

## Thornleigh West Public School - Sponsorship Proposal

### Background

Thornleigh West Public School is a dynamic Kindergarten to Year 6 School which has been educating local students for over 50 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 a large public school in the Thornleigh/ Westleigh community with 550+ students incorporating over 200 families.

Our Spring Fair is our principal annual fundraising event which attracts up to 3000 people from the local area.

### Marketing to the Community

Targeting the areas of Hornsby, Thornleigh, Westleigh and Pennant Hills Thornleigh West Public School Spring Fair Day will be actively promoted to a population base of over 19,049 local residents. Sponsoring this Spring Fair will provide businesses with the opportunity to support their local school and local families.

### Supporting our School

By sponsoring the Spring Fair and helping us to make it the best event possible, you will also be helping the school raise necessary funds towards 3 principle areas:

- Keep technology current in the school - we have a ratio of less than one laptop/iPad for every 15 students at the school
- Fund the Learning Support teacher in our school, fund enrichment programs in the school (band, Wakakirri)
- Landscape the playground and provide for further play equipment. (Most play equipment starts at \$20,000)

### Sponsorship Packages

There are a range of sponsorship options ranging from 'Bronze' to 'Major'. Each level offers more exposure for your business to the community, on the day of the Event, as well as pre and post event.

In addition, if you are a Bronze or Silver sponsor we offer stall space at \$60 for a 2.5m x 2.5m tent stall to allow you to exhibit and sell goods or services during the event.

Benefits	Bronze	Silver	Gold	Major
<b>Sponsorship Cost</b>	<b>\$500</b>	<b>\$750</b>	<b>\$1000</b>	<b>\$2,000</b>
Maximum number of sponsors per category	Unlimited	Unlimited	Unlimited	1
Advertising in the Thornleigh West Public School Newsletter, published weekly. Distribution of 400	4 weeks	One term (~10 weeks)	Six months (2 terms)	Full Year
Recognition of your sponsorship on the event website <a href="http://twpspandc.wordpress.com/">http://twpspandc.wordpress.com/</a> .	Listed on sponsors page	Listed on sponsors page	On home page	Prominent on home page
Link through from the <a href="http://twpspandc.wordpress.com/">http://twpspandc.wordpress.com/</a> to your own website.		Yes	Yes	Yes
Free ride armbands for sponsors	-	1	2	4
Free stall space for sponsors	-	-	Single 2.5m x 2.5m	Two 2.5mx2.5m
Inclusion of your company logo on advertising material	Program only	Program only	Flyers & program	All
Display of company banner at the front of the school prior to the event				2 weeks
Display of company banner at the event	*	*	Yes	Prominent
Possible display and mention of company sponsorship in on- line advertising and newspaper articles				Yes

\*Apart from stall sponsors – who can have signage at the specific stall they are sponsoring

#### Specific Spring Fair Stalls which can be sponsored

BBQ	\$1,000
Kindi Farm	\$1,000
Giant Slide	\$1,000
Canteen	\$1,000
Popcorn	\$500
Chocolate Toss	\$500
Curry Stall	\$500
Pizza Stall	\$500
Cakes, Pies & Coffee Stall	\$500
Lolly & Spider Shack	\$500
Hoopla	\$300
Colouring in Competition	\$300

#### Contact Information

To discuss participating in the TWPS Spring Fair please contact: Email [twpsspringfair@gmail.com](mailto:twpsspringfair@gmail.com)

**Note:** Sponsors can make cash donations or a combination of cash, services or goods to the value of the category.

Receipts will only be given for monetary donations. No invoices will be issued.

All cheques to be made out to TWPS Parents & Citizens Association. Direct deposits can be made to TWPS Public School Parents & Citizens Association BSB: 06-2291 Acct:0090 0023

## Sponsorship Application Form

**Thornleigh West Public School, Spring Fair 23 August 2014**

**PLEASE EMAIL TO:** twpsspringfair@gmail.com

Contact Name		Date:
Position		
Company Name		
Postal Address		
Daytime Phone		Mobile
Email		
Website		

### SPONSORSHIP OPTIONS

☐ PLATINUM PACKAGE - \$2000

Donation amount and option =

☐ GOLD PACKAGE - \$1000

Donation amount and stall =

☐ SILVER PACKAGE - \$750

Donation amount =

☐ BRONZE PACKAGE - \$500

Donation amount =

### In-Kind Donation

☐ MARKETING PACKAGE – Pro Bono Printing

Donation amount =

☐ ENTERTAINMENT PACKAGE – AV or staging

Donation amount =

☐ Stall (Value as per list \$\_\_\_\_\_)

List =

☐ OTHER PRO BONO ITEM (Valued at over \$1000)

List =

### ☐ PROMOTIONAL MATERIAL

☐ I have provided brochures/ promotional material for distribution and display purposes

### ☐ IMAGES and WEBSITE LINKS

**Logo** ☐ Will email logo (must be jpg file). Required ASAP to be included in promotional material.  
Please email to twpsspringfair@gmail.com

**THANK YOU FOR YOUR GENEROUS SUPPORT**  
**ALL MONIES RAISED GO TO THORNLEIGH WEST PUBLIC SCHOOL**