St. Charbel's Parish is hosting its first ever
'FUN-FAIR ON HIGHCLERE'

2nd of July 2016
11am-4pm
St. Charbel’s Parish- 142 Highclere Ave Punchbowl 2196

Sponsorship Opportunities

Saturday 2nd July 2016
11am - 4pm

St Charbel's Church & College
142 Highclere Avenue,
Punchbowl NSW 2196
YOUR OPPORTUNITY TO BE A PART OF AN EVENT THAT PROVIDES MAXIMUM EXPOSURE TO THE SOUTH WESTERN SYDNEY COMMUNITY

St Charbel’s Community, Punchbowl will be holding a Fun Fair which will provide a full day of entertainment. Starting at 11am on Saturday, 2nd July 2016, with a huge range of stalls, games, live entertainment and unmistakable atmosphere. These include: great rides, an International Food Court, games, prizes, raffles, auctions, market stalls, music, dance and much more! Fun Fair on Highclere gives everyone attending a taste of the School’s strong community spirit, with sponsors, supporters, families and community groups coming together in a day-long celebration.

This event offers a commanding corporate presence and an unrivalled opportunity for the school community to engage directly with your brand. It also provides a unique opportunity for sponsors to take centre stage in front of thousands in the local community.

As a sponsor you will have direct access to the plethora of visitors attending and celebrating at Fun Fair on Highclere and the opportunity to promote your business to this supportive audience consisting of:

- Families (past, present and future), friends and staff of the school
- Parishioners from St Charbel’s Parish
- Local business owners and their families and friends
- Local and state MP’s and their families and friends
- Sporting personalities
- Entertainment acts and their families and friends
- Local residents of the school and parish
- Families from Inner West Sydney who attend out of curiosity
- Visitors from across Sydney who have heard about Fun Fair on Highclere through word of mouth and positive media coverage
PARTNER BENEFITS

As a sponsor you will be able to showcase your brands and products, build business reputation, entertain new and existing clients and build customer loyalty.

By becoming a sponsor your company will gain preferential access to sponsorship packages and have the opportunity to increase your business through local profiling and a wide range of sponsorship benefits:

- Pre-event briefing and the opportunity to secure a preferred location at the event
- Inclusion of your logo in all event promotional material and marketing collateral
- PR promotional opportunities in event previews
- Signage and media coverage
- Inclusion in promotional and networking events
- Significant on-site branding with display
- Access to fellow partners
- Support and exposure through the fete marketing campaigns and web links
- Availability of the fete logo for use on your website and other advertising
- Opportunity to provide prizes for event promotions.
- Product sampling opportunity for inclusion in Show Bag.

COMMUNICATION STRATEGY

Fete Communication Strategy engages a wide audience through various mediums including internet, social media, newsletter, flyer, program and Arabic media.

Collateral will include:

- 5,000 A5 flyers distributed throughout the council precincts of Bankstown City Council.
- Logo’s posted on display walls and boards located outside School and Church four weeks prior.
- 1,500 fete programs – distributed at entrance to event.
- Advertising within St Charbel’s College and Parish Publications.
- Certificate of Appreciation.
- Arabic media advertisements (subject to media sponsorship).
**SPONSORSHIP PACKAGES**

**Platinum - $7,500**

Exclusive (one only) sponsor given allocation preference with prominent and significant brand positioning and exposure.
- Exclusive naming rights on your sponsored area (e.g. rides/stage/food court etc) including prominent signage in area and on centre stage.
- Prominent listing of company name and logo as the exclusive Platinum sponsor in all promotional activity, including event media releases.
- Prominent listing of company name and logo as exclusive Platinum sponsor in all pre-event marketing and collateral including website.
- Acknowledgement of your support by the MC, throughout the event.
- Opportunity to send hard-copy advertising material home via students to families.
- Opportunity to display business cards and /or flyers in the school’s notice board.
- Availability of a space to promote your organisation, if required.
- Largest Logo inclusion on material.
- Acknowledgement as the exclusive Platinum sponsor to the school community via advertisement in school newsletter (5 times).
- 5 free amusement ride tickets for the day to promote your association with the event to your staff and customers.
- Opportunity to display business banner on school fence in pick-up / drop-off zone for the two weeks before fete and one week after fete.

