Sponsorship packages

Kingswood College Community Carnival

Saturday 10 October 2015
3.00pm-8.00pm
**Community Carnival**

In 2015, Kingswood College is celebrating 125 years of education.

A Community Carnival is being held on Saturday 10 October to celebrate this major milestone.

Coinciding with World Mental Health Day, all proceeds from the Carnival will go towards building a Purposeful Life Centre at Kingswood College.

This Centre will be a hub for programs that promote positive mental health and wellbeing, social justice and community based learning for students as well as the wider community.

The Community Carnival will be a fun afternoon out for the whole family and will finish with a spectacular fireworks display at dusk; there will be something for everyone including a fantastic range of rides and entertainment for kids of all ages – big and small!

The Carnival is an occasion for people to come together to have fun, make new friends and enjoy positive social connections, which are integral elements in maintaining positive mental health.

This proposal outlines the many sponsorship opportunities available to your organisation to profile your business to a large audience.

Please contact Lynelle Dudman Director of Community Engagement via email lynelle.dudman@kingswoodcollege.vic.edu.au or by calling 9896 1700 to discuss your involvement in sponsoring this major community initiative.
The Community Carnival is being promoted to the Kingswood College community – past and present, as well as the wider community in the Eastern suburbs of Melbourne.

The College has a population of 600 students and their families from Kindergarten to Year 12.

In addition to current students, the College has more than 10,000 alumni members who will be invited to the Carnival.

The College has a strong waiting list for enrolment and all applicants will be invited.

The event is being promoted extensively throughout the Eastern suburbs through paid advertising and the use of social media.

It is also being promoted through the College’s relationships with local primary schools.

It is anticipated that at least 5,000 people of all ages will attend the Community Carnival on the day.
Sponsorship packages

A range of sponsorship packages are available for the Carnival as outlined in the following pages, and will be secured on a first-in first right of refusal basis.

We will provide category exclusivity for organisations officially sponsoring the Carnival as a Major or Associate Sponsor.

Sponsorship opportunities include:

- Major Sponsor
- Associate Sponsor
- Sponsorship of activities on the day
- In-kind sponsorship
  - Printing services
  - Raffle prizes
Program

The Community Carnival is an opportunity for the community to come to Kingswood College and celebrate 125 years of education. The Carnival is the culmination of a year of celebration events and is the biggest event in the program.

Whilst the Program is still being finalised, the following major attractions (in addition to a host of other stalls) have been confirmed and will be big draw cards for families to attend the Carnival:

- **Peppa Pig Stage Show – 3 x 25 minute Peppa Pig Stage Shows**
  
  Peppa Pig is the No.1 children’s character in Australia.

  With sensational ratings and enormous live stage show appearances, Peppa is the hottest children’s character.

  The stories of Peppa Pig are designed to appeal to pre-school children, but also to adults and older children.

  Peppa Pig and her charming hosts are live on stage in Peppa’s show, ‘Taking Turns’.
  Everyone will be on their feet as Peppa shows them how to jump in muddy puddles, eat chocolate cake and beep the horn as they take a ride in Daddy Pig’s car.

- **A wide selection of major carnival rides including:**
  - Hurricane
  - Music Trip
  - Cha Cha
  - Cup and Saucers
  - Atomic Drop Slide
  - Chair-o-plane
  - Trackless Train
  - Mega Olympic Obstacle Course
  - Action Racer

- **‘The Piccadilly market’ – an artisan ‘Pop-up’ market**

  The Piccadilly market offers a diverse spread of wares, jewellery, prints and cards and designer made clothes. It is a high-end artisan market that has an established brand and loyal following.
Major Sponsor

The 125 year celebrations of Kingswood College offer a unique opportunity to be involved as the Major Sponsor of the Carnival.

Major sponsorship of the Community Carnival includes high-profile drawing – the Carnival would be titled:

Kingswood College Community Carnival
Major Sponsor (Organisation Name)

As the major sponsor your organisation’s logo will be included on ALL advertising and promotional material produced for the Carnival.

Stage

The Stage of the Carnival presents a great opportunity to market your organisation, with high-profile draw-cards including Peppa Pig. As the Major Sponsor your organisation’s logo will be on all signage for the stage, a map and program on the day and you can also use your own signage to promote your organisation.

Advertising

As the Major Sponsor, your logo would be included in all advertising for the Community Carnival. Advertising has already been booked for the following mediums and dates:

Radio advertising
- KIIS FM radio advertising for the week commencing 5 October including acknowledgement of your organisation as the Major Sponsor.
- KIIS FM Kingwood College Pop-up event, on the day live crosses to Kingswood College 10 October.
Print advertising

- The Weekly Review Stonnington/Boroondara, Full page advert, week commencing 14 September.
- The Eastern Review Weekly, Supercover (front cover), week commencing 28 September.

The Carnival will also be promoted in social media and e-marketing and your organisation’s logo would be included in all promotion.

