



NSW Department of Education

# Premier's Programs Reading & Spelling 2024 Sponsorship Prospectus

[education.nsw.gov.au](https://education.nsw.gov.au)





## ARTS EDUCATION

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An arts-rich education from an early age develops individual creativity, inquiry and self-expression. School-based arts participation can increase learners' confidence and motivation, thereby improving school attendance rates, academic outcomes and the well-being and life skills of children and young people.

Programs coordinated by The Arts Unit, such as debating, public speaking, as well as the Premier's Spelling Bee and Premier's Reading Challenge aim to develop critical thinking, communication skills, and a growth mindset, and are an important part of the culture of NSW public schools. Extension programs, arts experiences, professional learning and resources offered to schools and students by the department's Arts Unit create viable opportunities for sponsors to engage with students, teachers and school communities.







# NSW PREMIER'S CHALLENGES - READING AND SPELLING

The Arts Unit delivers a range of Premier's programs and competitions to develop students' engagement with literature. Digital resources are also developed to support this engagement.





# FAST FACTS

## PREMIER'S SPELLING BEE

1

**180,760 STUDENT PARTICIPANTS**

The Spelling Bee is open to all students from Years 3 - 6.

2

**880 SCHOOLS INVOLVED**

The Spelling Bee is open to all public primary schools across NSW.

3

**60 REGIONAL FINALS + 60 STATE FINALISTS**

Regional finals are held across the state with state finalists coming to Sydney to compete in the final rounds.

4

**435,000 STUDENT PARTICIPANTS**

The Reading Challenges is open to all students from Years K-10.

5

**2,415 SCHOOLS INVOLVED**

The Reading Challenge is open to all schools across NSW including public, catholic, independent and home schools.

6

**13 AUTHOR TALKS**

Working with the Sydney Writers Festival and the Sydney Opera House, digital resources are developed to bring authors and students together.







# KEY AUDIENCES



## STUDENTS

The Spelling Bee is open to public primary school students. The Reading Challenge is open to students in Years K-10 across all sectors.



## TEACHERS

Teachers are involved in all stages of the programs from recruitment to logging and validating student reading records, and to supporting students in finals.



## COMMUNITIES

The programs support a whole-of-school love of reading and encourage students to come together and celebrate reading for pleasure.





*The Premier's Reading Challenge is an excellent initiative for students. I know that the books on the lists are quality reading, and the Challenge encourages my students to get excited about reading. We celebrate their achievements, and share the stories they've read during the year.*

### **Teacher Librarian**

*My daughters have both done the PRC since Kindergarten. It's been a great way to motivate them to keep reading, and they've both read more books from different genres. It helps me find great books for them to read, and we get to talk about what they're reading and what they've enjoyed."*

### **Parent**

# ADDING VALUE TO OUR PROGRAMS



## ACCESS

### **Increasing student participation**

Supporting equity related to cost and distance challenges for rural and remote students who reach finals' rounds and representative opportunities.



## ENGAGEMENT

### **Raising program profile**

Giving more students multiple platforms and opportunities to build and demonstrate their literacy skills and share their literary adventures.



## RESOURCES

### **Expanding resources**

Enriching and expanding the suite of resources in schools that impact directly on quality teaching and student outcomes.

3 WAYS YOUR INVESTMENT MAKES A DIFFERENCE



# INVITATION TO PARTNER

The NSW Department of Education is seeking Expressions of Interest from organisations wishing to partner in support of the Premier's Reading Challenge and the Premier's Spelling Bee





# PREMIER'S READING CHALLENGE

**Major Sponsor 75 K - Exclusive**

Be the featured brand across the Premier's Reading Challenge including the PRC website, communications and author talk videos and receive a tailored benefits package.

# PREMIER'S SPELLING BEE VIK Partners - Exclusive

- Media Partner
- Venue Partner
- Word List Partner

Benefits tailored relevant to your value-in-kind contribution level.







## VIK SUPPORTER Non-Exclusive

There are many ways to enhance program and competition participation or the teaching and learning experiences of students and their teachers through the contribution of significant value-in-kind support.

Examples of suitable products are:

- Technology device prizes
- Book prizes
- Free access to relevant online programs

Benefits are negotiated based on the level of contribution.



# SPONSOR BENEFITS



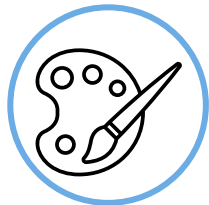
## BRAND EXPOSURE

Logo positioned on communications and a range of printed, digital and onsite collateral



## SPONSOR CONTENT

Communicated through our website, social media and video messages



## ACTIVATIONS

Ranging from social media competitions to workshops and product sampling



## NETWORKING

Opportunities offered at key events and networking events with education department executive

CUSTOMISED BENEFITS  
PACKAGES ARE DEVELOPED  
TO MEET YOUR PRIORITIES  
AND OBJECTIVES





## SPONSORSHIP AND PROGRAM TIMELINE



### 2023

- September Expressions of Interest
- October Negotiations
- November Contracting / invoicing
- December Collateral design & approvals

### 2024

- February Premier's Reading Challenge opens
- April Premier's Spelling Bee commences
- September Premier's Spelling Bee Regional Finals  
Premier's Reading Challenge closes
- November Premier's Spelling Bee State Finals



## GET IN TOUCH

Contact us to explore the possibilities of sponsoring in a way that meets your level of support and targeted objectives.

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Arts, Sport and Initiatives



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PREMIER'S READING CHALLENGE  
PREMIER'S SPELLING BEE

