



NSW Department of Education

SCHOOLS SPECTACULAR

2024 Sponsorship Prospectus





SCHOOLS SPECTACULAR

The NSW Department of Education's Schools Spectacular provides a unique opportunity for students, teachers and school communities to experience growth, connection and inclusion through participation in one of Australia's largest and most recognised performing arts events. Featuring over 5,500 of the state's most talented singers, dancers and musicians, the event showcases the high calibre of performing arts education in NSW public schools.

Value added by your investment

CONNECTION

INCLUSION

GROWTH

01

INCREASED STUDENT PARTICIPATION

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

02

GREATER SUPPORT FOR PRIORITY POPULATIONS

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

03

EXPANDED SUPPORT FOR VOCATIONAL PATHWAYS

Expanding opportunities for authentic, hands-on experiences to support pathways for Vocational Education & Training students.

04

ENRICHED WELLBEING INITIATIVES & RESOURCES

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.

Sponsored initiatives are aligned to the department's [Plan for NSW Public Education](#).



The Schools Spectacular is not only an iconic cultural showcase highlighting the talents of students from NSW public schools, it is also a vehicle for student lifelong learning and growth.

From the moment they start on the journey, students develop skills and understandings that will hold them in good stead in their future endeavours. It is a truly remarkable educational experience.

Richard Spiewak
Executive Producer, Schools Spectacular





Fast facts

- Friday 29 and Saturday 30 November 2024
- Qudos Bank Arena
- 4 performances
- Showcasing the talents of over 5,500 students, and over 600 teachers from 400 schools
- Kindergarten through to Year 12
- Metro, regional, rural and remote NSW schools
- Broadcast nationally and on digital catch-up
- Over 1 million viewers
- Countless opportunities to engage



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 FAMILIES

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

04 SCHOOLS, COMMUNITY & GENERAL PUBLIC

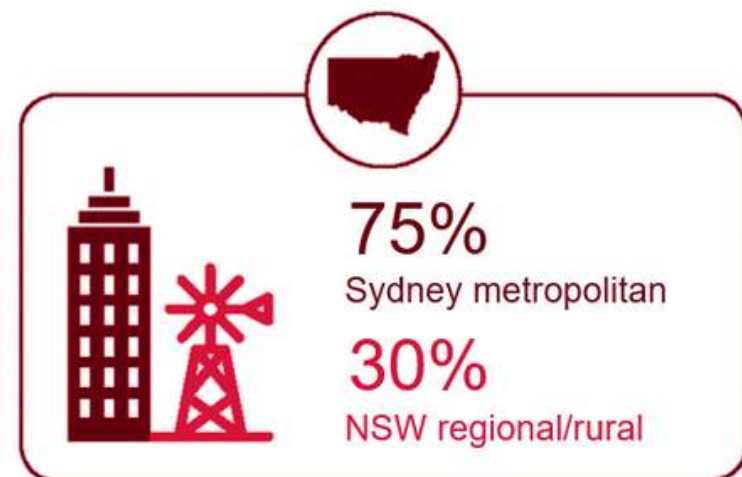
Broader community members, relatives, audience members and the general public who view the national broadcast.

