



NSW Department of Education

SCHOOLS SPECTACULAR

2023 Sponsorship Prospectus

education.nsw.gov.au



Invitation to Partner

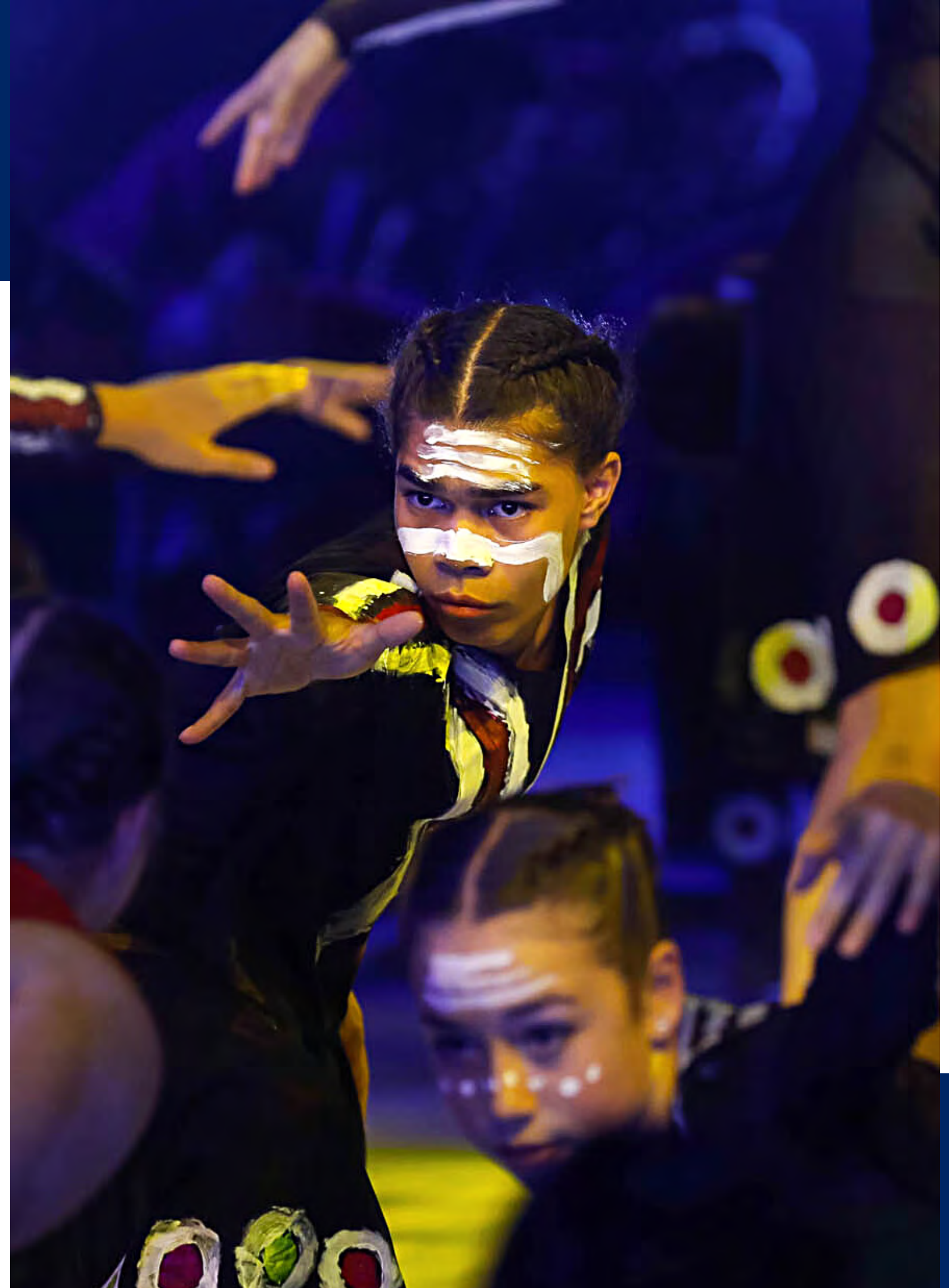
PARTNER WITH NSW DEPARTMENT OF EDUCATION

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 2023.

