

Pleasant Street Primary School Presents

CHRISTMAS FEST BY THE LAKE

Friday 1 December 2017



**Sponsorship
Proposal
August 2017**

Christmas Fest by the Lake

Pleasant Street Primary School (PSPS) will host its annual **Christmas Fest by the Lake** on Friday 1 December 2017.

This iconic Christmas event has continued to grow and prosper since it was launched in 2010, and raise much needed funds for the school.

This year, food, wine and market stalls, along with entertainment and family activities, will engage and entertain the local community. Students within the school community will be encouraged to assist in having hands on, key roles within the organisation and running of the event, therefore providing the students with an important, dynamic learning opportunity.

About Christmas Fest

- Friday 1 December 2017
- Twilight Festival held from 5-9pm
- Website www.christmasfestballarat.com.au
- Attractions and entertainment will include:
 - Approximately 120 market stalls
 - Santa Land
 - Animal Farm
 - Rock-Climbing Wall
 - Rides & Showbags
 - Food & Wine
 - Raffles, spinning wheel, live music and much more
- Past events have seen crowds numbered in the thousands. Attendees have included present, past and future PSPS families, plus members of the local community.

About Pleasant Street Primary School

- Pleasant Street Primary School is a government Primary School for local children, founded in 1877.
- Our school is a vibrant and forward thinking community of learners.
- We are situated on the southern shores of Lake Wendouree in Ballarat.
- Over 300 children currently enrolled from over 200 families.
- Pleasant Street Primary aims to provide a nurturing and challenging environment that promotes an enthusiasm for learning and prepares individuals to become reflective and valued members of society.
- The environment at Pleasant Street Primary School is built around our values of respect, honesty, excellence, resilience and creativity.
- Christmas Fest is our major fundraiser for the year.
- The funds raised from past Christmas Fest events have been used to enhance and create a diverse and exciting playground area for our children, update our ICT equipment and provide Performing Arts equipment. The funds ensure that the physical, emotional, social and academic needs of our students are continually enhanced.

Sponsorship packages now available

PSPS and the **Christmas Fest by the Lake** Committee would like to offer you the opportunity to become involved in this exciting community event in 2017.

Sponsorship packages, that will provide your business with excellent opportunities to gain exposure and recognition throughout the Ballarat community, are outlined in the following pages.

Christmas Fest by the Lake is seeking:

\$600 – Gold Sponsors

\$800 – Platinum Sponsors

Support and Donations – (in-kind and cash) recognised as a donor

Sponsorship benefits

Benefit	\$600 Gold Sponsorship	\$800 Platinum Sponsorship
Stall at the event - opportunity to have your own stall, in a premium location, to promote and/or demonstrate your product or service, face to face and hand out promotional material.		✓
Your logo will appear on the following event signage: <ul style="list-style-type: none"> • Signs located at key points on the school boundary fence in the lead up to the event and on the night. • The Official Sponsors and Donors sign located in a prominent position within the school on event day 	✓	✓
Your business will receive extensive promotion via: <ul style="list-style-type: none"> • The Christmas Fest website (www.christmasfest.com.au) and Face Book Site (Christmas Fest by the Lake), including your logo, a product or service description and click-through to your website; • Event posters in local business windows • Event flyer delivered to over 5,000 homes and businesses throughout Ballarat. • One edition of the Pleasant Street Primary School newsletter (distributed weekly to every school family) 	✓	✓

Sponsorship benefits continued

Benefit	\$600 Gold Sponsorship	\$800 Platinum Sponsorship
Opportunity to supply a full page (A4) advertisement that will appear in one of the school's Term 4 weekly newsletters, distributed to over 200 families.	☐☐	✓
Opportunity to supply a 1/2 page (A4) advertisement that will appear in one of the school's Term 4 weekly newsletters, distributed to over 200 families.	✓	☐☐
Event vouchers – You will be provided with vouchers to use on the night to purchase food, wine and to enjoy the numerous family activities on offer.	✓	✓☐
Official Sponsor Certificate: A laminated certificate with your name and logo and a message of thanks from Pleasant Street Primary School that you can display in your business or on your website.	✓☐	✓☐

Support & Donations benefits

SUPPORT AND DONATIONS Refers to both in-kind and cash donations received by the school that help PSPS deliver Christmas Fest *	In-kind & cash Donations
Your logo will appear on the Official Sponsors and Donors sign located in a prominent position within the school on event day	✓
School Newsletter – Recognition in the school's newsletter, distributed to over 200 families, during term 4.	✓
Website – acknowledgment on the official event website, under donors.	✓ <input type="checkbox"/>

•Donors must be made known to organisers in order for these benefits to be provided.

•If you would like to make a donation, please email Sarah Marriott – see page 10 of this proposal for contact details.

Why should you get involved?

- You will **gain exposure** to not just the PSPS school community, but to hundreds of other local families. This is the perfect time to introduce or re-introduce your business to a new audience.
- **Access to new networks** via the event web site, Face Book page and as a stall holder. These are unique opportunities to present your products and services to people who have a strong connection with the school and this community event; people are likely to really listen to our supporters and partners!
- It is **great value for money** with a measurable return for your business.
- Plus, we are ready to talk to you about other creative and unique ways to help showcase your business by being part of this event.

The question you should ask yourself is...
why wouldn't I get involved?!

Contact us

For further information or to discuss this proposal further please contact:

Sarah Marriott

0437 071 206

l_s_marriott@bigpond.com

To be a part of Christmas Fest 2017, please fill out the following page and return:

By post to:

Christmas Fest Committee
Pleasant Street Primary School
Pleasant Street
BALLARAT VIC 3350

By email to:

l_s_marriott@bigpond.com

Sponsorship acceptance

I would like to sign up as a sponsor of Pleasant Street Primary School's Christmas Fest 2017.

Business name: _____

Contact: _____

Contact number: _____

Address: _____

Email: _____

Level of sponsorship (please circle): Platinum Gold

Comments / Further information you'd like us to know:
