



OCEAN GROVE PRIMARY SCHOOL 2023 ANNUAL SPONSORSHIP PROPOSAL



New annual sponsorship program – 11 months of benefits for your business!

ABOUT OUR SCHOOL

Ocean Grove Primary School is one the largest and oldest primary schools on the Bellarine, with over 406 families, 590 students, over 45 staff members and a history dating back to the 1890s.

Our vision is simple - Together we support each other to be passionate learners, growing to be our best for a positive future in our community.

With the support of our valued sponsors, our school continues to evolve and create positive spaces for our learners and community to enjoy.

OUR NEW ANNUAL SPONSORSHIP PROGRAM

OGPS now offers sponsors 11 months of sponsorship benefits across the school year with opportunities to promote your business at all school events, including the annual Apple Fair. Five of the school's events will also provide our platinum sponsors with the added benefit of exclusive promotion at one event.

Take a look at the Sponsorship Benefits table below to check out the value included in your sponsorship package.

OUR FUNDRAISING EVENTS & GOALS FOR 2023

EVENT	FUNDRAISING GOAL	FUNDRAISING PURPOSE
OUTDOOR CINEMA - FRIDAY 10TH FEB, 2023	\$10,000	Fundraising for OGPS will support the provision of a diverse range of quality programs for students, and to improve upon the school's amenity. Each fundraising event will have an agreed purpose that will be approved by the OGPS school council.
LADIES NIGHT - SATURDAY 6TH MAY	\$6,000	
PARENTS SOCIAL NIGHT - TERM 3	\$6,500	
ART SHOW - TERM 4	\$4,000	
COLOUR RUN - TERM 4	\$14,000	
APPLE FAIR 10AM - 3PM ON SUNDAY 15TH OCT, 2023	\$35,000	OUTDOOR LEARNING SPACE

YOUR SUPPORT WILL HELP OGPS ACHIEVE OUR GOALS

- 1 To maximise learning growth and achievement for all students.
- 2 Further embed a school wide approach to improving student health, resilience and social and emotional well-being.
- 3 To provide improved facilities for students.

OUR REACH

400+ school families
+ 45 staff members



1.3k Followers
@oceangroveapplefair
759 Followers
Ocean Grove Parents Club



785 Followers
@oceangrove_applefair
526 Followes
@oceangrovepromaryschool



SPONSORSHIP BENEFITS – WHAT’S IN IT FOR YOU?

Our sponsorship packages are now designed to deliver greater value for your business with year-round exposure to our growing audience.

1

GIVING BACK

Align your business with a major community event.

2

BRAND AWARENESS

Reach our audience all year round with your brand.

3

LEAD GENERATION

Opportunities to create new leads at events.

4

MEET & GREET WITH LOCAL COMMUNITY

Have your team at some of our events to meet and greet our audience.

5

TAX TIME BENEFITS

Some donations may be fully tax deductible.

6

YEAR-ROUND EXPOSURE

Four terms of brand exposure to reward your generosity!

SPONSORSHIP CATEGORIES

PLATINUM

GOLD

SILVER

BRONZE

SUPPORTER

\$3,000

\$1,500

Cash donation of \$1,000
OR
Donation of goods/services to the value of \$1,000

Cash donation of \$500
OR
Donation of goods/services to the value of \$500

Cash donation of \$250
OR
Donation of goods/services to the value of \$250

NUMBER OF SPONSORS ACCEPTED PER CATEGORY

UNLIMITED

UNLIMITED

UNLIMITED

UNLIMITED

*Exclusive category for 5 sponsors only who will have exclusive promotional rights to one OGPS event

*Platinum sponsor offers will be assessed upon receipt, if more than one sponsor has chosen an annual event to sponsor, we will allocate the event to the most suitable sponsor.

PROMOTIONAL TIMEFRAME

Upon receipt of your engagement letter and confirmation of your donation (appropriate to your level of sponsorship) your sponsorship package will commence at the beginning of the school year and continues up to the last day of school in 2023.

2023 School Year Start Date: Monday 30th January
2023 School Year End Date: Wednesday 20th December



Did you know... in the 1800's the primary school grounds used to be an apple orchard.



