



Berrinba East State School P&C Association

would like to invite you
to support your local school community at our
Festival!

2pm Saturday 2nd September 2017
Fireworks 7pm

Berrinba is named from an Aboriginal word meaning "to the south". Berrinba East State School has a long and proud association with Indigenous culture stretching back many thousands of years. Local Indigenous history reports that our school site has long been a centre of learning with traditional bora rings being located on our site.

On January 24th, 1977 Berrinba East State School opened and enrolled its first 220 students. The opening was led by Principal Bernie Miles and 11 teachers.

In 2017, past and current Staff and Alumni will have the opportunity to come together to reminisce, reconnect and celebrate. This year, our Festival will be held in conjunction with the Berrinba East State School's 40th Birthday Celebrations!

The Berrinba East Festival is also a chance to showcase Berrinba East State School's cultural diversity, and to bring the community together to enjoy the sights, sounds and tastes of our nations. Not to mention the fabulous Fireworks display planned for the conclusion of the event!

It will be an evening to which we hope to attract a large and varied crowd from all areas of the community, and therefore an important opportunity for our Parents and Citizens Association to raise vital funds to support the school's programs and many needed improvements.

For further details of the event, please visit www.bessfest.com.au, contact the Festival Coordinator on 0490 855 039, or email the P&C (attention: Festival Coordinator) to pandc@berrinbaeastss.eq.edu.au.

We appreciate any support you are able to offer us.

Our Vision

To stage an annual Berrinba East State School Festival for all the people in our community.

To establish pride in the vast multicultural community of Berrinba East through delivering quality family friendly entertainment that allows visitors to experience the sights, sounds and tastes of nations from all corners of the globe.

To raise funds for the continuation of school improvement projects to enhance the education experience of our students. Current goals include the completion of walkway covers to provide all-weather access right across the school grounds, and new and upgraded event and performance equipment.





Berrinba East State School
40th Birthday Festival
2pm 2nd September 2017
Fireworks 7pm

2017

Sponsorship Proposal

Why become involved?

Berrinba East State School P&C are offering a value for money sponsorship proposal to local businesses with options available for all budgets, including in-kind sponsorship for businesses offering their product and/or services.

Sponsoring this significant community event gives your organisation a way of reaching the school community, the local community, and beyond. Specific benefits of sponsoring the Berrinba East Festival include:

- Boosting your company profile amongst the Logan community; supporting a region that supports you.
- An opportunity to demonstrate positive community relations, showcasing how industry, business and community can co-exist beneficially.
- Sponsor logos are displayed accordingly on the Berrinba East Festival website and promotional material.

At a time when businesses have to work harder than ever to succeed, we appreciate that every dollar you spend in promoting your business is valuable.

We have strived to ensure that your sponsorship dollars will be well spent and that the benefits will provide real value for you. These benefits are outlined in this proposal. Not only do we offer valuable exposure for your business, there is also the satisfaction you'll feel that your marketing budget is going towards the benefit of children in your own local community.

Sponsorship is integral to the success of this venture. A stage with lighting and audio/visual equipment will be set up for use by cultural performers and entertainers. As this is a night time event, lighting will be required, as well as generators for power, and ATM hire for customer convenience. Not to mention the fabulous Fireworks display planned for the conclusion of the event! Without sponsorship, these expenses make a significant impact on the potential funds that could be raised for the school.

We thank you for taking the time to consider sponsorship of our Festival and the Berrinba East State School P&C Association, and we hope to have the opportunity to promote your business to our school and broader community.

We appreciate any support you are able to offer us.

Platinum Sponsorship

Cash sponsorship of \$3500 or above

Sponsor benefits:

**Platinum
Sponsor**

- Exclusivity – no direct competitor of a Platinum sponsor (per business category, from the time your sponsorship is confirmed)
- Opportunity to address the Festival
- Opportunity for 1 Company banner displayed on/near performance stage (Sponsor supplied)
- Opportunity to have your Certificate of Appreciation presented during the event
- Verbal recognition during the event (on at least 4 occasions)
- Listed on all event promotional material including print and electronic
- Acknowledgement in school and/or P&C newsletters (at least 4 editions, distribution over 300)
- Acknowledgement on school and/or P&C Facebook pages (at least 4 posts)
- 9 months logo featured on Festival website with link to your company website
- Complimentary information stall space during event to promote your company
- Certificate of Appreciation

Gold Sponsorship

Cash sponsorship of \$2000-\$3499

(or in-kind donations of \$4000-\$6999)

Sponsor benefits:

**Gold
Sponsor**

- Exclusivity – no direct competitor of a Gold sponsor (per business category, from the time your sponsorship is confirmed)
- Opportunity to have your Certificate of Appreciation presented during the event
- Verbal recognition during the event (on at least 3 occasions)
- Listed on all event promotional material including print and electronic
- Acknowledgement in school and/or P&C newsletters (at least 3 editions, distribution over 300)
- Acknowledgement on school and/or P&C Facebook pages (at least 3 posts)
- 6 months logo featured on Festival website with link to your company website
- Complimentary information stall space during event to promote your company
- Certificate of Appreciation