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.



Fast facts

- Friday 24 and Saturday 25 November 2023
- 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



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-streamed events.

04

SCHOOLS, COMMUNITY & GENERAL PUBLIC

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

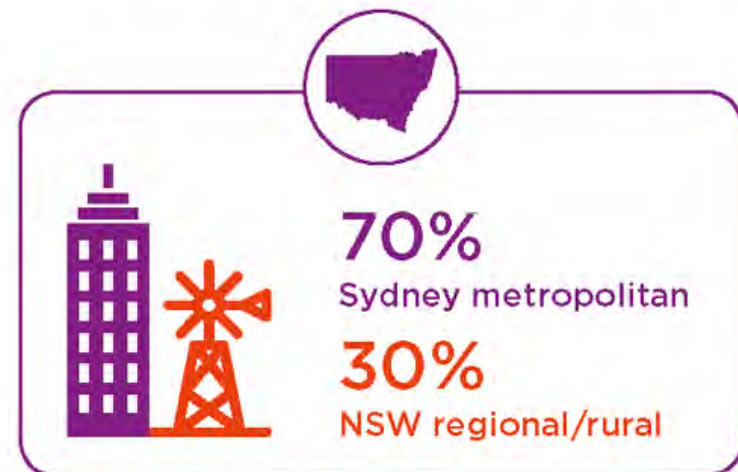


Performer & Media insights

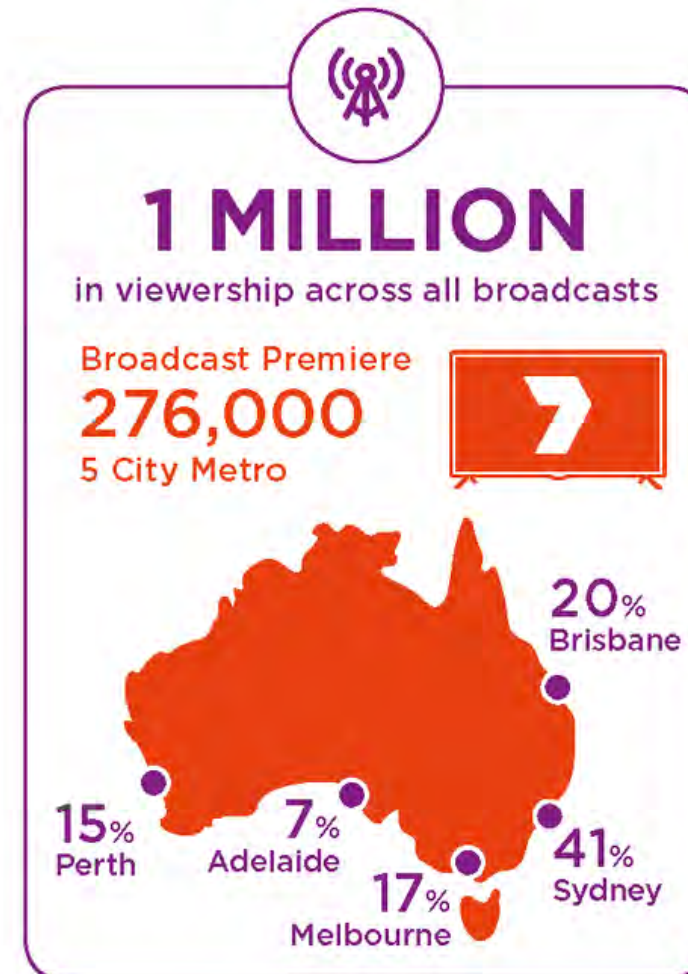
Student Breakdown



