

Schools Spectacular

2021 Sponsorship Prospectus



Invitation to Partner

PARTNER WITH NSW DEPARTMENT OF EDUCATION

The NSW Department of Education is seeking expressions of interest from organisations wishing to partner in support of NSW public school students, staff and schools involved in Schools Spectacular 2021.

SCHOOLS SPECTACULAR

Schools Spectacular is one of Australia's largest and most recognised annual performing arts events and is managed by the NSW Department of Education.

Traditionally featuring over 5,000 of the state's most talented singers, dancers and musicians, the event showcases the high calibre of performing arts education in NSW Public Schools.



SCHOOLS SPECTACULAR IN 2021

As with the rest of the world, we may be doing things a little differently in 2021. We see this as an opportunity to further expand our virtual performances and activations, digital resources and online engagement.

While we are planning our 2021 event, we are ready to pivot in response to COVID safe regulations as they develop throughout the year.





Fast facts

- Friday 19 and Saturday 20 November 2021
- Qudos Bank Arena
- 4 performances
- showcasing the talents of thousands of students, and hundreds of teachers
- Kindergarten through to Year 12
- metro, regional, rural and remote NSW schools
- broadcast on Network 7, 7 Plus and 7 Flix
- over 1 million viewers
- countless opportunities to engage

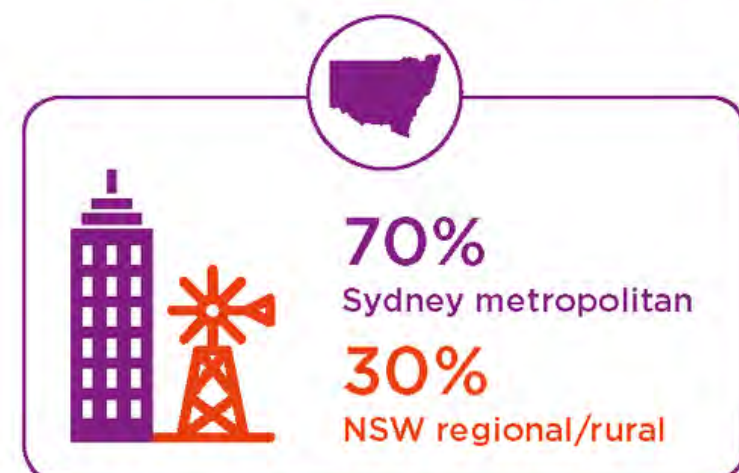
2019 Statistics

Performer Insights

Student Breakdown

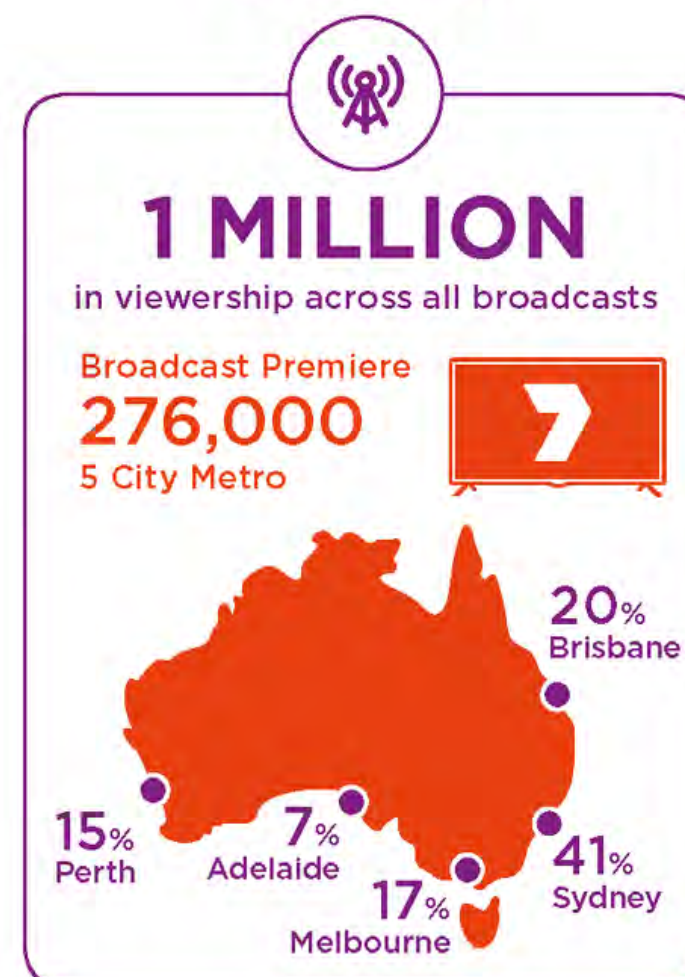


Geolocation - Schools



Media Insights

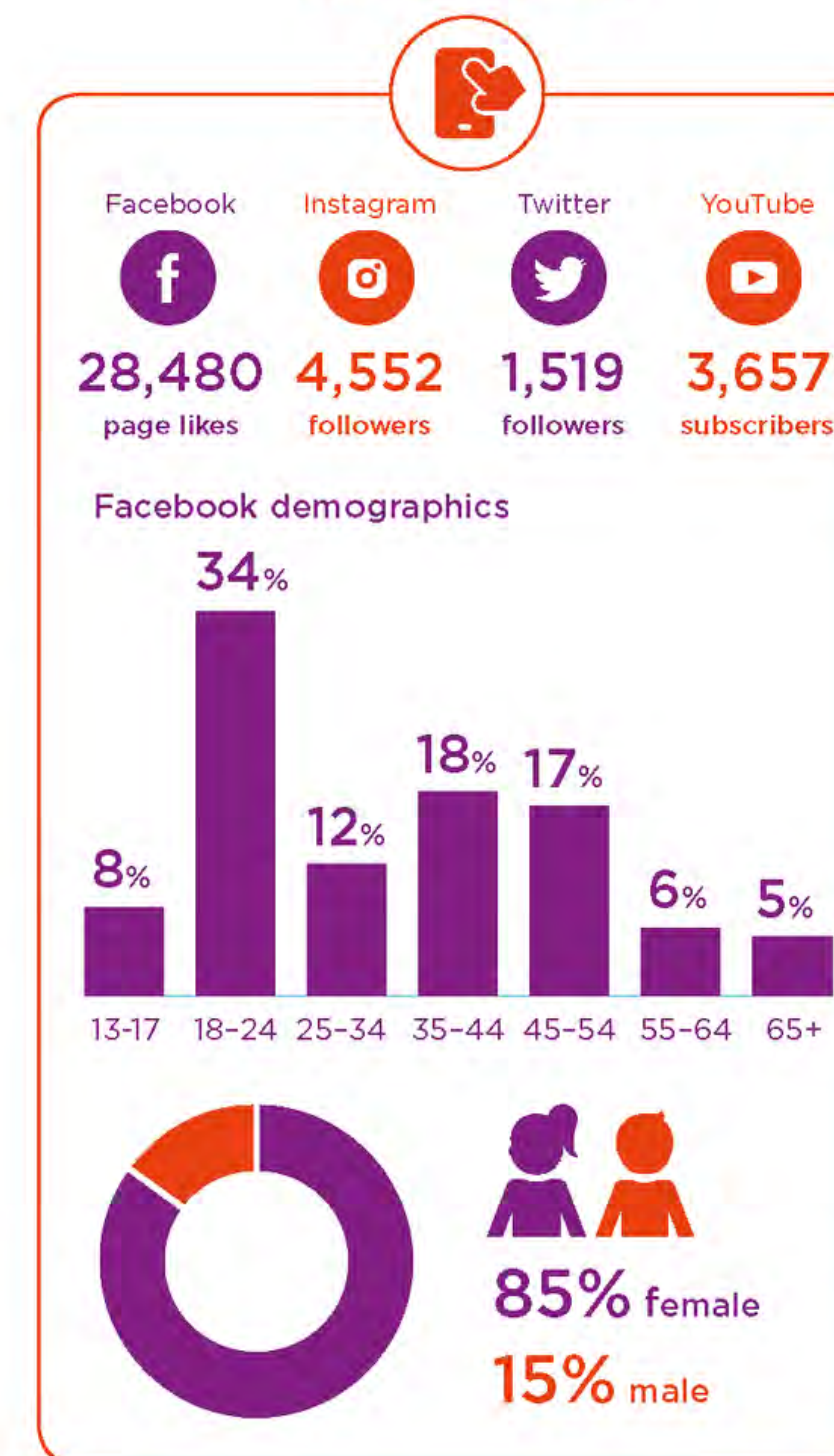
Broadcast



eNewsletter



Social Media





Key audiences

01 STUDENTS

Kindergarten to Year 12, including students with disability, from metropolitan, regional, rural and remote areas of NSW.

