



# Saint Martin's School

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# St Martin's Community Fete Sponsorship Proposal

The P&F Association of St Martin's Primary School offers you the opportunity to:

- sponsor a fete that has been part of your local community for 20 years
- promote your business to a large and supportive audience including our school families and friends, and the wider community
- increase your business through local profiling and a wide range of sponsorship benefits.

## Introduction

St Martin's Primary School is an inclusive and compassionate community where the partnership of parents and school, supported by our parish, is committed to nurturing our young people in faith and learning that is life-long and life-giving. In 2012 we have a total enrolment of more than 700 students and their families.

## Fundraising for our Community

The key role of our school P&F Association is to voluntarily plan and manage a range of activities and events that generate essential funds. These funds are donated back to the school for projects, both great and small, that benefit our entire community. Past fetes, for example, have enabled the P&F Association to upgrade the school's oval and other facilities that are available to the community to use and this year our fundraising efforts will help complete our last phase of cooling for classrooms. Your kind and generous sponsorship of these activities, whether it involves the donation of cash, goods or services, helps us provide more opportunities for our children and others in the community to learn, grow and enjoy life.

## Our Fete – 20 Years of Community Fun

Every second year, the P&F Association of St Martin's Primary School organises the **St Martin's Community Fete**, which is our major fundraising activity. This event has been a tradition at our school for more than two decades and is a community day thoroughly enjoyed by our students.

This year the fete will be held on **Sunday 26 May from 10 to 4pm.**

Our fete is the result of the combined energies of our entire community. A large team of parents work to produce an event that showcases our school and gives everyone in attendance the opportunity to feel our school's warm atmosphere and spirit. We are fortunate that we have a large group of dedicated parents at the school who are involved with the fete and it is their continued passion and pride in our fete that ensures its success on the day and continued success into the future.

## New Website

[www.Sundayfunday.stmartins.asn.au](http://www.Sundayfunday.stmartins.asn.au)

To maximise our promotion of the 2013 event and its sponsors, we will be launching the fete's own website and Facebook page in 2013. These tools will help us regularly engage with the local community prior to the event, reach a much wider audience and build a greater level of awareness and excitement. This will not only encourage higher attendance on the day, but allow us to promote our sponsors and provide valuable recommendations and links back to their own websites.

## Your Audience

The St Martin's Community Fete is an extraordinary event that is growing in popularity and size each year. Last year's fete was our largest to date with attendance numbers well in excess of 2,500 people. The families at the school are supportive of fete sponsors. Many businesses have found fete sponsorship a successful avenue for marketing their business to families living in the inner south region of Brisbane.

The immediate demographic of our fete patrons include:

- the families (past, present and future), friends and staff of the school
- the parishioners from Our Lady of Our Graces parish, which covers Carina, Carina Heights, Carindale, Belmont, Gumdale, Wakerley and Camp Hill.

Also in attendance on fete day are:

- local business owners and their families and friends
- local and state MPs and their families and friends
- entertainment acts (e.g.) and their families and friends
- local residents of the school and parish
- families from inner south Brisbane (outside the parish) who attend out of curiosity and our fete's positive reputation.

## Why Should I Get Involved?

The St Martin's Community Fete allows for involvement on all levels and provides a wonderful opportunity to build your organisation's profile in the community. Sponsorship of our fete provides great opportunities for mutual benefit and offers a unique platform to promote your brand, program and services to a broad audience. By becoming a St Martin's Community Fete sponsor, your organisation is able to demonstrate your commitment to the school and the community at large. With more than 700 students currently enrolled at St Martin's, your exposure is guaranteed to reach their families and friends.

# Sponsorship Categories

## Platinum

- Cash donation. For this level of sponsorship we ask you to consider \$5,000.
- Exclusive category for one sponsor only.

## Gold

- Cash donation. For this level of sponsorship we ask you to consider \$2,000.

## Silver

- Cash donation. For this level of sponsorship we ask you to consider \$1,000.
- Or
- In-kind sponsorship of services or goods to the value of \$1,000 (e.g. printing, audio visual equipment, food and beverage supply, equipment rental etc).
- Or
- Donated goods or services to the value of \$2,000 (e.g. family holiday)

## Bronze

- Cash donation. For this level of sponsorship we ask you to consider \$500.
- Or
- In-kind sponsorship or services or goods to the value of \$500 (e.g. printing, audio visual equipment, food and beverage supply, equipment rental etc)
- Or
- Donated goods or services to the value of \$1,000 (e.g. family holiday).