Social media/e-marketing

- There will be extensive promotion of the Carnival on the Kingswood College Facebook page.
- Instagram, the College will be promoting the Carnival as part of the 125 years celebrations using the hashtags #kingswoodcarnival, #kingswoodboxhill, #kingswood125.
- Home page banner promoting the Carnival on the Kingswood College website and a dedicated Carnival page on the website.
- Carnival page on the College’s Instagram (kingswood125).
- eNews articles in all editions of the Kingswood College eNews emailed to prospective families on the College’s waitlist.

Promotional materials

The Carnival will also be promoted using the following media: distributed throughout the community and your organisation’s logo would be included on all of this:

- College billboard on Station Street
- Posters
- Postcards
- Real estate boards
- Oversize posters for community displays
- Information pack to primary schools in the Eastern suburbs including posters and postcards.
Links

The Major Sponsor will have a link to your organisation’s website from all our online advertising and the Carnival website pages.

Carnival day

- Five minute presentation opportunity on the Main Stage to showcase your organisation’s product/service.
- Option to have a marquee or stall in a position of choice to market your organisation.
- Option to include a brochure or pamphlet of any size bigger than A4 in a giveaway bag.

Major Sponsorship of the Community Carnival is $15,000.
Associate Sponsors

There is the opportunity for a maximum of three Associate Sponsors of the Carnival.

As an Associate Sponsor of the Community Carnival your organisation’s logo will be included in ALL advertising and promotion.

Advertising

Print advertising

As an Associate Sponsor, your logo would be included in the following advertising that has already been booked:

- The Weekly Review Stonnington/Boroondara, Full page advert, week commencing 14 September.
- The Eastern Review Weekly, Supercover (front cover) week commencing 28 September.

The Carnival will also be promoted in social media and e-marketing and your organisation’s logo would be included in all promotion.

Social media/e-marketing

- There will be extensive promotion of the Carnival on the Kingswood College Facebook page.
- Instagram, the College will be promoting the Carnival as part of the 125 years celebrations using the hashtags #kingswoodcarnival, #kingswoodboxill, #kingswood125.
- Home page banner promoting the Carnival on the Kingswood College website and a dedicated Carnival page on the website.
- Carnival page on the College intranet (Kingsnet).
- eNews articles in all editions of the Kingswood College eNews emailed to prospective families on the College waitlist.
Promotional materials

The Carnival will also be promoted using the following mediums distributed throughout the community and your organisation's logo would be included on:

- Posters
- Postcards
- Real estate boards
- A1 posters for community displays
- Information pack to primary schools in the Eastern suburbs including posters and postcards.

Links

The Associate Sponsor will have a link to your organisation’s website from all our online advertising and the Carnival website pages.

Carnival day

- Option to have a marquee or stall in a position of your choosing to market your organisation
- Option to include a brochure or pamphlet of a size no bigger than A4 in a give-away bag.

Associate Sponsorship of the Community Carnival is $5,000.
Sponsorship of activities on the day

Sponsorship of a ride or activity is a great cost-effective way to promote your organisation.

As a sponsor of a ride or activity your organisation’s logo will be included in the signage promoting that ride or activity, the map and program on the day, and will also be included in our official list of Sponsors on the website and Facebook page.

**Rides**
Rides that your organisation can sponsor are:

- Hurricane
- Music trip
- Cha Cha
- Cup and Saucers
- Atomic Drop Slide
- Chair-o-plane
- Trackless Train
- Mega Olympic Obstacle Course
- Action Racer

**Sponsorship of each ride list above is available for $500 per ride.**

**Activities**
Activities that your organisation can sponsor are:

- Fairy Floss stall
- Snow cones stall
- Popcorn stall
- Wine bottle lucky dip
- BBQ marquee
- Cheese and wine marquee

**Sponsorship of each of the activities above is available for $500 each.**
In-kind sponsorship

Printing services

As an in-kind sponsor your organisation can provide printing and distribution services to the College for the printing of promotional materials for the Carnival including:

- A3 posters (500)
- Postcards (20,000)
- Corflute signage for stalls and directional signage at the Carnival
- A1 corflute or similar weather proof posters for use in the community (450)
- Distribution of posters and postcards

As an in-kind sponsor of printing services your organisation’s logo will be included on all materials printed by your organisation as listed above. Your organisation’s logo will also be included in the official list of Sponsors on the College website and Facebook page.

Raffle prizes

As an in-kind sponsor your organisation can provide products or services to the College to be used in the Raffle and other prizes.

In-kind sponsors are sought for major and minor prizes.

Tickets for the Raffle are limited to 2,500 with each ticket costing $5.00.

As an in-kind sponsor your organisation’s logo will be included in the official list of Sponsors on the College website and Facebook page and on display on the day at the Raffle display.

Additional in-kind sponsorship opportunities are always welcome – please email Lynelle Dudman Director of Community Engagement or call 9896 1700.