_N.B. Banners and promotional items to be supplied by the sponsor_

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**Gold - $5,000**

- Exclusive naming rights on your sponsored stall (i.e. face paint/cupcakes/craft etc) including prominent signage around stall and on centre stage.
- Prominent listing of company name and logo as a Gold sponsor in all promotional activity, including event media releases.
- Prominent listing of company name and logo as a_Gold_sponsor in all pre-event marketing and collateral including website.
- Acknowledgement of your support by the MC, throughout the event.
- Opportunity to send hard-copy advertising material home via students to families.
- Opportunity to display business cards and /or flyers in the school’s notice board.
- Availability of a space to promote your organisation, if required.
- Acknowledgement as a Gold sponsor to the school community via advertisement in school newsletter (3 times).
- 3 free amusement ride tickets for the day to promote your association with the event to your staff and customers.
- Opportunity to display business banner on school fence in pick-up / drop-off zone for one week before fete and one week after fete.

_N.B. Banners and promotional items to be supplied by the sponsor_
Silver - $2,500
- Exclusive naming rights on your sponsored stall (ie. face paint/cupcakes/craft etc) including prominent signage around stall.
- Listing of company name and logo as a Silver sponsor in all promotional activity, including event media releases.
- Listing of company name and logo as a Silver sponsor in all pre-event marketing and collateral including website.
- Acknowledgement of your support by the MC, throughout the event.
- Opportunity to display business cards and/or flyers in the school’s notice board.
- Availability of a space to promote your organisation, if required.
- Acknowledgement as a Silver sponsor to the school community via advertisement in school newsletter (2 times).
- Opportunity to display business Poster on school display boards outside the Church and College.

N.B. Poster to be supplied by the sponsor

Bronze - $1,500
- Listing of company name and logo as a Bronze sponsor in all promotional activity, including event media releases.
- Listing of company name and logo as a Bronze sponsor in all pre-event marketing and collateral including website.
- Acknowledgement of your support by the MC, throughout the event.
- Opportunity to display business cards and/or flyers in the school’s notice board.
- Acknowledgement as a Bronze sponsor to the school community via advertisement in school newsletter (1 time).

N.B. Business and and flyer to be supplied by the sponsor

Exhibitor - $500
- Listing of company name as Exhibitor in all pre-event marketing and collateral including website.
- Space allocation approx. 2.4m x 2.4m, 1 x table, 1 x sign with logo.
- Banner placement at stall to promote business.

N.B. Banners to be supplied by the sponsor

Platinum Exhibitor – All Profits
- Opportunity to promote business and sell products to the fete audience.
- Banner placement at stall to promote business.
- Listing of company name as a Exhibitor in all pre-event marketing and collateral including website.

N.B. Banners and promotional items to be supplied by the exhibitor. Additional space and equipment can be requested at an additional cost. All displays subject to approval. Additional cost of electricity is $50.00.
IMPORTANT INFORMATION FOR SPONSORS

TO BECOME A SPONSOR
If you wish to become a sponsor, please complete and return the Sponsor Registration Form.

PROMOTIONAL TIMEFRAME
The Fun Fair on Highclere calendar runs for four weeks prior to the Fete.

Your Sponsorship package commences upon receipt and confirmation of your donation and continues up to, and including, Fete Day. Platinum and Gold sponsors’ logos will be included in the St Charbel’s College Newsletter for a period of 5 months. All businesses will be promoted on the fete website.

ARTWORK SPECIFICATIONS
Your business name, logo and any photographs required for placement on signs, flyers and our website should be provided in the following formats – PNG, EPS, JPG.

Please supply all linked or embedded images or graphics and all fonts used. All images and graphics should be of a high resolution. Please also supply hard copy of artwork.

DEADLINES
To maximise opportunity and exposure in promotional period, the deadline for major sponsorship is by the Friday 27th May 2016.

SPONSORSHIP PAYMENT
If you are applying for cash sponsorship, please contact one of the organisers listed below and sent your completed Sponsor Registration Form to P.O Box 213, Punchbowl NSW 2196 or email to secretary@stcharbel.nsw.edu.au.

A confirmation letter and receipt will be forwarded to you upon receipt of the cheque.

CONTACT US
Don’t miss out - these sponsorship opportunities are highly sought after. We encourage all interested organisations to book early to avoid missing their preferred package. To book your package or to discuss any of the opportunities or information outlined in this proposal, please contact:

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