## Stall Sponsorship

- Cash donation. For this level of sponsorship we ask you to consider \$250.
- Or
- Donated goods or services between the value of \$250 and \$1,000. (i.e Gym memberships, pamper packages)

## Fete Friend

- Donated goods or services up to the value of \$250 (e.g. movie tickets, gym memberships, pamper packages, dining vouchers etc).
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## Live Auction

In 2011 we introduced a 'Live Auction' to our fete program. This exciting event drew a big crowd and we watched furious bidding for a number of items. We are very happy to accept products or merchandise that you may wish to donate for the Live Auction. This forms part of our entertainment on fete day and is conducted by a professional auctioneer.

## How Will I Benefit?

<b>Sponsorship Benefits</b> Exposure and Benefits	Platinum	Gold	Silver	Bronze	Stall Sponsor	Fete friend
Acknowledgement of your level of sponsorship in fete section of school newsletter.	√	√	√	√	√	√
Acknowledgement of your level of sponsorship on our fete and school websites.	√	√	√	√	√	√
Link to your business's website from our fete website.	√	√	√			
Acknowledgement as a sponsor and friend on our Facebook page.	√	√	√	√	√	√
Three additional Facebook posts about your business	√	√	√			
Exposure and acknowledgement as a sponsor in Fete Bulletins. (Hard copy bulletins sent home to families)	√	√	√	√	√	√
Opportunity to send hard-copy advertising material home via students to families	√	√				
Inclusion of your brand name in fete media releases	√	√	√			
Opportunity to display sponsor banner on school fence in pick-up / drop-off zone for the two weeks before fete and one week after fete.	√	√				
Inclusion of company name and /or logo on the	√					

front page of the fete flyer						
Inclusion of company name and / or logo on the back page of the fete flyer		√	√	√		
Option to have your company stall at the fete	√	√				
Recognition as a major sponsor with your banner proximately displayed centre stage at the fete	√					
Recognition as a sponsor with your banner proximately displayed at the fete		√	√	√		
Recognition as a sponsor via hourly updates over the loud speaker at the Fete	√	√	√			
Recognition as a sponsor via two updates over the loud speaker at the Fete				√	√	
Showbag inserts of promotional material	√	√				
Recognition and promotion in Live Auction catalogue (*for goods and services used in Live Auction only)	√	√	√	√		
Opportunity to be allocated sponsor of one of main rides or draws: *Super Sunday Sweep *Last Man Standing and participate in live draws		√	√	√		
Opportunity to be allocated a particular stall on the day to sponsor where one item of advertising maybe distributed.					√	

<b>VIP Package</b> 3 ride armbands, 4 BBQ vouchers, 4 drink vouchers	√	√				
<b>Sponsor Package A</b> 2 ride armband, 2 BBQ vouchers, 2 drink vouchers			√	√		
<b>Sponsor Package B</b> 1 ride arm band, 2 drink vouchers					√	

## Promotional Timeframe

Upon confirmation of your sponsorship category and receipt of your donation, promotion appropriate for your level of sponsorship will commence immediately. Your business will continue to be promoted on our fete website [www.stmartinsfete.com.au](http://www.stmartinsfete.com.au) until May 2014

## Receipts

A receipt will be issued to you once we have received your cash donation.

## Contact Us

These sponsorship opportunities are available now. To book your package or to discuss any of the opportunities or information outlined in this proposal, please contact:

### Hayley McBrien

St Martin's Fete Sponsorship Convenor

Email: [hmcbrin7@bigpond.com](mailto:hmcbrin7@bigpond.com)

Mobile: 0412595148

## 2013 St Martin's Sunday Funday Community Fete: Sponsorship Acceptance Form

Company Name:

Contact: \_\_\_\_\_ Position:

Address:

Phone: Mob:

Email:

Fax: \_\_\_\_\_

**Level of Sponsorship Negotiated donation / sponsorship**

Platinum Sponsorship

Gold Sponsorship

Silver Sponsorship

Bronze Sponsorship

Stall Sponsorship

Fete Friend

**Please return this form**

By email: [hmcbr7@bigpond.com](mailto:hmcbr7@bigpond.com)

Or Respond by phone to: Hayley McBrien

Mobile: 0412595148