SPONSORSHIP BENEFITS



BENEFITS	PLATINUM \$3,000 5 AVAILABLE [1 PER EVENT]	GOLD \$1,500	SILVER \$1,000	BRONZE \$500	SUPPORTER \$250
ANNUAL EVENTS					
MAIN SPONSOR OF THE SCHOOL'S ANNUAL EVENTS THROUGHOUT THE YEAR					
DISPLAY OF COMPANY BRANDED CAR OR PRODUCTS AT EVENT + APPLE FAIR					
OPPORTUNITY TO MC/INTRODUCE THE EVENT	Y				
FREE TABLE/TICKETS TO THE ANNUAL EVENT	5-10 [EVENT DEPENDENT]				
YOUR BUSINESS INCLUDED IN PROMOTIONAL OPPORTUNITIES FOR ALL ANNUAL EVENTS	LOGO - LEVEL 1 POSITION	LOGO - LEVEL 2 POSITION	LOGO - LEVEL 3 POSITION	LOGO - LEVEL 4 POSITION	BUSINESS NAME LISTED
WHOLE SCHOOL					
YOUR LOGO DISPLAYED ON THE SCHOOL'S DIGITAL SCREEN IN OFFICE FOYER THROUGH THE YEAR	LOGO - LEVEL 1 POSITION	LOGO - LEVEL 2 POSITION	LOGO - LEVEL 3 POSITION		
YOUR LOGO DISPLAYED IN THE WEEKLY E-NEWSLETTER DISTRIBUTION	LOGO - LEVEL 1 POSITION	LOGO - LEVEL 2 POSITION	LOGO - LEVEL 3 POSITION	LOGO - LEVEL 4 POSITION	BUSINESS NAME LISTED
SPONSORSHIP LEVEL RECOGNISED ON ALL OGPS SOCIAL MEDIA	LOGO - LEVEL 1 POSITION	LOGO - LEVEL 2 POSITION	LOGO - LEVEL 3 POSITION		
YOUR LOGO PRINTED ON A MOBILE SPONSOR'S BANNER TO BE DISPLAYED AT ASSEMBLIES AND OTHER APPROPRIATE PLACES	LEVEL 1 POSITION	LEVEL 2 POSITION	LEVEL 3 POSITION		
BUSINESS LOGO DISPLAYED ON A SPONSOR BOARD LOCATED ON SCHOOL FENCE [DRAPER STREET] YEAR ROUND	Y				
APPLE FAIR					
YOUR LOGO ON THE MAIN STAGE	Y				
COMPANY SIGNAGE [PROVIDED BY SPONSOR] AT A STALL, RIDE, ENTRY GATE OR ACTIVITY	Y	Y	Y		
ANNOUNCEMENT OF SPONSORSHIP ON THE DAY	2	1	1		
YOUR LOGO ON LED FULL COLOUR MOBILE SIGNAGE AROUND OCEAN GROVE LEADING UP TO THE APPLE FAIR	LOGO - LEVEL 1 POSITION	LOGO - LEVEL 2 POSITION	LOGO - LEVEL 3 POSITION		
FENCE SIGNAGE 4 WEEKS LEADING UP TO THE APPLE FAIR	Y	Y			
PROMOTIONAL MARQUEE [MANAGED AND RUN BY SPONSOR]	Y				
YOUR LOGO PRINTED ON ALL APPLE FAIR PROMOTIONAL MATERIALS	Y				
EVENT FLYER/MAP - DISTRIBUTED TO OVER 2000 LOCAL HOMES AND ON THE DAY AT ENTRY GATES	LOGO - LEVEL 1 POSITION	LOGO - LEVEL 2 POSITION	LOGO - LEVEL 3 POSITION	LOGO - LEVEL 4 POSITION	BUSINESS NAME LISTED
APPLE FAIR NEWSLETTER	LOGO - LEVEL 1 POSITION	LOGO - LEVEL 2 POSITION	LOGO - LEVEL 3 POSITION	LOGO - LEVEL 4 POSITION	BUSINESS NAME LISTED
LINK TO YOUR BUSINESS WEBSITE FROM THE OGPS APPLE FAIR WEBSITE	LOGO + LINK	LOGO + LINK	LOGO + LINK	BUSINESS NAME + LINK	BUSINESS NAME + LINK
APPLE FAIR SOCIAL MEDIA PLATFORMS	LOGO + LINK	LOGO + LINK	LOGO + LINK	BUSINESS NAME + LINK	BUSINESS NAME + LINK
PLUS UNLIMITED AMUSEMENT WRISTBANDS FOR CLIENTS, EMPLOYEES, FAMILY & FRIENDS TO ENJOY	10 PASSES	3 PASSES			
CERTIFICATE OF APPRECIATION AND POST APPLE FAIR RECOGNITION	Y X 2 - END OF SPONSORED EVENT + YEAR	Y	Y	Y	Y