



NSW Department of Education

# CAPERS Arena Performance

## 2023 Sponsorship Prospectus

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







# ABOUT CAPERS

CAPERS is an arena-style arts production involving 2,500 students from public schools across the New England area of NSW.

The Tamworth Regional Entertainment and Conference Centre (TRECC) comes alive with art displays and music, and dance and drama performances by local students.

CAPERS encourages all interested students to participate. It is a fantastic opportunity for students to experience a large scale arena-style performance.





## FAST FACTS

- 2,500 students involved
- 150 teachers
- 40 schools
- 6,000 audience members
- Friday 10 and Saturday 11 November at 7:00pm
- Held every two years at Tamworth Regional Entertainment and Conference Centre (TRECC)
- Featuring the talents of Rural North students and teachers







# KEY AUDIENCES



## STUDENTS

The program is open to public school students from Kindergarten to Year 12 from the New England area of NSW.



## TEACHERS

Local teachers are involved in all stages of the process from auditions to live performances and develop their skills working alongside industry professionals.



## COMMUNITIES

The program also involves local school communities that come together to celebrate the talents of rural and remote school students and teachers.





*When I was a Year 12 student, I was given the job of musical director of CAPERS. It gave me a lot of confidence and guided me toward my career path. CAPERS offered me high-level performance opportunities not normally available to a country student. I loved it!*

### **Student**

*As a music teacher in country NSW, CAPERS restored my skill level and confidence to play in the orchestra with professionals and students. Very stimulating and exciting!*

### **Teacher**

# ADDING VALUE TO OUR PROGRAMS



## ACCESS

### **Increasing student participation**

Supporting equity related to cost and distance barriers for students in remote areas attending rehearsals and performances.



## ENGAGEMENT

### **Diversifying program inclusions**

Providing local students with a broader range of experiences and opportunities to demonstrate and grow their performing arts skills.



## RESOURCES

### **Expanding resources**

Enriching and expanding the suite of resources in rural and remote 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 local organisations wishing to make a difference by partnering in support of the CAPERS program.





# MAJOR SPONSOR - 50K

## Exclusive

Enrich the cultural life of local students, schools and communities. Be the featured brand across the CAPERS program.

## Logo placement

Your logo displayed on program collateral at all rehearsals and performances.

## Onsite activation

An exclusive opportunity to engage with your brand onsite at major rehearsals and performances.

## Acknowledgement

Your contribution acknowledged by the show host during each performance and on social media.





## VIK SUPPORTER

### Non-exclusive

Through the contribution of significant value-in-kind support, there are many ways to enhance the CAPERS program. For example:

- Production services
- Rehearsal venue hire
- Costumes and props
- Hair and makeup products
- Merchandise

Tailored packages are available. Benefits are negotiated based on the level of contribution.





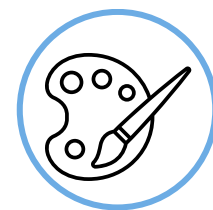
## SPONSOR BENEFITS

CUSTOMISED BENEFITS PACKAGES ARE DEVELOPED TO MEET YOUR PRIORITIES AND OBJECTIVES



### BRAND EXPOSURE

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



### ACTIVATIONS

Ranging from social media competitions to workshops and product sampling



### SPONSOR CONTENT

Communicated through the CAPERS webpage, social media and video messages



### NETWORKING

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





## SPONSORSHIP AND PROGRAM TIMELINE



### 2023

- July Expression of Interest / Negotiations
- August Contracting / invoicing  
Collateral design & approvals
- September Rehearsals commence
- November Major rehearsals - 7th to 9th  
CAPERS performances - 10th & 11th




# 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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 CAPERS

Images by Sally Alden Photography