Silver Sponsorship

Cash sponsorship of \$1000-\$1999

(or in-kind donations of \$2000-\$3999)

Sponsor benefits:

**Silver
Sponsor**

- Exclusivity – only 1 (one) Silver sponsor per business category
- Verbal recognition during the event (on at least 2 occasions)
- Listed on all event promotional material including print and electronic
- Acknowledgement in school and/or P&C newsletters (at least 2 editions, distribution over 300)
- Acknowledgement on school and/or P&C Facebook pages (at least 2 posts)
- 3 months logo featured on Festival website with link to your company website
- Complimentary information stall space during event to promote your company
- Certificate of Appreciation

Bronze Sponsorship

Cash sponsorship of \$500-\$999

(or in-kind donations of \$1000-\$1999)

Sponsor benefits:

**Bronze
Sponsor**

- Exclusivity – only 1 (one) Bronze sponsor per business category
- Verbal recognition during the event (on at least 1 occasion)
- Listed on all event promotional material including print and electronic
- Acknowledgement in school and/or P&C newsletters (at least 1 editions, distribution over 300)
- Acknowledgement on school and/or P&C Facebook pages (at least 2 posts)
- 1 month logo featured on Festival website with link to your company website
- Complimentary information stall space during event to promote your company
- Certificate of Appreciation

Festival Friend

Cash sponsorship of \$250-\$499
(or in-kind donations of \$500-\$999)

Sponsor benefits:

Festival
Friend

- Listed on all event promotional material including print and electronic
- Acknowledgement in school and/or P&C newsletters (at least 1 edition, distribution over 300)
- Acknowledgement on school and/or P&C Facebook pages (at least 1 post)
- 1 month business name and logo featured on Festival website
- Complimentary information stall space during event to promote your company
- Certificate of Appreciation

Stall Sponsorship

Cash sponsorship of \$150-\$249
(or in-kind donations of \$300-\$499)

Sponsor benefits:

Stall
Sponsor

- Listed on all event promotional material including print and electronic
- Acknowledgement in school and/or P&C newsletters (at least 1 edition, distribution over 300)
- Acknowledgement on school and/or P&C Facebook pages (at least 1 post)
- Opportunity to display and/or distribute business information (Sponsor supplied) at the stall of your choice (availability of stalls is on a first in, first served basis and approval is at organiser's discretion)
- Certificate of Appreciation

Festival Supporter

Cash sponsorship to the value of \$149
(or in-kind donations to the value of \$299)

Sponsor benefits:

Festival
Supporter

- Listed on all event promotional material including print and electronic
- Acknowledgement in school and/or P&C newsletters (at least 1 edition, distribution over 300)
- Acknowledgement on school and/or P&C Facebook pages (at least 1 post)
- 1 month business name featured on Festival website
- Certificate of Appreciation

Prize and/or Cash Donations

Donator benefits:



- Verbal recognition of: prize donation during the prize draw/cash donation during the event
- Acknowledgement in school and/or P&C newsletters, and Facebook pages
- Opportunity to include promotional items with prize (Sponsor supplied)

For further details:

Contact: Berrinba East State School P&C Association
Phone: Festival Coordinator - 0490 855 039

Post: PO Box 138, Kingston QLD 4114
Email: pandc@berrinbaeastss.eq.edu.au

Term's & Condition's:

- ♦ *Deadline for Registrations is Friday 7 July 2017. Sponsorship Registrations will be considered by the Committee before a decision is made for approval or not.*
- ♦ *All Sponsorships Arrangements are subject to the terms and conditions set out in the Sponsorship Agreement, which will be provided on approval. Deadline for signed Agreements is Friday 14 July 2017.*
- ♦ *Please email us your logo by Friday 14 July 2017 for use as per proposal.*
- ♦ *Sponsorship amounts are payable by Friday 14 July 2017. An invoice/receipt will be issued for any monetary sponsorship after confirmation of receipt.*
- ♦ *All cheques can be made payable to:* Berrinba East State School P&C Association

