



SPONSORSHIP PROPOSAL

for the

ESSEX HEIGHTS *Carnival*

to be held

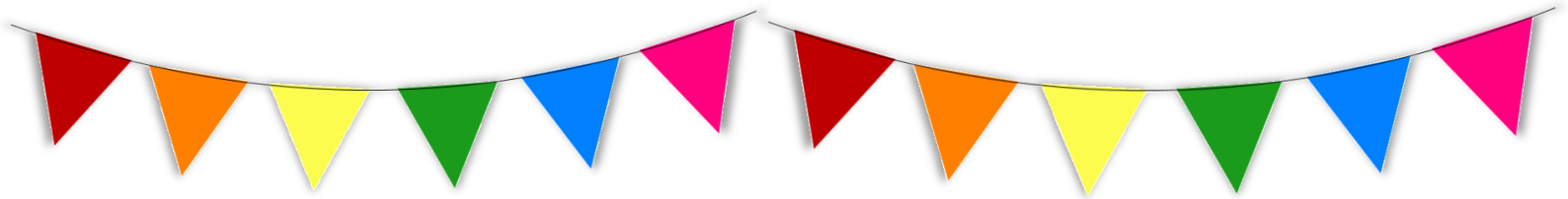
Saturday 21 November 2015

essexheightscarnival.com.au



[EssexHeightsCarnival](https://www.facebook.com/EssexHeightsCarnival)





Essex Heights Primary School's organising committee invites you to support your local community and gain valuable exposure for your business at our 2015 Carnival.

Introduction

Thank you for your interest in the Essex Heights Carnival. We know that local businesses thrive when they have a strong local customer base. We also understand that every marketing dollar you spend is valuable, and should be made to work hard.

At Essex Heights Primary School, we have a strong community spirit, and a large base of more than 300 families. In November 2015 we will run a carnival that will attract interest in both the school and local communities. The crowds that attend, and the exposure your brand receives, will ensure that you get value for money.

You can be sure that the Carnival will bring great benefit to the children in your local community. You can also be certain that your sponsorship of the Carnival will bring tangible benefits to your business. These benefits are outlined in this proposal.

We offer four levels of sponsorship, which you can obtain through cash or in-kind sponsorship. If we could use your product to

raise money on one of our market stalls, we would appreciate this type of support also. We're also seeking donations of goods or services to use in raffles and silent auctions on the day.

Your donation works by:

- Raising your profile among hundreds of local potential customers
- Supporting the community to come together for a fun-filled day, and
- Creating a fund that can be used to enrich the outdoor play areas, for the benefit of all the Essex Heights children

With your support of community-minded business owners like you, we'll be able to enrich the lives of hundreds of children. We'll also deliver valuable publicity to your business, and raise your local profile quickly and effectively.

Thank you for taking the time to consider sponsorship of the Essex Heights Carnival. We appreciate any support you are able to offer.

Contacts

Andrea Fyfe | Sponsorship coordinator
ehps.carnival@gmail.com or 0411 265 343



About the Carnival

We have a broad line-up of activities and entertainment planned for the Essex Heights Carnival, which will attract a large number of local families.

Our comprehensive marketing plan will ensure that both the school and wider communities are well informed about the event.

The Essex Heights Carnival will be held on Saturday 21 November 2015. This date allows a long lead-up to the event amongst the school community, opportunity to create wide interest and support. With a strong likelihood of great weather, the timing also lends itself beautifully to pre-Christmas sales at our market stalls.

Our organising committee have backgrounds and experience in hospitality, event management, marketing, communications, accounting and business management. The event will be organised and promoted in a professional manner, maximising success for all concerned.

The Essex Heights Carnival will feature all of the most popular attractions of school carnivals and fêtes. We plan to maximise the entertainment and enjoyment of all who attend.