Geolocation - Schools



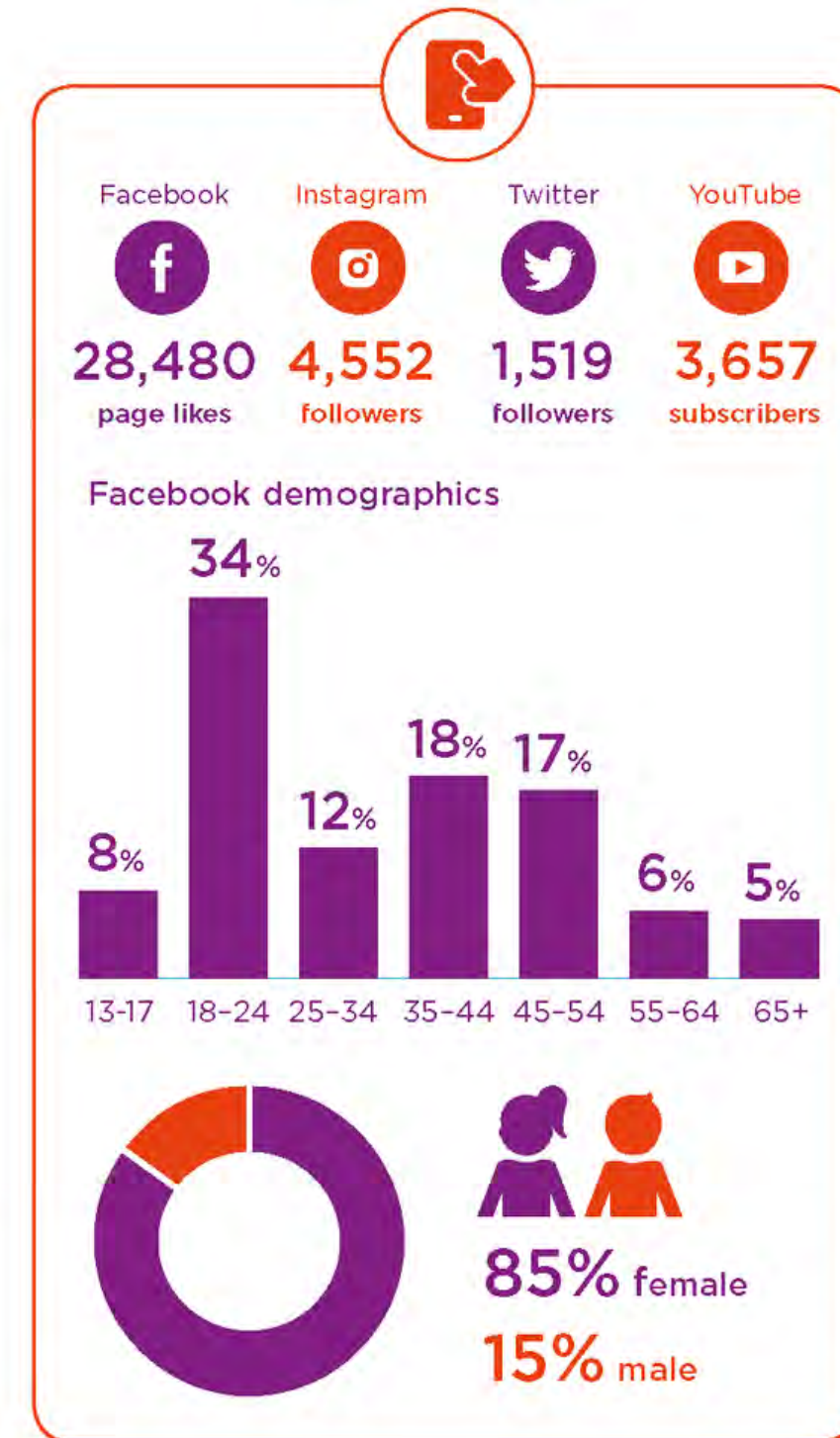
Broadcast



eNewsletter

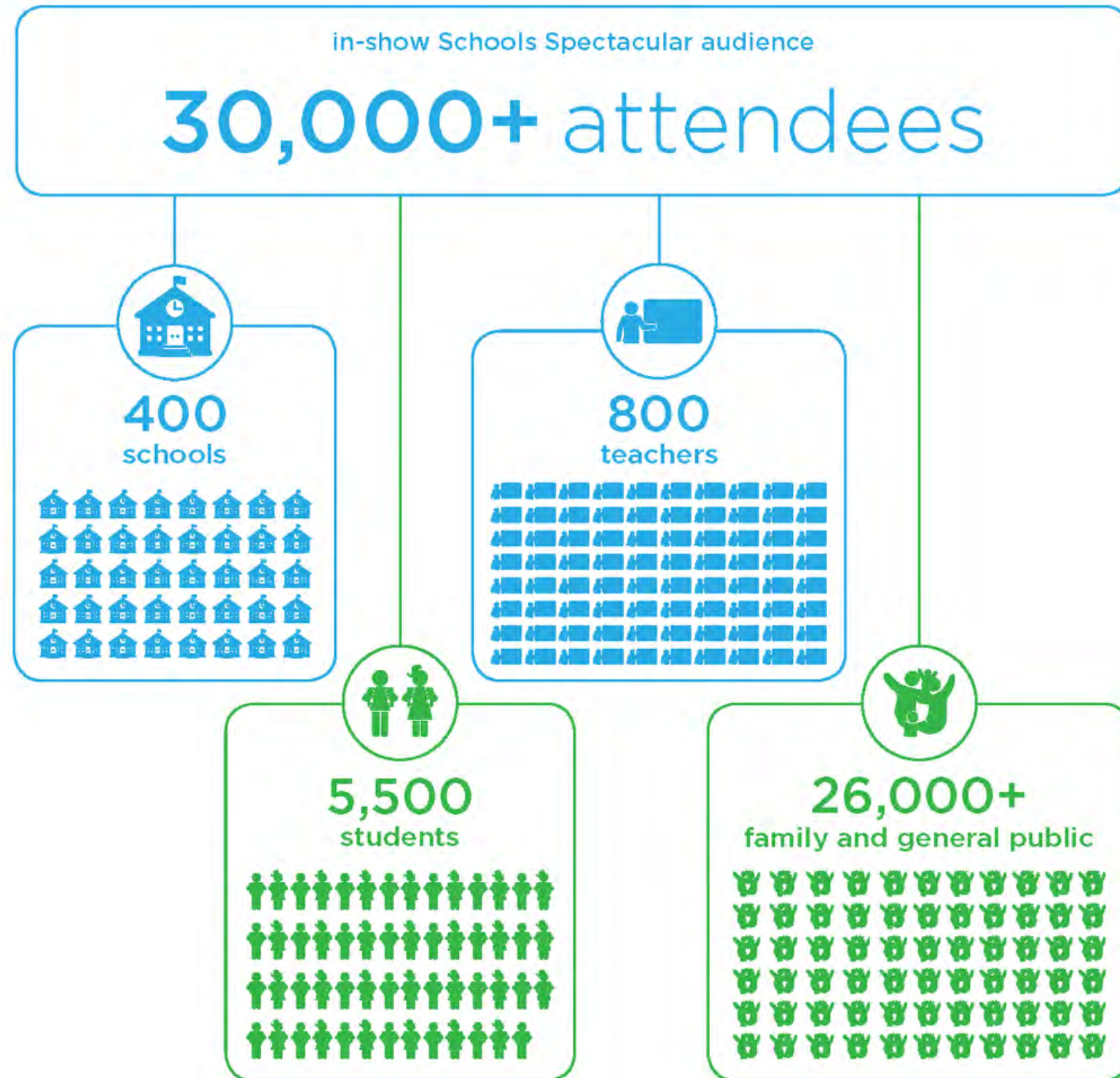


Social Media

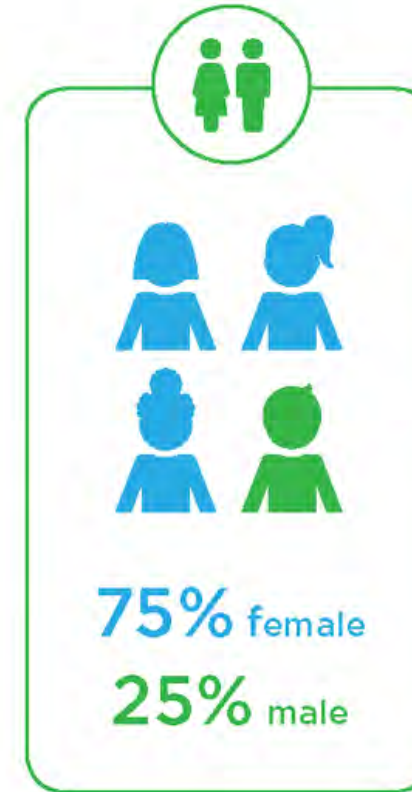


Audience insights

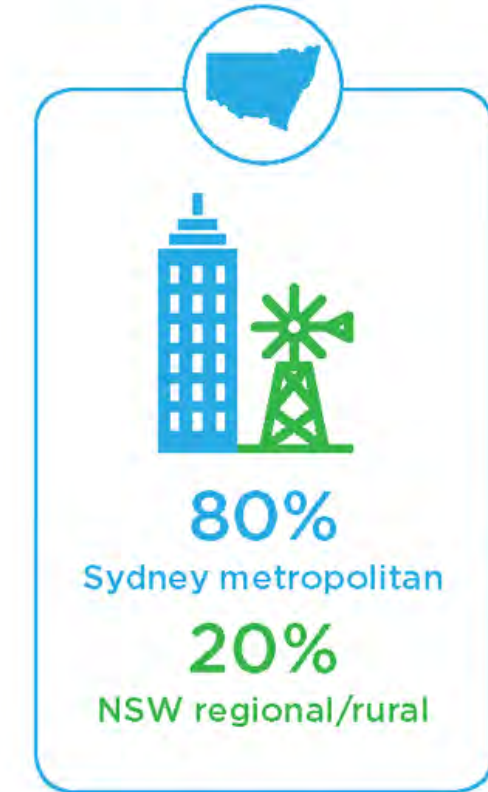
