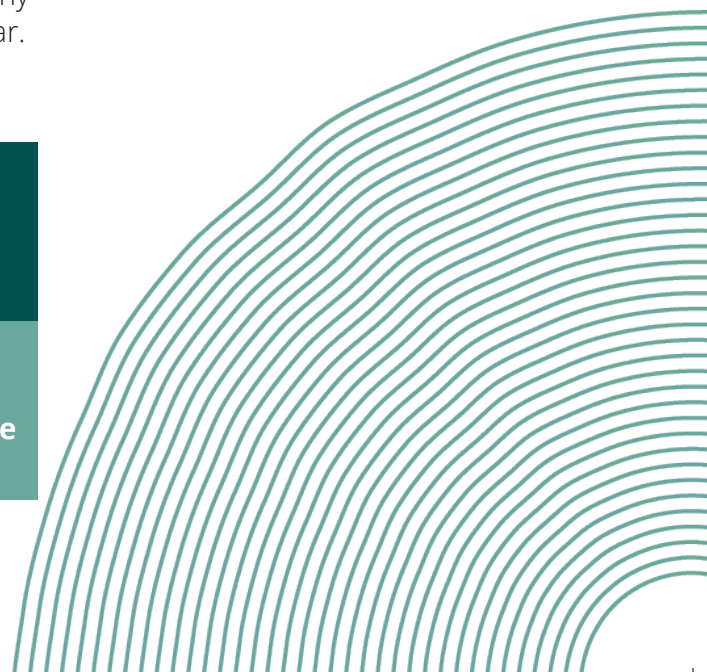
Sponsorship Prospectus

St Philip's Christian College Cessnock is excited to be running the annual Spring Fair on 31 August, 2024. After a COVID related hiatus for a number of years, the Spring Fair returned in 2023 with the most successful event to date. Numbers have significantly increased over the years, with 8000+ people onsite to celebrate the event's return.

Food vendors sold out, attractions were at capacity and the community feedback was overwhelmingly positive. This year, once again, this fun-filled day will bring the Cessnock community together for a memorable time. With more rides, more stalls and food vendors, family-friendly entertainment, and an electric Deltrain, it will be a local event not to be missed. We invite you to support this successful community event by becoming one of our 2024 Sponsors. This will allow you to promote your business products and services and, affiliate your brand with a trusted and progressive school in the local community.

St Philip's Christian College Cessnock is a dynamic Kindergarten to Year 12 campus with over 1250 students. It is also connected to the neighbouring Narnia Early Learning Centre and the Dynamic Learning College. The College continues to offer the very best facilities to our local community, boasting a modern Senior School, Activate Centre and a newly opened Agriculture Centre. 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 year after year. As a Sponsor, your business will be exposed to:

Over 1250 current students	Anticipated attendance of 8000+ people	Almost 200 staff and their families
Website traffic	Community groups	Our social media audience



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:

Monique Keet | Marketing and Communications Officer

P: 02 4007 5000 or **E:** monique.keet@spcc.nsw.edu.au

RECEIPTS

Receipts will be issued for monetary donations.



Donation and Sponsorship Opportunities

Contributions Welcome: We gratefully accept donations and sponsorships of any amount to be utilised for prizes and auction items. Our sponsorship packages offer a range of options tailored to your preferences and needs.

Sponsorship Category	Investment (GST Inclusive)	Number of Opportunities
Platinum	over \$6000	5
Gold	\$4001 — \$6000	10
Silver	\$1501 — \$4000	20
Bronze	\$500 — \$1500	Unlimited
Donations	Donations of any value will be gladly accepted to use for prizes.	Unlimited

Advertising

COMMUNICATION STRATEGY

The Spring Fair Communication Strategy engages a wide audience through various mediums; including the St Philip's Christian College Cessnock website, Facebook page, Instagram Profile, College Newsletter, SPCC intranet, flyers and mainstream media.

COLLATERAL WILL INCLUDE

- **Flyers** (print and electronic) distributed through the local area and schools
- **A3 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
- **Publication on SPCC website** of Spring Fair program
- **Certificate of Appreciation** to acknowledge your business' contribution
- **Newsletters:** You will be acknowledged in the weekly College Newsletter during May to September, which is circulated to over 1400 parents and staff
- **Facebook/Instagram pages:** You will be promoted on the College Social Media page
- **Spring Fair webpage:** You will be promoted on the Spring Fair webpage. Sponsors will be promoted according to the level of sponsorship.

PROMOTIONAL TIME FRAME

Promotion will commence from May 2024 and continue through to September 2024. 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 – PDF, JPG or PNG.



Sponsorship Benefits

Benefits	Platinum Over \$6000
Website recognition	Logo and link on landing page
Event Day signage (Signage provided by Sponsor & approved by SPCC)	Various signage placed at prominent locations & acknowledgement on school stalls
Meals & refreshments on the day	Complimentary
Digital display at the front of SPCC reception - Company Name/logo/Sponsorship	Up to 3 months
Company name added to share sign at the photo booth	At sponsorship level
Option to have a complimentary promotional marquee stand (your company to provide own 3x3 marquee and own equipment)	2 stands, prime locations
Press release mentions	Named as Principal sponsor
Newsletter feature	Featured article, including company name and logo and profile & hyperlink to company website
Logo on event materials	Prominent placement, most materials
Acknowledgement as a sponsor by the MC throughout the day – in accordance with level of sponsorship.	Start/End of program & every hour
Social media	Weekly individuals mentions before the event
Inclusion of your logo on our Spring Fair Event Guide	FIRST PRIORITY In accordance with level of sponsorship Logo included
Post Event Recognition	Special individual mention in follow-up communications

Gold \$4001 - \$6000	Silver \$1501 - \$4000	Bronze \$500 - \$1500	Donations
Logo and link on sponsor page	Logo on sponsor page	Name listed on sponsor page	Name listed on donation page
1x banner at a key location & acknowledgement on school stalls	Acknowledgement on school stalls	Acknowledgement on school stalls	Acknowledgement on share sign
Complimentary	Complimentary	-	-
Up to 1 months	Up to 3 weeks	Up to 2 weeks	Up to 1 week
At sponsorship level	At sponsorship level	At sponsorship level	At sponsorship level
1 stand, high traffic location	Available on request	-	-
Named as Major sponsor	Mentioned as a sponsor	-	-
Name and logo mentioned in an article & hyperlink to company website	Company name and logo listed as a sponsor	Company name listed as a sponsor	Company name listed as a donor
Smaller placement, most materials	Selected materials	Selected materials	Selected materials
3 occasions	2 occasions	1 occasion	Group mention 1 occasion
Bi-weekly group mentions before the event	Monthly group mentions before the event	Group mention in a thank you post	Group mention in a thank you post
SECOND PRIORITY In accordance with level of sponsorship Logo included	THIRD PRIORITY In accordance with level of sponsorship Logo included	FOURTH PRIORITY In accordance with level of sponsorship	DONATIONS PAGE In accordance with level of sponsorship
Mentioned in follow-up communications	-	-	-



St Philip's Christian College

FOR THE WHOLE OF LIFE

www.spcc.nsw.edu.au