



## Sponsorship Prospectus

Our Lady of the Assumption Catholic Primary School will be celebrating its 100<sup>th</sup> birthday in 2019, and as with any milestone birthday, will be celebrating in style – with a Community Festival held on the school grounds at Enoggera on Saturday 8<sup>th</sup> June 2019.

Our Community Festival is a critical part of our school's fundraising efforts which allows us to provide the children and their families with quality IT resources, sporting equipment, and literacy and numeracy resources. In 2019 we will be raising funds to upgrade our sporting facilities. Past Festivals have allowed us to purchase:

- \$15k worth of Early Years readers and the creation of a Book Nook where children and parents have direct access to suitable readers for every level
- a fantastic new playground
- air conditioning for classrooms
- netball balls and junior hoops for a netball program run each year
- musical instruments and band equipment
- teaching resources

In addition to this, the P and F Committee annually contribute to an event for each year level to bring students, teachers, parents and curriculum together such as the Year 5 Poetry Slam, the prep Father's Day wheelbarrow races and BBQ, the Year 6 graduation disco, and support of the school's Robotics club.

An event of this size has in the past attracted around 2000 people and as such requires assistance to ensure everyone has a great time. We're seeking support from you, our local businesses, to make this happen. In return you will be rewarded with not only the magical feeling you get by helping others, but also with increased awareness of your business/product/service/offering in the lead up to the event, during the event and after the event.

I have attached this years' sponsorship packages available for you to become a part of this monumental occasion. Alternatively, we are also seeking the supply of goods and services as donations for our raffles and prizes. We take good care of our sponsors (via advertising support), and encourage our school community to nominate you as preferred suppliers.

The OLA Community Festival has historically drawn large crowds and we are planning for 2019's to be even bigger and better.

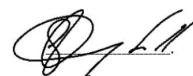
Please consider the following and please feel free to contact the Sponsorship Co-ordinator Kate Lippett on 0421 388 441 or email if you have any questions.

Thank you in anticipation of your favourable response.

Yours sincerely



Kate Lippett  
OLA Community Festival Committee Member



Gerard Campbell  
Principal



## The Festival

The OLA Community Festival is a fun, exciting and eagerly anticipated biennial event on the local community calendar. We are passionate about fostering a link between our students, families and the community and this Community Festival gives us a great platform to do this.

OLA's Community Festival attracts stalls and attractions from the northern suburbs of Brisbane and provides entertainment and rides for all age groups. The Festival also encourages the students of OLA to participate and showcase their musical and dance talents through stage performances during the day.

Our Lady of the Assumption School has a population of 400 students and 300+ families and are supported by a large parent body and community members of the St John the Baptist Catholic Parish.

Given this, the 2019 Community Festival – Celebrating 100 years will provide an excellent marketing opportunity for businesses seeking to promote their goods and/or services.

What previous sponsors have said:

*"It was a pleasure to support the OLA Festival in 2017. As a local business, it's important that we support the local community, who in turn support our business as a result. To see the kids benefit from our contribution is wonderful"*

- **Tim, Boutique Meats Castell Park**

*"We've been proud contributors to the OLA Community Festival for several years. The event is very well run by the school community and has a positive impact on our business – we see many of the school families come into our store. We have a lot of fun on the day too!"*

- **Charlie, Charlies Fruit Market**



## Sponsorship Opportunities

There are a few ways you can financially contribute to this great event. All contributions will be graciously received and supported in the following ways:

	Platinum \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$500	Friends of OLA*
Number	1	2	3	5	unlimited
Category Exclusivity					
Raffle Major Prize sponsor					
Laser Light show sponsor					
Laser Light Show logo inclusion					
Company banner displayed on corner of Hurdcotte St & South Pine Road, Enoggera					
<small>To be supplied by sponsor, banner size restrictions may apply</small>					
<b>PRE-PROMOTION</b>					
Event website – business profile, logo and link					
Facebook – Event page					
- Business profile spotlight	1 per month	3	2	1	
- Business mentions	2 per month	6	5	3	2
<b>Festival Newsletter</b>					
- Business Profile	Fortnightly	5	3	2	Name only x 2
- Logo	Weekly	Weekly	Fortnightly	1 per month	
<b>Raffle Tickets</b>					
- Business name on tickets					
- Business logo on tickets					
- Business name on Ad stand <i>(used when selling tickets in retail centres)</i>					
- Business logo on Ad stand					
<b>Fliers</b>					
- Business name					
- Business logo					
<b>Festival advertising material for your business</b>					
Flyer or other material sent home to each child (with festival newsletter)					
<b>ON THE DAY</b>					
<b>Stall on Festival day</b>					
Name on a Food or Game Stall					
<small>With option to assist on the day to promote the business</small>					
MC Mentions	5	3	2	1	
Awarding of Raffle major prize to winner					
Banner on display					
<b>Fete program</b>					
- Business Profile					
- Business logo					
Cash Box prizing sponsorship and mention					

The event itself will have a professionally crafted marketing and promotions plan which will be targeted to the wider OLA community, including but not limited to:

- Flyers distributed via Letterbox Drops and local businesses
- Media releases for local media – radio, newspapers, websites
- Social media – Instagram and Facebook pages of the School community and the existing sponsors
- St John the Baptist Catholic Church community
- Community noticeboards





## Sponsorship Commitment

To secure your sponsorship, please fill out the following details and return to:

Email: olacommunityfestival@gmail.com  
Post to: Our Lady of the Assumption, Enoggera  
9 Hurdcotte Street  
Enoggera, Qld 4051

I would like to sponsor the OLA Community Festival – Celebrating 100 Years:

### OPTION 1: FINANCIAL CONTRIBUTION

Business / Name: \_\_\_\_\_  
Sponsorship Level: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

### Payment Options:

EFT: Enoggera OLA P&F  
BSB: 064 786  
Account: 0063 25100

Credit Cards: Visa/Mastercard/Amex (please circle)

Name on card: \_\_\_\_\_  
CC Number: \_\_\_\_\_  
Expiry: \_\_\_\_\_  
Signature: \_\_\_\_\_

Please make cheques payable to: Our Lady of the Assumption P&F Association

Once received, we will be in touch with next steps to ensure you can maximise the benefits of your sponsorship.

**OPTION 2: NON-FINANCIAL CONTRIBUTION**

Sorry I am unable to sponsor this event, but can offer the following donated gift, product or service:

*Donations needed include: travel and/or accommodation packages, free goods and/or services, meal offer/vouchers, entrance tickets, show bag items, raffle prizes and much more...*

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If you have any questions regarding becoming a OLA Festival supporter (including arranging the collection of donated items), please email [olacommunityfestival@gmail.com](mailto:olacommunityfestival@gmail.com)