Foot traffic



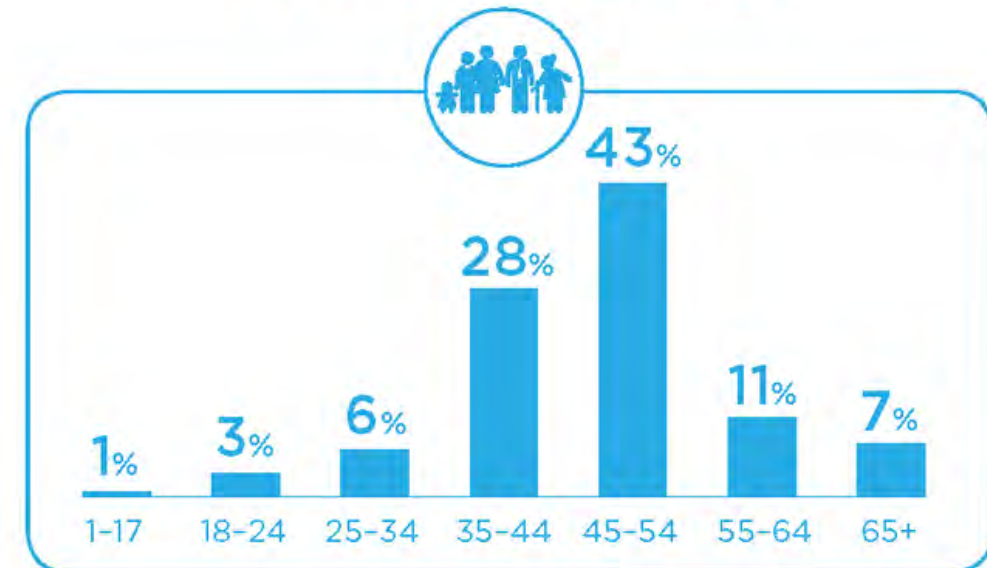
Gender*



Geolocation*



Ticket purchaser age*



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





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.