02 TEACHERS

Grass roots performing arts teachers to music and drama tutors, choreographers, teacher production team and school staff audience members.

03 PARENTS

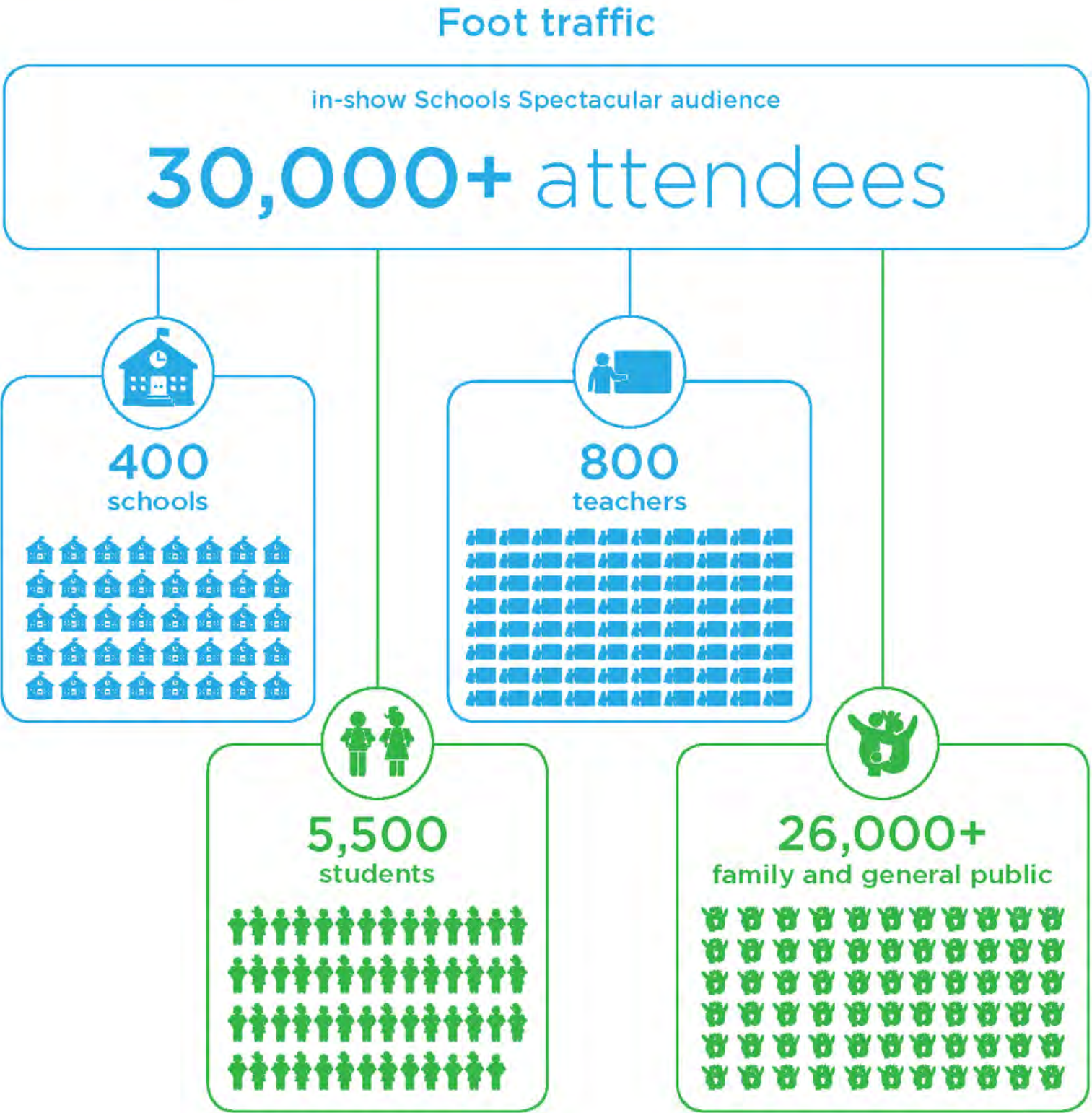
Supporters in the wings and in the audience who engage with The Arts Unit website, social medial channels and with virtual and live-streamedevents.

