



NSW Department of Education

Surround Sound Regional Band Competition

2023 Sponsorship Prospectus

education.nsw.gov.au



ARTS EDUCATION

In rural and remote areas, the significance of arts education cannot be overstated. The NSW Department of Education, a frontrunner in this field, recognises and emphasises the value of providing diverse artistic opportunities in various art forms and settings, aiming to foster student achievement, equity, and self-expression.

By actively participating in artistic activities within their schools, students gain confidence and motivation, leading to improved attendance, academic performance, and overall well-being. Moreover, arts education equips children and young people with essential life skills, enhancing their communication abilities and cultivating a growth mindset.

By prioritising arts education in rural and remote areas, we can empower students, enrich their lives, and cultivate a creative and inclusive learning environment that celebrates the unique talents and perspectives of every individual.

Through arts initiatives, the department creates tangible avenues for sponsors to engage with students, teachers, and school communities, fostering a vibrant and mutually beneficial relationship.

ABOUT SURROUND SOUND

Surround Sound is a band competition specifically for students from secondary schools in rural and remote areas. School bands are invited to perform covers or originals in any style of contemporary music.

Finalists are given the opportunity to participate in a workshop with an industry mentor before performing in the final competition rounds in November at SpecFest, the outdoor entertainment zone for the Schools Spectacular.



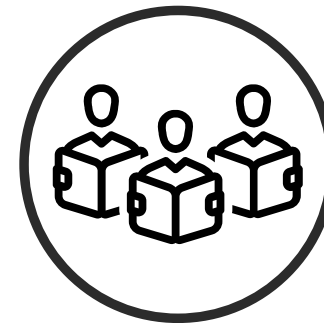
FAST FACTS - 2022 PROGRAM

- 95 student participants
- 21 bands competing, representing 15 high schools
- 8 schools involved in the final rounds
- 8 workshops held in schools plus 2 workshops held in Sydney.
- Huge statewide audience over the two-day final rounds held in SpecFest
- Friday 24 and Saturday 25 November, Qudos Bank Arena forecourt
- Bands travelling between 125 and 1200 kilometres to participate.





KEY AUDIENCES



STUDENTS

The program is open to all students Year 7 to 12 from NSW public schools in regional, rural and remote areas of NSW. The finals are viewed by thousands of students attending SpecFest.



TEACHERS

Teachers are involved in the program from auditions to the final rounds with professional learning offered as part of the workshop program to prepare students for the finals.



COMMUNITIES

Local communities support their local school bands. The final rounds are attended by thousands of SpecFest participants drawn from school communities across the state. Finals are streamed to participating schools.



It really got us out of our comfort zone and gave us a look at what performing in the future could look like. Being around other talented bands and professionals motivated me to better my own ability and self expression. Thanks to Surround Sound my passion for becoming a professional musician has started up again.

Student

Watching the students grow as performers and observing their interactions with students from other schools was very rewarding. It was great to see them build friendships with like-minded students, and to rehearse and jam with them. Seeing the students perform on stage to large crowds, and the joy they got from this, was immeasurable.

Teacher

ADDING VALUE TO OUR PROGRAMS



ACCESS

Increasing student participation and wellbeing

Increasing equity by reducing the cost barrier for rural and remote students reaching the final competition rounds.



ENGAGEMENT

Enriching program inclusions

Providing high quality performance experiences to meet the needs of creative rural and remote students and committed teachers.



RESOURCES

Expanding support for rural and remote schools

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 Surround Sound, its regional band competition, specifically designed to develop and showcase the talents of students from rural and remote areas of NSW.

MAJOR SPONSOR - 30K

Exclusive

Be the featured brand across the Surround Sound programs and events, including event staging and communications, and receive a tailored benefits package.

Logo placement

Your logo displayed on program collateral at all major rehearsals and finals.

Sponsor message

An exclusive opportunity to communicate your key message to Surround Sound audiences including education department personnel and guests.

Video message

Positioned on The Arts Unit website, your sponsor-produced video message will reach and inspire both 2023 participants and website visitors.



VALUE-IN-KIND SUPPORT

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

- **BACKLINE PARTNER**
- **TRAVEL PARTNER**
- **ACCOMMODATION PARTNER**
- **PRIZE PARTNER**

BENEFITS

Logo placement

Your logo displayed across all relevant events.

Communications

Communications including social media and cross-promotion opportunities.

Tailored benefits

Tailored benefits relevant to your value-in-kind 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.



SPONSOR CONTENT

Communicated through our website, social media and video messages.



ACTIVATIONS

Ranging from social media competitions, onsite activations to workshops and product sampling.



NETWORKING

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



SPONSORSHIP AND PROGRAM TIMELINE



2023

- School bands audition in June. Regional semi-finals and workshops take place from July to October. Live final rounds are held on 24 and 25 November in SpecFest, on the Qudos Bank Arena forecourt.
- Sponsor expressions of interest, contract negotiations and invoicing are completed in July. Sponsors are announced and branding approvals are finalised in August.

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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[Surround Sound](#)