2023 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 in the grand foyer

SPEAKING OPPORTUNITY

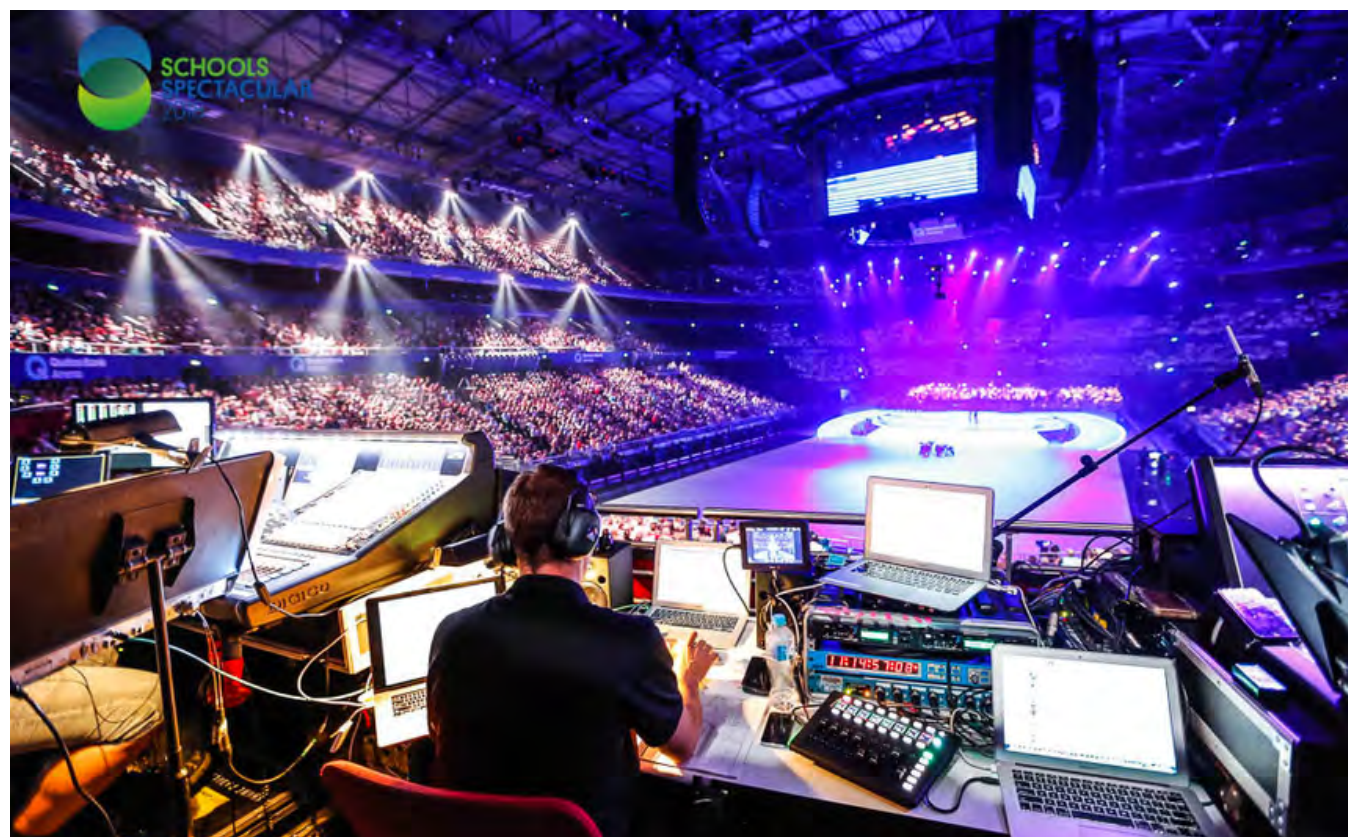
- an exclusive opportunity to address department executives and guests at the VIP launch event

BRANDED BACKSTORY OR TVC

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



Principal sponsorship levels



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 advertisement in printed program
- large 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 advertisement in printed program
- medium 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 and Torres Strait Islander 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, main stage 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 a large onsite marquee or activation space to product sampling on exit.



2023 Timeline

SPONSOR ACQUISITION & MAJOR MILESTONES

January	Expressions of Interest
February	Negotiations
March	Contracting
March or July	Invoices issued to sponsors
April	Collateral design & approval
	Communications planning
August	Media day / Teachers meeting
September	All sponsor payments received
November 24 & 25	Schools Spectacular
December	Schools Spectacular Broadcast



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



Contact details

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WEBSITE

[Schools Spectacular](#)