Performer & media insights

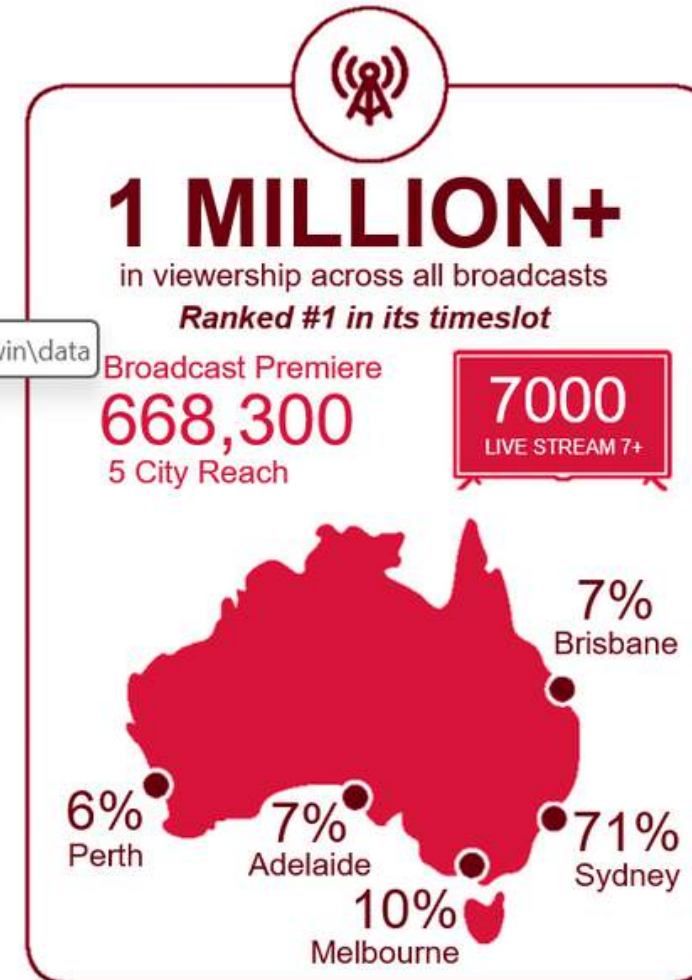
Student Breakdown



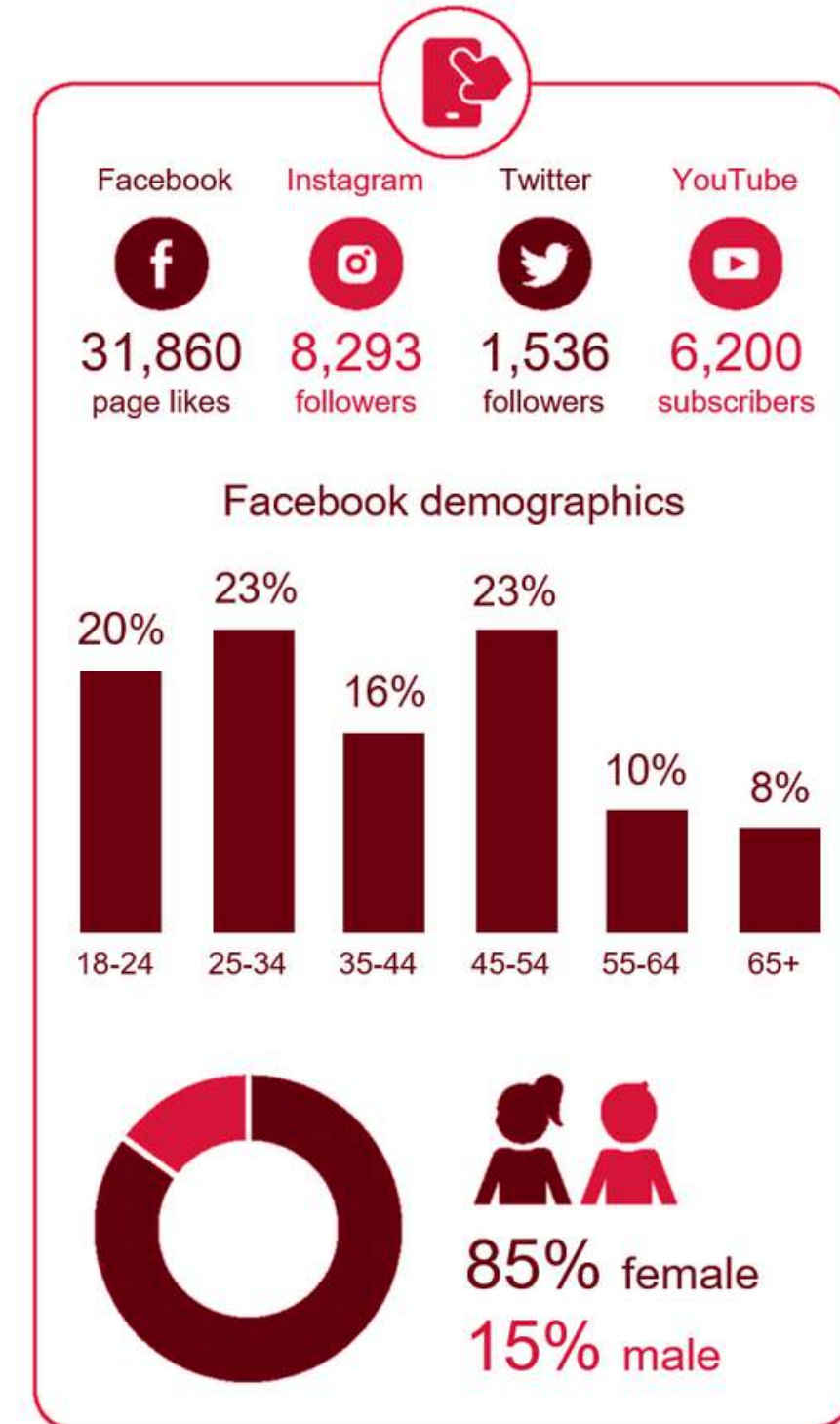
Geolocation - Schools



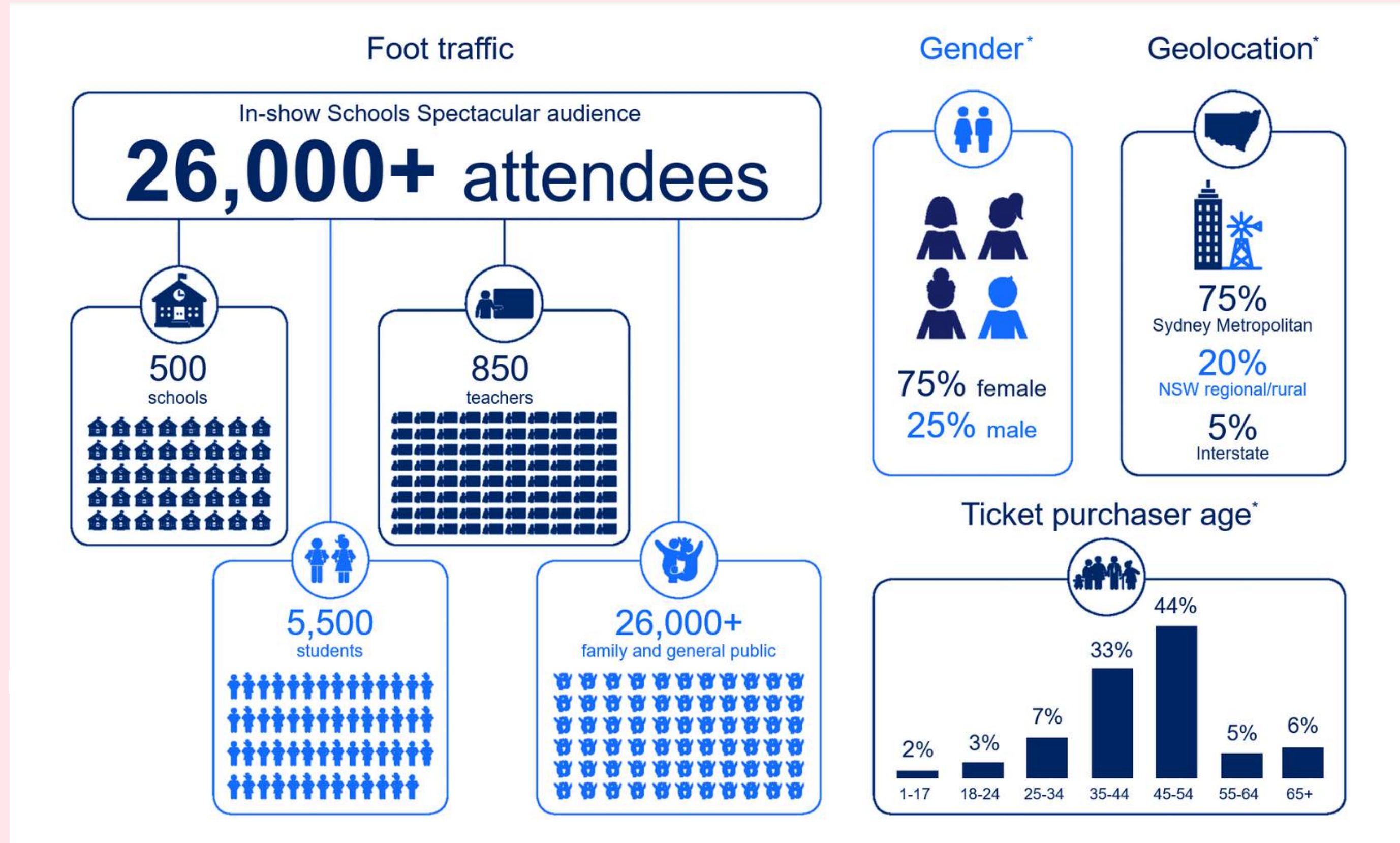
Broadcast



Social Media



Audience insights





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 in the grand foyer.

SPEAKING OPPORTUNITY

- an exclusive opportunity to address department executives and guests at the Sponsor launch event.

BRANDED BACKSTORY OR TVC

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

Principal sponsorship levels



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 advertisement in program
- medium activation marquee in SpecFest



Major Sponsor

NON-EXCLUSIVE - 100K + GST

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

Associate sponsorship levels



Arts Access Scholarship Sponsor

EXCLUSIVE
MIN 60K + GST