Sponsorship Benefits Summary

	PLATINUM	GOLD	SILVER	BRONZE	FRIEND	STALL	SUPPORTER	Donation
Sponsorship of	\$3500 +	\$2000-\$3499	\$1000-\$1999	\$500-\$999	\$250-\$499	\$150-\$249	Up to \$149	prize &/or cash
Or in-kind		\$4000-\$6999	\$2000-\$3999	\$1000-\$1999	\$500-\$999	\$300-\$499	Up to \$299	
Quantity of Packages available per business category eg 1 real estate	1 per category	1 per category	1 per category	1 per category	unlimited	unlimited	unlimited	unlimited
Opportunity to address the Festival	✓							
Opportunity for 1 Company banner to be displayed on/near the performance stage (Sponsor supplied)	✓							
Opportunity to have Certificate of Appreciation presented during event	✓	✓						
Exclusivity - no direct competitor can take up any other sponsorship offer (from the time your sponsorship is confirmed)	✓	✓						
Exclusivity – only 1 (one) sponsor per business category			✓	✓				
Verbal recognition of sponsorship during the event – minimum # of mentions:	✓ 4	✓ 3	✓ 2	✓ 1				
Listed on all event promotional material including print & electronic	✓	✓	✓	✓	✓	✓	✓	
Acknowledgement in school and/or P&C newsletters (distribution over 300) – minimum # of editions:	✓ 4	✓ 3	✓ 2	✓ 1	✓ 1	✓ 1	✓ 1	✓ 1
Acknowledgement on school and/or P&C Facebook pages – minimum # of posts:	✓ 4	✓ 3	✓ 2	✓ 2	✓ 1	✓ 1	✓ 1	✓ 1
Business name and logo featured on Festival website with link to your company website – for at least:	✓ 9 mths	✓ 6 mths	✓ 3 mths	✓ 1mth				
Business name and logo featured on Festival website – for at least:					✓ 1mth			
Business name on Festival website – for at least:							✓ 1mth	
Complimentary information stall space during event to promote your company	✓	✓	✓	✓	✓			
Certificate of Appreciation	✓	✓	✓	✓	✓	✓	✓	
Opportunity to display and/or distribute business information (Sponsor supplied) at the stall of your choice (availability of stalls is on a first in, first served basis and approval of same is at organiser's discretion)						✓		
Verbal recognition of - prize donation during the prize draw - cash donation during the event								✓
Opportunity to include promotional items with prize (Sponsor supplied)								✓

Berrinba East State School Multicultural Festival

Registration of Interest for Sponsorship

I would like to register my interest for sponsorship:

Business name: _____

Address: _____

Type of business: _____

Contact name: _____

Phone: _____

Mobile: _____

E-mail: _____

Website: _____

ABN: _____

Sponsorship details as per proposal:

- | | | | |
|--------------------------|--------------------------|---------------|-------------------------|
| <input type="checkbox"/> | Platinum Sponsorship | \$3500 + | |
| <input type="checkbox"/> | Gold Sponsorship | \$2000-\$3499 | (\$4000-\$6999 in-kind) |
| <input type="checkbox"/> | Silver Sponsorship | \$1000-\$1999 | (\$2000-\$3999 in-kind) |
| <input type="checkbox"/> | Bronze Sponsorship | \$500-\$999 | (\$1000-\$1999 in-kind) |
| <input type="checkbox"/> | Festival Friend | \$250-\$499 | (\$500-\$999 in-kind) |
| <input type="checkbox"/> | Stall Sponsorship | \$150-\$249 | (\$300-\$499 in-kind) |
| <input type="checkbox"/> | Festival Supporter | up to \$149 | (up to \$299 in-kind) |
| <input type="checkbox"/> | Cash – Amount: \$ _____ | | |
| <input type="checkbox"/> | Product – details: _____ | | |
| <input type="checkbox"/> | Service – details: _____ | | |

Donations: ☐ Cash Donation/s – Amount: \$ _____
☐ Prize Donation/s: _____

Where appropriate, we may include information about your business in promotions. If you agree, please write a short “blurb” below, or email by Friday 14 July 2017 (for use at organiser’s discretion):

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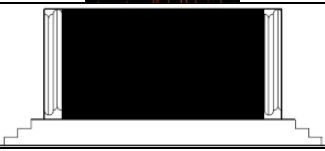

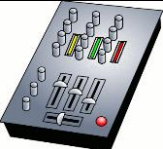
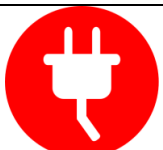






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Why do we need Sponsors?

To assist you, we have developed a list of expenses that we have collated. We want our fabulous sponsors and supporters to know precisely what their kind donations will be allowing our Festival to provide.

Please note: the following prices are for quotes we have received from companies for their goods/services or estimates based on research conducted online, and may not represent the actual goods/services used/hired for the event.

Fireworks			\$1350
Stage			\$950
Stage Lighting			\$150
Stage Management			\$400
Generator		Hire:	\$200
		Transport:	\$90
Lighting Towers		Hire:	\$120 x 6
		Transport:	\$90 x 6
Portable Toilets		Hire:	\$120 x 4
		Transport:	\$90 x 6
ATM hire			\$440
First Aid			\$500
Advertising Flyers			\$300
Advertising banner			\$500

Inflatables		\$3800
Rock Wall		\$1600
Larger Ride		\$1500+
Animal Petting Zoo		\$1000
Mini Golf		\$700
Surfboard Rider		\$700
BBQ & Cold Drinks & gas		\$400
Hot Chips		\$400
Coffee & Cake Stall		\$100
Fairy Floss		\$125
Popcorn		\$125
Show Bags & Glow Products		\$1000
Stalls		Average \$100 each