



Sacred Heart Parish Fete Sponsorship Proposal



**Saturday 9th of November 2019
10am - 4pm**



About our School and Parish

- The Sacred Heart Parish Church and Monastery were built in 1939
- Located at the top of Monastery Rd, off Wicklow Ave in Croydon, it currently has 3,000 parishioners from a wide local area and houses the primary school at the rear.
- Sacred Heart Primary School has been a part of the Croydon community since 1993 when it amalgamated with St Edmund's School, Croydon, and St Francis De Sales School, East Ringwood.
- The School is home to 470 students and 50 staff, with enrolments having increased over recent years.

About our Fete

Now in its 26th year, our fete is one of the biggest in the area. It includes a wide range of stalls including:

- amusement rides
- showbags
- an animal farm
- barista coffee
- licensed bar
- second-hand clothing
- plants
- pony rides
- Devonshire tea
- multicultural food stalls
- cakes
- second-hand toys
- second-hand books
- lollies

* plus all day entertainment by local performers and a major raffle.

Attendance figures grow each year, with approx. 2000 people at last year's fete. We also provide a regular shuttle bus service from a nearby location, allowing everyone easy access to the fete all day, without worrying about parking.

Why sponsor us?

- It offers a unique opportunity to promote your business, program or services to a broad local audience.
 - Direct fete promotion reaches the families of 470 students, 50 school staff, and 3,000 parishioners.
 - With thousands of associated family, friends and contacts, sponsorship provides you with a huge potential reach into the parish and school's extended networks within the local and surrounding areas.
- It demonstrates your commitment to an important local school and to the Croydon community.

How will your contribution help?

- This year the funds raised will be used to contribute to Sacred Heart's overall development plan of creating more play space and a cover for the outdoor basketball court.
- This will involve the removal of two double portables, the construction of a play space that can be used for a variety of ball games, and the beautification of the surrounding area.

Types of Sponsorship

- a cash payment (see sponsorship packages on the next page), or
- an 'in-kind' donation to the value of one of the sponsorship packages.
 - In-kind donations which have a value less than \$300 are most welcome and will be used in our online auction which is heavily promoted in all our advertising material in the lead-up to the fete.

Sponsorship Benefits

Five sponsorship packages are offered to suit varying budgets:

- ✓ Platinum - \$5000
- ✓ Gold - \$2500
- ✓ Silver- \$1500
- ✓ Bronze - \$550
- ✓ Official - \$300

- See the Sponsorship Benefits Grid on the next page to see how your business would benefit from one of these packages.
- Note that only 1 x 'Platinum' sponsor is accepted.
- The Platinum package includes exclusive benefits including a prominent presence on the school's website and the opportunity to have your marketing material widely distributed on fete day.

Sponsorship timeframe

All sponsorship benefits will be implemented from 15th July 2019 till 16th November 2019 (1 week after the fete) unless otherwise specified on the Sponsorship Benefits Grid.



Questions

Emily Gurr
Fete Coordinator
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Alison O'Regan
Sponsorship Manager
PH: 0417 010 485

Email: sacredheartfete@gmail.com
Sacred Heart Parish & School
35 Wicklow Ave, Croydon, VIC 3136

FETE SPONSORSHIP BENEFITS						
	PLATINUM	GOLD	SILVER	BRONZE	OFFICIAL	
Cost	\$5,000	\$2,500	\$1,500	\$550	\$300	
Number of sponsors permitted per category	1	4	6	10	Unlimited	
Sponsorship category exclusivity	Y	N	N	N	N	
Signage						
Fete entrance on school fencing on Fete Day - 09/11/19*	Y	Y	N	N	N	
Entertainment stage - no. of pull up banners or equivalent at fete*	3	2	1	0	0	
School fence in pick-up/drop-off zone 2 weeks before and 1 week after fete day	Y	Y	N	N	N	
Sponsor engagement on the day						
Company stall or marquee (stall fee waived) *	Y	Y	N	N	N	
Present other arranged promotional activity (in consultation)	Y	N	N	N	N	
Logo placement						
Home page of school website	Y	N	N	N	N	
Weekly school newsletter until 2 weeks after fete day	Y	Y	Y	Y	Y	
Fete map**	Y	Y	Y	Y	Y	
School foyer until 2 weeks after fete day	Y	Y	Y	Y	Y	
Official fete poster **	Y	Y	Y	Y	Y	
3 x real estate boards in local community **	Y	Y	Y	Y	Y	
No. of sponsor's business posts on the fete Facebook page. *	8	4	3	2	1	
Other opportunities						
No. of sponsor business spruiks by fete MC on fete day - 5 seconds per spruik*	10	5	3	2	1	
No. of times at which sponsor's marketing material will be distributed to all Sacred Heart PS families*	2	1	N	N	N	
Ride bands (for unlimited use of rides on fete day)	8	5	2	1	0	

* Wording of posts/spruiks to be supplied by sponsor

** If sponsorship confirmed by 12/08/19



Sacred Heart Parish & Sacred Heart Primary School
 35 Wicklow Ave, Croydon, VIC 3136
 Ph: 9724 4333

SPONSORSHIP REGISTRATION FORM

Please complete all sections below and email to sacredheartfete@gmail.com

Include a high resolution copy of your logo with your email.

All cash sponsors will be emailed a separate invoice.

Company Name/Organisation	
Contact Name	
Position	
Postal Address	
Phone (business hours)	
Email	

SPONSORSHIP PACKAGES

Select the package you wish to purchase (please tick relevant box), and indicate below the cash amount and/or in-kind value of your donated goods/services.

Pls note: if sponsoring via a partial cash payment and a good/service, the total value of the cash and the good/service must equal the package amount.

PLATINUM (\$5000)	GOLD (\$2500)	SILVER (\$1500)	BRONZE (\$550)	OFFICIAL (\$300)

All amounts are GST inclusive.

Value of goods or services provided	AUD\$
Total cash sponsorship to be provided	AUD\$
Description	

Sponsorship benefits will commence from the 15th July 2019.

For further information, please contact:

Emily Gurr Fete Coordinator PH: 0418 586 788 E: sacredheartfete@gmail.com	Alison O'Regan Sponsorship Manager PH: 0417 010 485 E: sacredheartfete@gmail.com
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