Help us increase access for students with potential, no matter where they live or their family circumstances, to participate in the opportunities and experiences offered by Schools Spectacular.



Professional Learning Sponsor

EXCLUSIVE
MIN 50K + GST

Support teachers as lifelong learners and receive brand exposure and engagement opportunities via onsite and virtual experiences and resource development.



Pathways Sponsor

EXCLUSIVE
MIN 40K + GST

Support the participation of students from rural and remote areas who are interested in careers in the technical, entertainment and hospitality industries.



Wellbeing Sponsor

EXCLUSIVE
MIN 35K + GST OR VIK

Help us to further expand the suite of first aid services offered to cast and crew in backstage areas of Qudos Bank Arena and in SpecFest.

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.





Call for VIK supporters

HELP US SPREAD OUR SPARKLE A LITTLE FURTHER

The NSW Department of Education is interested in partnering with organisations with capacity to provide in-kind support by providing:

- Grand piano
- Costumes, accessories, hair and makeup products
- Props and fabric
- Technical gear, support and tools
- Stage and screen hire
- Exhibition and activation supplies
- Sunscreen and sanitiser
- Branded collateral

In return, we offer brand profiling and additional benefits.

Value-in-kind support



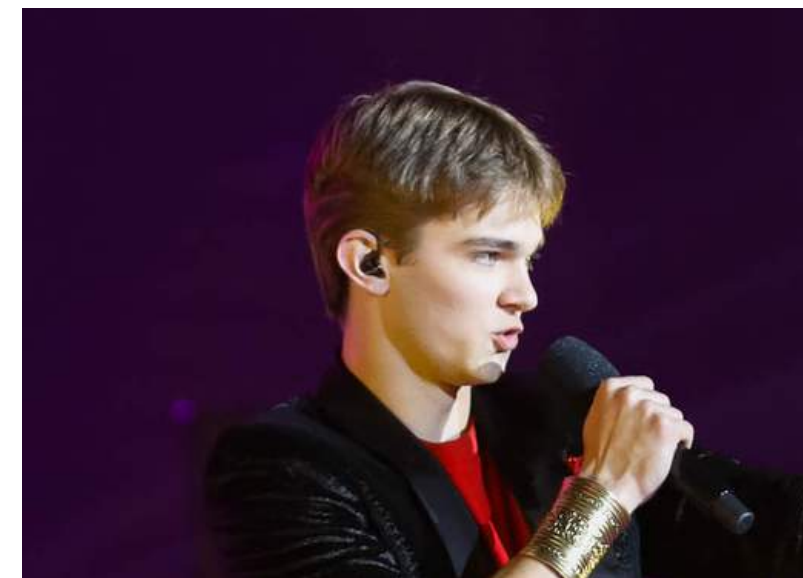
Grand piano

EXCLUSIVE - 10K VIK

Quantity: 1

Positioned on centre stage, the grand piano will feature in a spotlight performance both during the live shows and during the broadcast.

The piano is required at the rehearsal venue from Friday 22 to Sunday 24 November, then at Qudos Bank Arena from Monday 25 to Saturday 30 November. Tuning services at both venues and all transport are to be included.



