



Heritage Weekend

SPONSORSHIP PACKAGES

Gala Dinner: Friday 22nd July 2016

Heritage Day: Saturday 23rd July 2016



SINCE 1866



Message from the Principal



Bulimba State School is turning 150 years old in July 2016 and we will be hosting a magnificent 'Heritage Weekend' to celebrate.

Our 150 Year Celebration aims to recap and remember the history of our school and showcase the wonderful and sustainable global school we are today. Our celebrations commence on Friday night, 22nd July with a Gala Dinner and Commemorative Book and DVD launch. On Saturday 23rd July, we will be hosting a Heritage Day at Bulimba State School and finishing in the evening with a traditional Bush Dance.

This event will attract thousands of people throughout the day and evening festivities. There will be past students from the last 70 years and the friends and families of our 820 current students; the local Bulimba community as well as surrounding suburbs.

It also provides our local business community the opportunity to support our school and reach a growing network of parents.

The fundraising efforts from this community event will assist in providing resources to support our 21st century learning. The development of digital technologies that build confident, capable and resilient students ready to create a bright future. Resources like mobile interactive visual units, 3D printers, laser cutters, kits to create digital solutions, robotics and many things still to be invented.

This is a most unique event and offers a fabulous fundraising opportunity with great exposure for potential sponsors leading up to and during the weekend.

If you wish to discuss the sponsorship opportunities available or making a donation to Bulimba State School, please contact our team listed below.

I appreciate your consideration and support of our school and I look forward to the opportunity to build a partnership with you and your business.

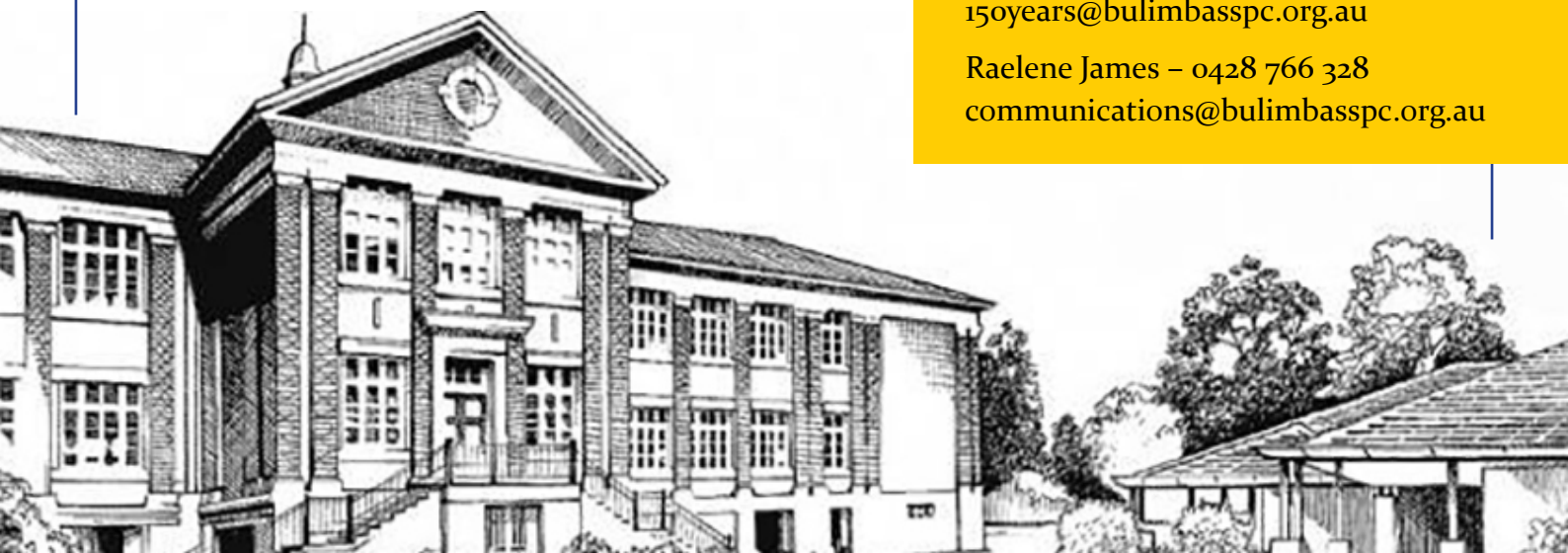
Best wishes,

Michael Zeuschner
Principal

SPONSORSHIP TEAM

Sharon Mills – 0438 764 085
150years@bulimbasspc.org.au

Raelene James – 0428 766 328
communications@bulimbasspc.org.au



Platinum Sponsor



EXCLUSIVE NAMING RIGHTS – \$5,000 (1 available)