04 SCHOOLS, COMMUNITY & GENERAL PUBLIC

Broader community members, relatives, audience members and the general public who view the national broadcast.

2019 Statistics

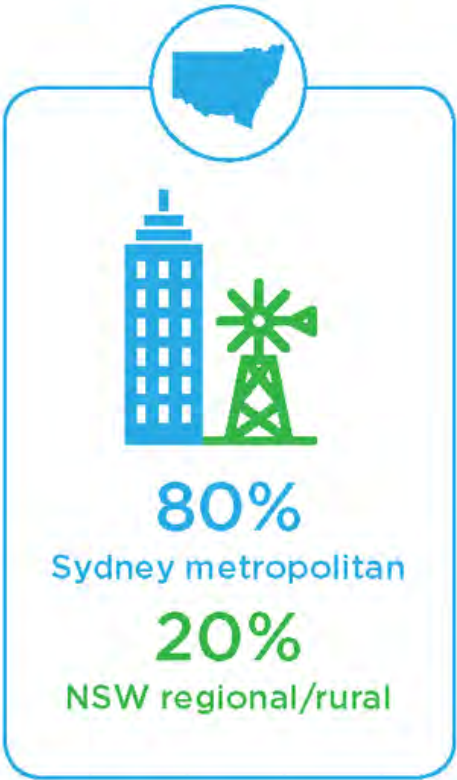
Audience Insights



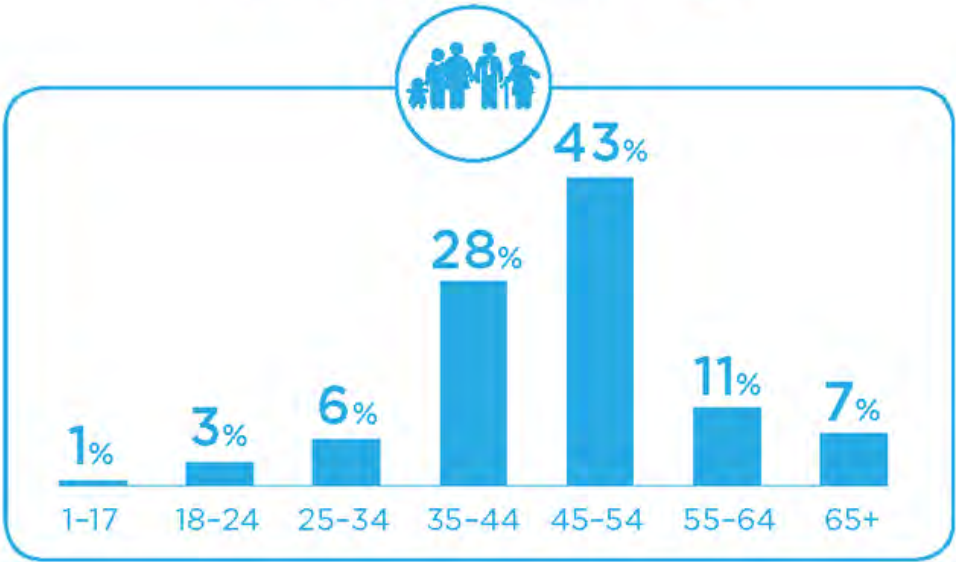
Gender*



Geolocation*



Ticket purchaser age*



*Indicative demographics based on 2018 Ticketek sample



Key opportunities

BE VISIBLE

Expand your brand exposure across a range of collateral and platforms accessed by students, teachers, families, live audiences and broadcast viewers.

BE KNOWN

Increase your reach via a tailored communications package including sponsor content across a range of virtual and digital channels.

BE A GAMECHANGER

Make an impact on the achievements, learning and wellbeing of thousands of NSW students, schools and their communities.

Sponsor benefits

TAILORED BENEFITS PACKAGE

- designed to meet your organisation's strategic goals and priorities

LOGO PLACEMENT

- positioned on communications and a range of printed and digital collateral

SPONSOR CONTENT

- communicated through our website, social media, EDMs, video messages and TVCs

LIVE & VIRTUAL ACTIVATIONS

- ranging from social media competitions to onsite marquees or product sampling

NETWORKING OPPORTUNITIES

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





Schools Spectacular embodies the department's focus on inclusiveness, diversity and excellence, and highlights the many ways we support arts education while enriching the lives of students, teachers and communities.