Features of the Carnival:

- **Ride zone:** Seven different carnival rides for the young and young-at-heart (all ages)
- **Sports zone:** Sport demonstrations, activities and stalls
- **Food zone:** Food stalls to suit all tastes and appetites
- **Market and craft stalls:** Goods for sale, activities to enjoy
- **The Main Stage:** An all-day line-up of entertainment for the day, including the Essex Heights schoolchildren demonstrating the impressive music program at the school
- **Ssh! Silent auction and raffles:** Locals fight it out (nicely, of course) for auction items and raffle prizes



Sponsorships

Platinum sponsorship - Cash or in-kind sponsorship to the value of \$2000 ✓

Sponsor benefits:

- ✓ **Naming rights** in a major area of the Carnival, including your name featured on maps, the website and advertising for that key area
- ✓ **Signage (provided by sponsor)** on the school front gate until 15 December 2015
- ✓ **Advertising** in all school newsletters until the Carnival, and recognition in newsletters after the Carnival
- ✓ **Promotion** of your business on [our Facebook page](#) three times per week in the month before and after the event
- ✓ **Platinum sponsor recognition** on our website and by the MC at least every half hour during the Carnival
- ✓ **Large logo** displayed on all maps and programs on display within the Carnival and handed to attendees
- ✓ **VIP parking** on site on Carnival day
- ✓ **Complimentary booth or display** at the Carnival, or other promotional activity as appropriate
- ✓ **Certificate of appreciation** for display in your business premises

Areas available for naming rights:

- Ride zone
- Sports zone
- Food zone
- Market stalls
- Main stage

Gold sponsorship - Cash or in-kind sponsorship to the value of \$1000 ✓

Sponsor benefits:

- ✓ **Signage** (provided by sponsor) on the school front gate until 15 December 2015
- ✓ **Advertising** in all school newsletters until the Carnival, and recognition in newsletters after the Carnival
- ✓ **Promotion** of your business on the Carnival Facebook page every week in the month before and after the event
- ✓ **Gold sponsor recognition** on our website and by MC at least hourly during the Carnival
- ✓ **Medium-sized logo** displayed on all maps and programs on display within the Carnival and handed to attendees
- ✓ **Complimentary booth or display** at the Carnival, or other promotional activity as appropriate
- ✓ **Certificate of appreciation** for display in your business premises



Silver sponsorship - Cash or in-kind sponsorship to the value of \$500



Sponsor benefits:

- ✓ **Signage** recognition on sponsor banner on school front gate until 15 December 2015
- ✓ **Advertising** in all school newsletters until the Carnival, and recognition in newsletters after the Carnival
- ✓ **Silver sponsor recognition** on our website and by MC at least every two hours during the Carnival
- ✓ **Small logo** displayed on all maps and programs on display within the Carnival and handed to attendees
- ✓ **Complimentary booth or display** at the Carnival, or other promotional activity as appropriate
- ✓ **Certificate of appreciation** for display in your business premises

Bronze sponsorship - Cash or in-kind sponsorship to the value of \$250



Sponsor benefits:

- ✓ **Signage** recognition on sponsor banner on school front gate until 15 December 2015
- ✓ **Advertising** in all school newsletters until the Carnival, and recognition in newsletters after the Carnival
- ✓ **Bronze sponsor recognition** on our website and by MC at least every two hours during the Carnival
- ✓ **Small logo** displayed on all maps and programs on display within the Carnival and handed to attendees
- ✓ **Complimentary booth or display** at the Carnival, or other promotional activity as appropriate
- ✓ **Certificate of appreciation** for display in your business premises

DONATIONS TO OUR AUCTION & RAFFLE

We would be grateful for donation of goods or services to be sold at our silent auction or offered as a raffle prize.

All donations will be displayed together with a business card of the donating business. You will also receive recognition as a supporter on our website, Facebook page and in our school newsletters.





Expression of interest

☒ Yes! I would like to support the Essex Heights Carnival

Business name:

Contact name:

Mobile:

Business phone:

Email:

I am interested in the following:

- ☐ Platinum sponsorship
- ☐ Gold sponsorship
- ☐ Silver sponsorship
- ☐ Bronze sponsorship
- ☐ Auction donation
- ☐ Cash donation

☐ Product - details:

☐ Service - details:

☐ Other - details:

Please forward all sponsorship offers to:

Andrea Fyfe, Sponsorship Coordinator
Essex Heights Carnival
at
ehps.carnival@gmail.com

or

Essex Heights Primary School
Essex Road
Mount Waverley, VIC 3149

If you would like to discuss the sponsorship and support options available,
please contact Andrea on 0411 265 343 or at
ehps.carnival@gmail.com

Thank you! from all of the children
at Essex Heights Primary School