In-ear monitors

NON-EXCLUSIVE - 15K VIK

Quality / quantity: to be negotiated

- 40 x high quality - for vocalists
- 100 x medium quality - for orchestra.

To assist students to hear a personal mix of vocals and/or instrumentation for the live arena performance.



VET toolkit supplies

NON-EXCLUSIVE

Items: High-vis vest, small toolkit, safety glasses, gloves, tape measure, tape, scissors and tool bag.

Support our Vocational Education and Training (VET) students by supplying a toolkit of items suitable for work in the entertainment / event industry.

Value-in-kind support



Choir packs & props

EXCLUSIVE
30K VIK TOTAL

Quantity: 3,000

Props such as handheld torches and novelty items for the massed choir to create effects. Supporter acknowledged in program. Branding to be approved.



Costume accessories & party pieces

NON - EXCLUSIVE

Sample items: Hats, masks, wigs

Help us to put the final touches on our ensemble costumes by supplying accessories suitable for a range of ages and styles.



Large scale props

NON-EXCLUSIVE

Materials: Corflute, engineered cardboard, foam etc or prop construction

Large or medium scale props constructed from a variety of materials to create amazing theatrical effects.



Fabric

NON-EXCLUSIVE

Quantity: Bulk - to be negotiated

Bulk quantities of fabric for displays and reuse for costumes in the following year. Fabrics range from satin and chiffon to parasilk.

Value-in-kind support



Featured artist wardrobe

NON-EXCLUSIVE 15K VIK TOTAL

Quantity: 60 to 80 outfits

Multiple wardrobe items for 40 featured vocalists performing in the spotlight. Supporter acknowledged during the live arena show.



Hair & makeup products

NON - EXCLUSIVE

Quantity: Featured performers

Styling products for featured vocalists and featured dancers suitable for both live performance and television.

VIK supporter benefits

LOGO INCLUDED IN COMPOSITE LOGO BLOCK ON

- Schools Spectacular website
- Arena screens during the Schools Spectacular preshow, and supporter acknowledgement by host
- Giant screen on Qudos Bank arena forecourt during SpecFest

ADDITIONAL BENEFITS

- Acknowledgement in 'Special Thanks' section of program
- Hashtag mention in sponsor-related social media posts
- Supporter memento certificate
- Tickets for a Schools Spectacular performance

2024 SpecFest Sponsorship Opportunities



SpecFest

SpecFest is the outdoor entertainment zone for the Schools Spectacular, positioned on the forecourt of Qudos Bank Arena. It provides students, families, friends and all audience members a space to chill out, chat, and enjoy the atmosphere.

SpecFest offers food, shade, entertainment and a range of student-centred activations. It will also feature a Flash Mob and the final rounds of the Poetry Slam and the rural and remote band competition, Surround Sound.

SpecFest Partner

EXCLUSIVE - 100K + 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, main stage and exclusive showbag branding.

GIANT SCREEN CONTENT

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

ACTIVATION OPPORTUNITIES

- ranging from a large onsite marquee or activation space to product sampling on exit.



Associate sponsorship levels



Staging Sponsor

EXCLUSIVE
50K + GST

Quantity / dimensions

- 1 x 6m x 6m roofed stage
- 1 x 9m x 9m roofed stage

Support our SpecFest performers by providing suitable staging.

Benefits include sponsor logo on stage skirt banner.



Zone Sponsor

NON-EXCLUSIVE
30K + GST

Support one of the exciting activation zones at SpecFest, providing engaging student-centred activities and education opportunities for students and audience members alike.

Benefits include sponsor logo on zone shade structure.



Digital Sponsor

EXCLUSIVE
25K + GST

Support the production of video packages to facilitate the teaching of flash mob choreography and/or provide digital information screens throughout the SpecFest zone.

Benefits include sponsor logo on video end card.



Flash Mob Sponsor

EXCLUSIVE
25K + GST

Support the 600 students and teachers who travel from across NSW to perform a flash mob for the SpecFest crowd, and experience the Surround Sound and Schools Spectacular performances.

Benefits include sponsor logo on Flash Mob costume.