- Exclusive naming rights to the Bulimba State School 150th Anniversary Heritage Weekend event, eg. “The [insert company name] Bulimba State School 150th Anniversary Heritage Weekend.”
- 12 months advertising in the Bulimba State School eNewsletter. Artwork to be supplied by sponsor to required specifications and to fit available space. Artwork can be changed to promote activity of sponsor.
- Prominent position for sponsor display/stall on event day – entrance to event on the bottom oval
- Naming rights will be recognised and referred across all marketing material and collateral, including but not limited to:

SIGNAGE

- Naming right to middle oval stage with banner displayed prominently. This stage will run the full day of the event.
- Acknowledgement on the Bulimba State School digital display sign on Riding Road located on the bottom oval for the period of two months prior to event day and no longer than one month post event.
- 3 metre x 1.5 metre banner provided by the sponsors may be displayed on the school fence on Riding Road for a period of two months prior to event day and no longer than one month post event.

- Your company logo on posters appearing around the community, the Bulimba State School grounds and primary retail locations, including the Sponsor’s place of business.

LOGO RECOGNITION

- Company logo on event flyers to be distributed throughout the broader local community
- Company logo on all press releases
- Logo on event programs

WEBSITE AND MEDIA

- Recognition of sponsorship on Bulimba State School Events Facebook page
- Company logo on Bulimba State School P&C website with link to your website for one year
- 300 word copy (to be provided by the sponsor) on the Bulimba State School P&C website.
- Platinum Sponsor to have first mention and script on any and all media opportunities gained as a result of the advertising campaign for the event.
- Sponsor announcements throughout the day by professional MC.
- Prominent position for sponsor display / stall on Heritage Day (signage to be provided by sponsor)
- Business Cards or marketing materials can be displayed at the information booth on event day at the Wentworth Parade entrance.





Gala Dinner & Book Sponsorship

GALA DINNER NAMING RIGHTS – \$3,000 (1 available)

This is an exclusive opportunity to get your company name/brand into this historical book and be the naming rights sponsor at the Gala Dinner. Produced by past students and members of the Bulimba Historical Society, our book takes readers on a journey through not only our school history but our community's history. Hundreds of pages of photos, oral histories, recollections and factual stories for readers to enjoy and cherish. A professional produced publication, individually numbered collectors item.

- Full page, full colour advertisement in the Bulimba State School 150th Anniversary book – back cover. To be designed and supplied by the sponsor to specific specifications. Size A4.
- Your company logo on posters appearing around the community, the Bulimba State School grounds and primary retail locations, including the Sponsor's place of business.
- Recognition of sponsorship on Bulimba State School Events Facebook page.
- Company logo on Bulimba State School events website with link to your website for one year
- Sponsor Announcements at the Gala Dinner and Book and DVD launch on the Friday night.
- Two tickets to the Gala Dinner on the Friday night.

HISTORICAL NAME LISTING – \$20 (unlimited)

A great piece of commemorative history. Get your family, business or organisation's name into the book for future generations to look back on.

Single line, 25 characters including spacing – \$20

Deadline for submissions – 2nd July 2016 via merchandise order sheet.





Gold Sponsor

\$3,000 (2 remaining)

- Name / brand to appear on event flyers, newsletters and all correspondence relating to the event
- Prominent position for sponsor display/stall on event day
- Recognition of sponsorship on Bulimba State School Events Facebook page
- Company logo on Bulimba State School P&C website with link to your website for one year
- Your company logo on posters appearing around the community, the Bulimba State School grounds and primary retail locations, including the Sponsor's place of business.
- Your company banner, 1.5 metres x 1.5 metres (supplied ready to hang) displayed on Riding Road school fence for a period of two months prior to event day and no longer than one month post event.
- Regular sponsor announcements throughout the day by a professional MC drawing attention to your sponsorship and to your stall position.

Silver Sponsor

\$750 (5 remaining)

- Name / brand to appear on event flyers, newsletters and all correspondence relating to the event
- Recognition of Sponsorship on Facebook page
- Company logo on Bulimba State School P&C website with link to your website for one year
- Regular sponsor announcements throughout the day by a professional MC drawing attention to your sponsorship and to your stall position.
- Prominent position for brand display on a stall for the day. Pull up banner displayed on the stall to be supplied by the sponsor. No larger than 850mm wide.





150th Anniversary DVD Sponsorship

EXCLUSIVE DISPLAY AD – \$1,000 (1 available)

This stunning professionally produced DVD takes you on 'A Trip Down Memory Lane' - capturing golden moments of Bulimba history and school memories. Enjoy a beautifully montaged compilation of stories from the past, interwoven with a glimpse of our school 150 years on.

This is gold and not to be missed. Excerpts that can be seen on our Bulimba State School Events FB page have reached nearly 9,000 people and 3,400 views.

- Full colour advertisement on the Bulimba State School 150th Anniversary DVD insert back cover. To be designed and supplied by the sponsor to specific specifications.
- Naming rights of the DVD Room – where DVD snippets on continuous play can be viewed. This DVD room sponsored by.....”
- Recognition of sponsorship on Bulimba State School Events Facebook page
- Company logo on Bulimba State School P&C website with link to your website for one year
- Sponsor announcements at the Gala Dinner and Book and DVD launch on the Friday night.





