



SPONSORSHIP PROPOSAL

OVERVIEW

The Marymount Spring Fete has become a fun, exciting and eagerly anticipated biannual event on the local community calendar.

The Fete attracts a number of stalls and various attractions from the Gold Coast and surrounding areas, and provides entertainment and rides for all age groups. The Fete also encourages the students of both Marymount College and Marymount Primary School to participate and showcase their musical and dance talents through stage performances throughout the day.

The P & F Associations of Marymount College and Marymount Primary are working together to raise much needed funds for both schools. The schools have a combined student population of around 2200 and are supported by a large parent body and community members of the Burleigh Heads Parish.

Given this, the 2015 Marymount Spring Fete will provide an excellent marketing opportunity for businesses seeking to promote their goods and/or services.

PUBLICITY AND PROMOTION

The Marymount Spring Fete 2015 will be advertised in the Marymount College and Primary schools' newsletters, through the fortnightly Fete newsletter and on the Fete Facebook page.

Sponsorship packages are available for local businesses and families, and for their generous contribution, they will be officially recognised as supporters of the Marymount Spring Fete 2015.

If you are interested in becoming a sponsor of this event, please email your expression of interest to fete@marymount.qld.edu.au or contact the Marymount Spring Fete 2015 Sponsorship Co-ordinators directly: Karen Harrison 075586 1006 or Tracey Dean 075586 1098

SPONSORSHIP PACKAGES

	Cost	PLATINUM	GOLD	SILVER	BRONZE
		\$5000	\$2500	\$1000	\$250
	Quantity of Packages available	1	3	10	unlimited
"Sponsored by" rights to the event – the event will be known as the Marymount Spring Fete 2015 proudly sponsored by <i>(Your company)</i>		✓			
Your Company will have exclusive rights to the event, i.e. no direct competitor of the platinum sponsor can take up any other sponsorship offer.		✓			
Acknowledgement as the Platinum Sponsor by the MC throughout the day		✓			
Your Company will be acknowledged as the Platinum sponsor in all advertising and printed material for the Marymount Spring Fete 2015		✓			
Your Company will have an opportunity to have a central marquee at the Fete		✓	✓		
Your Company will be acknowledged on 25,000 Art Union tickets to be sold for the Marymount Spring Fete 2015		✓	✓		
Your Company will be acknowledged as one of the Gold sponsors in all advertising and printed material for the Marymount Spring Fete 2015			✓		
Acknowledgement as a Gold Sponsor by the MC throughout the day			✓		
Acknowledgement as a Silver sponsor by the MC throughout the day				✓	
Signage opportunities at the event		✓	✓	✓	
Your Company will be acknowledged in the Marymount Spring Fete 2015 Program through Business Card Advertising		✓	✓	✓	✓
Your company will be acknowledged on the Marymount Fete Facebook page through Business Card Advertising		✓	✓	✓	✓
Your Company will be acknowledged in the Marymount College & Primary School Newsletters and have your ad hyperlinked to your website		110mm x 180mm 200% Business Card Size	77mm x 126 mm 140% Business Card Size	55mm x 90mm 100% Business Card Size	35.8mm x 58.6mm 65% Business Card Size
Number of 'unlimited ride passes' provided on the day (Ride pass value is \$25 presale or \$35 on the day)		10	6	4	2

SPONSORSHIP ADVERTISING

Your company will be advertised in the Marymount College and Primary schools' newsletters, the fortnightly Fete newsletter and on the Fete Facebook page, from the date your sponsorship becomes active.

Parents of the Primary and College receive a weekly email with a link to the pdf newsletter. The Primary newsletter is available each Wednesday and College newsletter is available each Friday during term time. Advertising will appear in full colour and your ad will be hyperlinked to your website. Printed black and white copies of both newsletters are available throughout the five churches in the Burleigh Heads Parish each weekend, and from Parent Reception at each school.

The diagram below outlines the size of the space you will be allocated in the newsletters, depending on the package taken. Sponsors may supply a Business Card, completed artwork to these specifications, or an advertisement can be created for you using your company logo and business details. Each sponsor will have their Business Card posted on the Fete Facebook page <https://www.facebook.com/marymountfete> and will be publically acknowledged as a (Platinum/Gold/Silver or Bronze) sponsor of the event.