Value-in-kind supporters - SpecFest zone



Backline

**EXCLUSIVE
10K VIK TOTAL**

Professional-level rock band backline including:

- drum kit
- bass
- 3 x guitars
- 2 x keyboards
- appropriate accessories



Technical support

NON-EXCLUSIVE

- Lighting: 30K VIK - lighting systems appropriate for both 6m and 9m outdoor performance stages.
- Audio: 50K VIK - full audio line-array system for both 6m and 9m outdoor stages, including monitors.
- Cameras: 30K - camera and switching system for SpecFest zone, including up to 6 cameras (one roving).



Digital screen hire

**EXCLUSIVE
30K VIK TOTAL**

Quantity: 1 to 3

- Outdoor digital screens to display IMAG, signage and sponsor content in the SpecFest precinct.
- Supporter acknowledgement featured in screen content



Art exhibition infrastructure

NON-EXCLUSIVE

Style/size: To be negotiated

Help us showcase the visual arts talents of our students by providing easily-assembled exhibition systems for either indoor or outdoor displays.

Value-in-kind supporters - SpecFest zone



Hospitality equipment

NON-EXCLUSIVE

Equipment: food preparation, delivery and service equipment

Provide equipment to allow our VET Hospitality students to produce and retail affordable food items in SpecFest.

Supporter logo included on marquee signage.



Red carpet hire / supply

EXCLUSIVE

5K VIK APPROX.

Quantity: 12m x 6m

Carpet for photo booth and VIP ticket collection areas enjoyed by schools and families.

Supporter logo may be included on carpeted areas.



Showbag production

EXCLUSIVE

MIN 7K VIK

Quantity: 6,000

Showbags distributed on exit from SpecFest, the outdoor entertainment precinct on the Qudos Bank arena forecourt.

Supporter logo included on showbag.



Showbag inserts

NON-EXCLUSIVE

Quantity: 3,000 or 6,000 units

Promote your brand by providing products for our student showbag distributed on exit from SpecFest. All products to be approved.

Supporter logos included on SpecFest screen content loop.

Value-in-kind supporters - SpecFest zone



Art / craft supplies

NON-EXCLUSIVE

Products: To be negotiated

Fuel our students' creativity by supplying a range of art and craft supplies suitable for creating quick and simple artworks.



Books / magazines

NON-EXCLUSIVE

Quantity: Min 250

Support our Book Nook relaxation area by providing children's books and magazines suitable for ages ranging from 5 to 16.



Hand sanitiser

EXCLUSIVE

Quantity: To be negotiated

Help keep our students and audience safe by providing bulk quantities of hand sanitiser and/or dispensers suitable for large scale events.



Sunscreen

EXCLUSIVE

Quantity: To be negotiated

Sun safety in SpecFest is a priority for this summer event. Support us by providing bulk quantities of sunscreen and/or dispensers.

SpecFest supporter benefits

LOGO INCLUDED IN COMPOSITE LOGO BLOCK ON:

- SpecFest supporter webpage
- Arena screens during the Schools Spectacular preshow
- Giant screen on Qudos Bank Arena forecourt during SpecFest

ADDITIONAL BENEFITS:

- Acknowledgement in digital program
- Hashtag mention in supporter-related social media posts
- SpecFest supporter memento certificate
- Tickets to a Schools Spectacular performance

SOMETHING WE HAVEN'T THOUGHT OF?

We are open to all offers of support. If you have suitable resources you think may add value, please reach out to us.





Schools Spectacular - Digital

SCHOOLS SPECTACULAR BROADCAST TVC - \$8,000 + GST

One 15 or 30-second advertisement included in broadcast, timeslot to be negotiated.

QUDOS BANK ARENA SCREENS Video Message - \$4,000 + GST

One 30-second video message displayed in arena during preshow.

TEACHERS' CAFE VIDEO MESSAGE Video message - \$2,000 + GST

One 30-second video message shown on screens in teachers' cafes.