Mark Scott, Secretary, NSW Department of Education

Value added by your investment

01

INCREASED STUDENT PARTICIPATION

Increasing equity by reducing the cost barrier for all participating students and expanding online activities and virtual engagement.

02

INCLUSION OF EMERGING TECHNOLOGIES

Providing state-of-the-art learning and performance experiences to meet the needs of innovative schools and creative teachers.

03

GREATER SUPPORT FOR PRIORITY POPULATIONS

Supporting involvement of students from priority populations such as Aboriginal, rural and remote students, and students with disability.

04

ENRICHED WELLBEING INITIATIVES

Further developing the suite of wellbeing initiatives and resources designed to support and sustain both students and teachers during show week.

05

EXPANDED TEACHER RESOURCES & TRAINING

Enriching and expanding the suite of teacher professional learning opportunities that impact directly on quality teaching and student outcomes.

2021 Sponsorship opportunities



Presenting Partner

EXCLUSIVE- 250K + GST

Benefit from brand exposure across all aspects of Schools Spectacular, a comprehensive communication plan and tailored benefits package including;

TICKET HEADER BRANDING

- your organisation exclusively positioned on all tickets purchased

GRAND FOYER ACTIVATION

- a unique opportunity to promote your brand in a key position of the grand foyer

SPEAKING OPPORTUNITY

- an exclusive opportunity to address department executives and guests at the VIP Pre-show Function

BRANDED BACKSTORY

- a video package produced by The Arts Unit and included in live performances and the broadcast



Principal Sponsorship levels



Technology Partner

EXCLUSIVE - 200K + GST

Be the featured brand across all virtual rehearsals and events and receive a tailored benefits package including;

- branding on t-shirts, posters, certificates
- full page colour ad in printed program
- medium activation marquee in SpecFest



Executive Partner

EXCLUSIVE- 150K + GST

Take advantage of a tailor-made sponsorship package with a comprehensive set of benefits including.

- branding on t-shirts, posters, certificates
- half page colour ad in printed program
- small activation marquee in SpecFest

Associate Sponsorship levels



Major Sponsor

NON-EXCLUSIVE - 100K + GST

Receive brand exposure and acknowledgement across a comprehensive range of collateral and communication channels.



Initiatives Sponsor

NON-EXCLUSIVE - 75K + GST

Make a difference, achieve your CSR goals by supporting Aboriginal students, rural and remote students or students with disability.



Professional Learning Sponsor

NON-EXCLUSIVE - 50K + GST

Support teachers as life-long learners and receive brand exposure and engagement opportunities via virtual workshops and resources.

SpecFest Partner

EXCLUSIVE - 125K + GST

Benefit from brand exposure across all aspects of SpecFest, the outdoor entertainment hub located on the Qudos Bank Arena forecourt.

Receive a comprehensive communication plan and tailored benefits package including;

EXCLUSIVE BRANDING

- including entry arch, marquee signage across the precinct and exclusive showbag branding

GIANT SCREEN CONTENT

- branding and video content on giant video screen positioned centrally in the SpecFest zone

ACTIVATION OPPORTUNITIES

- ranging from onsite marquees and activation spaces to product sampling on exit



Timeline

SPONSOR ACQUISITION & MAJOR MILESTONES

May	Expressions of Interest
May / June	Negotiations
	Contracting
June	Collateral design & approval
June/July	Communications plan commences
July	Invoices issued to sponsors
August	Media day / Teachers meeting
September	Sponsor payments due
November 19 & 20	Schools Spectacular
December	Reporting





Spec is much more than a show, it's a whole learning experience. Students learn not just the skills it takes to perform. They learn about themselves, society and the industry. They also develop tolerance and respect for one another.

Sonja Sjolander, Creative Director, Schools Spectacular





Schools Spectacular is made possible by the combined efforts of outstanding teachers, talented students, exceptional families and communities, dedicated departmental officers and our corporate partners.

Your generous support and belief in our students and their abilities will enable thousands of young people to develop and showcase their incredible talents this year.



