2016
Sponsorship Packages

Saturday 6 August 2016
Good Shepherd Lutheran College
115 Eumundi Road, Noosaville
10am – 4pm
Overview

The Shepherd’s Fair is one of the highlights of Good Shepherd Lutheran College’s calendar. The Fair is organised and co-ordinated by the College’s Parents & Friends Shepherd’s Fair Committee. The Shepherd’s Fair provides a great opportunity for the College and the wider community to come together in a fun and relaxed atmosphere.

Featuring a combination of rides, entertainment, a silent auction and raffles, the Shepherd’s Fair has been the primary fund raising activity for the College for over 20 years.

Funds raised by the Shepherd’s Fair go directly to assist Good Shepherd Lutheran College in providing quality facilities and resources for students.

To enable the College to maximise the proceeds from the Shepherd’s Fair, the College relies on donations and support from the community and local businesses. This can be done by one of several means:

- The provision of a product for the raffle or silent auction
- The donation of goods or services
- Partnering with the Shepherd’s Fair at different sponsorship levels

Money raised through the Shepherd’s Fair will be distributed to a number of different resources in the school for use in classrooms to support the Australian Curriculum.
Sponsorship Levels

Depending on the level of support or exposure you would like to achieve for your business, the College has a range of sponsorship opportunities on offer. Each sponsorship level offers a different number of benefits which are directly related to the sponsorship fee. There are four sponsorship packages available to choose from – Platinum* (Major Sponsor), Gold, Silver and Bronze.

PLATINUM SPONSOR

The Platinum Sponsorship Package is the ultimate in Shepherd’s Fair sponsorship and is limited to one sponsor per year. The Platinum Sponsorship Package would appeal to any business or large organisation that is looking for maximum exposure for their brand in Noosa and surrounding areas. The Platinum Sponsor is a business that understands the significant benefits of reaching out to local parents and students in their overall business growth and success.

- Platinum sponsor’s logo to appear on all Shepherd’s Fair promotion and advertising including (but not limited to):
  - Platinum Sponsor “Thank you” banner displayed prominently at the main entrance to the Shepherd’s Fair (Primary entrance)
  - Sponsor’s logo on each raffle ticket in raffle ticket booklets
  - Sponsor’s logo in local newspaper advertisements
  - Sponsor’s logo on Fair advertising displayed on the digital entrance sign board
  - Sponsor’s logo on promotional posters for display around the College and the local community
  - Sponsor’s logo on Shepherd’s Fair Facebook page
  - College’s fortnightly electronic newsletter distributed to all College families
  - Shepherd’s Fair printed program
❖ Sponsor’s own branded marquee at the Fair for a physical presence (9x4m maximum)
❖ Display of up to three bow flags around the College on the day of the Fair (supplied by sponsor)
❖ Option to distribute goody bags to all attendees at the Fair
❖ Live commentary on Fair day via the PA System with two interviews at scheduled times during the Fair
❖ Potential local publicity opportunities on the day and after the event

Total Investment: $5,000

GOLD SPONSOR
Gold sponsorship packages offer an excellent opportunity to have a strong presence on all advertising material leading up to the Fair as well as a physical presence for your business on the day of the event.

❖ Sponsor’s own branded marquee at the Fair for a physical presence (4mx3m maximum)
❖ Sponsor acknowledgement in College’s fortnightly electronic newsletter distributed to all College families
❖ Logo on all advertising material including Fair Program, Facebook page, newspaper advertising and promotional posters
❖ 1 bow flag at the school on the day of the Fair (supplied by sponsor)
❖ Sponsor acknowledgement over the PA system at the Fair

Total Investment: $1,200
SILVER SPONSOR

Silver sponsorship packages offer the perfect opportunity to gain brand exposure for their business while still having a physical presence on the day of the Fair.

❖ Trestle table at the Shepherd’s Fair with a poster and opportunity to display promotional material
❖ Sponsor acknowledgement in College’s fortnightly electronic newsletter distributed to all College families
❖ Sponsor acknowledgement on promotional posters distributed to local businesses
❖ Sponsor acknowledgement in Shepherd’s Fair program
❖ Sponsor acknowledgement on Fair’s Facebook page
❖ Sponsor acknowledgement over the PA system at the Fair

Total Investment: $600

BRONZE SPONSOR

Bronze sponsorship packages are excellent value for money and enable the sponsor to have a broad amount of exposure for their business and brand for a minimal investment.

❖ Sponsor acknowledgement in College’s fortnightly electronic newsletter distributed to all College families
❖ Sponsor acknowledgement in Shepherd’s Fair program
❖ Sponsor acknowledgement on Fair’s Facebook page
❖ Sponsor acknowledgement over the PA system at the Fair

Total Investment: $300
Sponsorship Booking Form*

Contact Name: ______________________________________________
Position: _____________________________________________________
Business Name: ______________________________________________
Postal Address: _______________________________________________
Email Address: _______________________________________________
Phone Number: _______________________________________________
Website Address: _____________________________________________

Sponsorship Level

Platinum – Investment $5,000 □
Gold – Investment $1,200 □
Silver – Investment $600 □
Bronze – Investment $300 □

Signed: _____________________________________________________
Date: ______/_____/2016

Please email or post your completed form to:

Ms Tamara Cochrane
Community Relations Coordinator
Good Shepherd Lutheran College
PO Box 1288
Noosaville DC QLD 4566
Email: cochrane@gslc.qld.edu.au

*A tax invoice will be sent to you on receipt of booking form
Contact Information

To discuss any of the sponsorship opportunities contained in this sponsorship proposal please feel free to contact Good Shepherd Lutheran College.

Alternatively, if you feel that you would like to offer something outside of the set packages outlined in this sponsorship proposal we are happy to discuss these options with you. We look forward to hearing from you soon and we hope to see you at the Shepherd’s Fair!

For all enquiries please contact:

Ms Tamara Cochrane  
Community Relations Coordinator  
Good Shepherd Lutheran College  
Email: cochranel@gslc.qld.edu.au