Schools Spectacular - Print

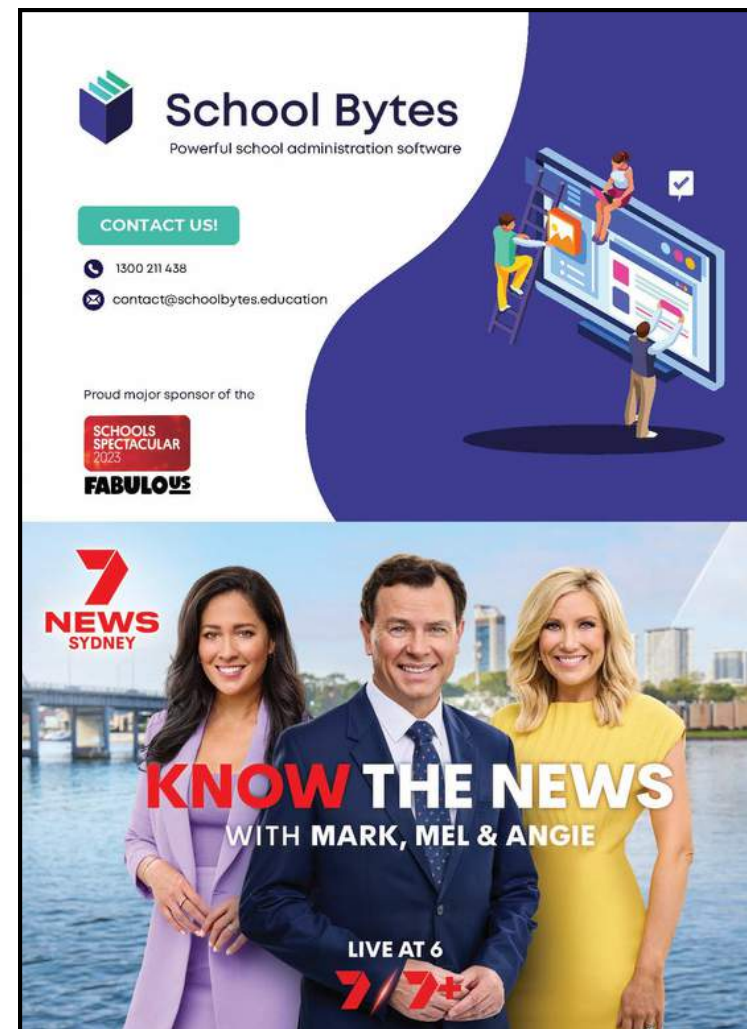
SCHOOLS SPECTACULAR OFFICIAL PROGRAM

Colour advertisement

- Inside Back cover \$4,900 + GST
- Full page \$2,700 + GST
- Half page \$1,900 + GST



Full page



Half page

Sample advertisements



Inside back cover

SpecFest advertising & activations

SPECFEST OUTDOOR SCREEN

Video message - \$1,200 + GST

One 30-second video message displayed as part of the digital screen loop during SpecFest open hours

SPECFEST DIGITAL PROGRAM

Colour advertisement

- Full page \$1,700 + GST
- Half page \$1,000 + GST

ACTIVATION MARQUEE

Marquees supplied with tables, chairs, power and signage

- Large - 6m x 9m \$4,200 + GST
- Medium - 3m x 6m \$2,700 + GST
- Small - 3m x 3m \$1,700 + GST

SHOWBAG INSERT - \$600 + GST

Provide inserts distributed via SpecFest showbags. Your choice of either 3,000 or 6,000 inserts. These may be a single items or a mixture of items totalling your preferred quantity.

PRODUCT SAMPLING / MERCHANDISING - POA

An opportunity to distribute products to Schools Spectacular audience members and SpecFest patrons on exit from the SpecFest precinct. Opportunity to merchandise products during SpecFest. Approvals negotiated with Qudos Bank Arena.



2024 Timeline

SPONSOR ACQUISITION & MAJOR MILESTONES

Mar	Expressions of Interest
Mar / Apr	Negotiations
	Contracting
Apr / May	Collateral design & approvals
	Communications planning
Jul	Invoices issued to sponsors
Aug 1	Launch event
Sept	All sponsor payments due
Nov 4	First combined rehearsal
Nov 29 & 30	Schools Spectacular
Dec	Schools Spectacular Broadcast





Contact details

SPONSORSHIP & VIK SUPPORT

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WEBSITE

[Schools Spectacular](#)

SOCIALS