“High Tea on Oxford” Sponsorship

EXCLUSIVE NAMING RIGHTS – \$1,500 (1 available)

A charming old world, luxury high tea. Three sessions will be run throughout the Heritage Day and will be held at 10am, 12 noon and 2.00pm. Hosted in the Michael Zeuschner Community Hall, participants will be treated to a selection of teas, scones, champagne and cakes plus relaxing performances whilst enjoying the best views of Brisbane.

This room will be a high demand area and will receive many visitors throughout the day.

- Name rights to the venue – “**The [insert company name] High Tea on Oxford**”
- Recognition of sponsorship on Bulimba State School Events Facebook page
- Company logo on Bulimba State School P&C website with link to your website for one year
- Sponsor announcement at the High Tea plus a table available for flyers and promotional material.
- 2 tickets per High Tea Session.





Bar

EXCLUSIVE SPONSORSHIP – \$2,000 (1 available)

- High demand area
- Signage at the bar
- Recognition of sponsorship on Bulimba State School Events Facebook page
- Company logo on Bulimba State School P&C website with link to your website for one year
- Regular sponsor announcements throughout the day by a professional MC.
- The bar will run from 12 noon until 8pm at the Saturday event.

Upper Stage

EXCLUSIVE SPONSORSHIP – \$2,000 (1 available)

- Signage on upper stage outside A Block where the official ceremony will be held
- Recognition of sponsorship on Bulimba State School Events Facebook page
- Company logo on Bulimba State School P&C website with link to your website for one year
- Sponsor Announcements during the day

Online Auction

EXCLUSIVE SPONSORSHIP – \$1,000 (1 available)

- Naming rights and company web banner to appear on the Galabid Auction site with the potential of reaching 10,000 views
- First page position for any prizes donated by your company
- Recognition of sponsorship on Bulimba State School Events Facebook page
- Company logo on Bulimba State School P&C website with link to your website for one year
- Sponsor Announcements during the day





Other Opportunities

Stall Sponsor – \$400

- Prominent position for brand display on a stall for the day.
- Recognition of sponsorship on Bulimba State School Events Facebook page
- Pull up banner displayed on the stall to be supplied by the sponsor. No larger than 850mm wide.

Silent Auction – \$350

- Signage on Silent Auction stall
- Logo on bidding sheets

Last One Standing – \$350

- Logo printed on tickets
- Signage at the stall.

Heritage Tours – \$350

- Logo printed on tour sheets
- Signage on stall

Display Rooms (5 only) - \$100

- Pull up banner in room

Donations

Donations will receive a thank you on the day and as much exposure as possible and practical in correspondence, as well as promotions associated with auction/raffles.

Specific Sponsors

Donations will receive a thank you on the day and as much exposure as possible and practical in correspondence, as well as promotions associated with auction/raffles.

- Meat partner.
- Consumables partner (paper plates, serviettes, condiments).
- Print partner.
- Fruit and vegetable partner
- Raffle and Auction Prizes
- Cold drinks
- Display cabinets
- Other miscellaneous items





Artwork Specifications

LOGO'S

- Illustrator or vector formats with fonts converted to paths.
- Vector images are preferred but if this format isn't available, high resolution (300 dpi) JPG, TIF or EPS files may be supplied. Results may not be as good as a vector image, especially when they are enlarged on banners or signage.
- Graphics downloaded from websites are not of sufficient quality for printing and won't be used.

PHOTO'S

- High resolution (300 dpi) JPG, TIFF or EPS files are required.
- Graphics downloaded from websites are not of sufficient quality for printing and won't be used.

SCHOOL NEWSLETTER ADS

- Large: 250px wide x 450px high.
- Medium: 250px wide x 300px high.
- Small: 250px wide x 200px high.
- Artwork should be supplied in high resolution (300 dpi) JPG format.

EVENTS NEWSLETTER ADS

- Platinum Sponsor: 600px wide x 222px high.
- Gold Sponsor: 300px wide x 222px high.
- Silver Sponsor: 200px wide x 222px high.

FACEBOOK BANNERS

- Facebook cube ad: 400px wide x 314px high.
- Facebook photos and cube ads to be supplied as RGB JPGs at 72 dpi.

PRINTED DISPLAY BANNERS (RIDING ROAD FENCE)

- Platinum sponsor: 3000mm wide x 1500mm high
- Gold sponsors: 1500mm wide x 1500mm high
- Artwork must be supplied to Bulimba State School P&C Association for approval before printing.

DESIGN AND GRAPHICS

If you need assistance with design and graphics, please contact Coetzer Creative who can offer you professional design and great service.

Contact Brendan on at www.coetzercreative.com.au