**SCHOOLS
SPECTACULAR
2021**

Contact details

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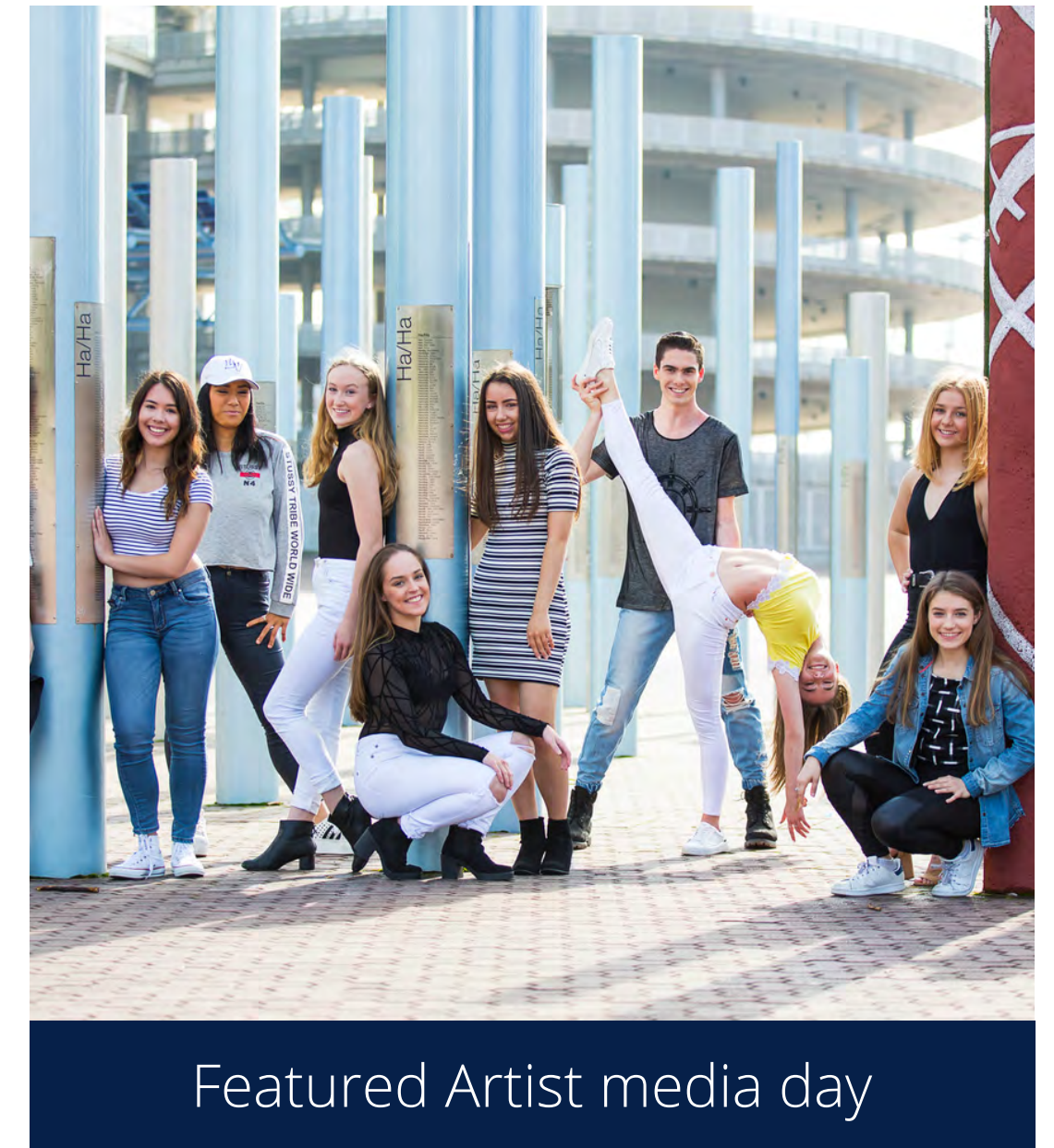
Appendix 1 – School Spectacular events



Our promotional campaign commences mid year with a media release and theme update across a variety of collateral and channels.



In August, teachers come together in a virtual or live meeting to learn about the year's show and to plan costuming and rehearsals.



Students experience a week of artistic and technical direction, styling and media training culminating in a performance and a media call.

Schools Spectacular events



First Combined rehearsal

Over a thousand dance students and featured artists come together in a massed rehearse at Qudos Bank Arena in early November.



SpecFest

An outdoor pre-show entertainment hub offers engaging activities across sport, STEM and arts education and sponsor activations.



VIP function

Held prior to the Friday evening performance and attended by VIP guests representing the NSW Department of Education and sponsors.