

Premier's Programs Reading & Spelling

2022 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 the Premier's Reading Challenge and the Premier's Spelling Bee programs.

PREMIER'S CHALLENGES READING & SPELLING

The Literature and Language Arts program delivered by The Arts Unit offers a range of Premier's programs and competitions to develop students' literacy skills. Digital resources are also developed to support the teaching of these skills.





Key opportunities

BE A SUPPORTER

Take advantage of the opportunity to support over 500,000 students from over 2,810 schools in further developing their literacy skills.

BE A GAMECHANGER

Make an impact on the development, achievements and wellbeing of students, schools and communities across NSW.

BE VISIBLE

Expand your brand exposure across a range of collateral distributed to students and teachers.

Value added by your investment

02

RAISING PROGRAM PROFILE AND ENGAGEMENT

Giving more students multiple platforms and opportunities to build and demonstrate their literacy skills and share their literary adventures.

01

INCREASING STUDENT PARTICIPATION

Reducing inequity related to cost and distance barriers for rural and remote students who reach finals' rounds and have representative opportunities.

03

EXPANDING RESOURCES IN SCHOOLS

Enriching and expanding the suite of resources in schools that impact directly on quality teaching and student outcomes.



Sponsorship levels



Major Sponsor

EXCLUSIVE: 150K + GST

Be the featured brand across both the Premier's Reading Challenge and Premier's Spelling Bee, including event staging and communications, and receive a tailored benefits package.



Prize Partner

NON-EXCLUSIVE: MIN 5K

An opportunity to either support future leaders by building literacy resources in schools or reward the winners of the final competition rounds.

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, digital and onsite collateral

SPONSOR CONTENT

- communicated through our website, social media and video messages

NETWORKING OPPORTUNITIES

- offered at key events and networking events with Department of Education executive





'I've done the PRC since I was in Kindy, and I've always found so many great books to read! It's not just about the books though – last year I was lucky enough to get to interview one of my favourite authors at the Sydney Writers' Festival, and now that video is available for students all over the state to enjoy. I can't wait to see what new books I can read as part of the PRC this year, and to discover what authors and illustrators we can hear from! The PRC really does give you Stories that stay with you.'

Student, Premier's Reading Challenge

'We absolutely love the PSB, I can never see a time that we won't participate. Our teachers use the lists to differentiate spelling in their classes across the whole year.'

Principal, Premier's Spelling Bee



Contact details

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WEBSITE

[Speaking Competitions](#)

Appendix 1 - Targeted Programs



Premier's Reading Challenge

Encouraging a love of reading for enjoyment and enrichment in students, and enabling them to experience quality literature. It is not a competition but a challenge to each student - to read, to read more and to read more widely.

[Learn More](#)



Premier's Spelling Bee

A fun and educational way for primary school students to engage in spelling. The program includes activities to encourage all students to engage with spelling and to promote improved literacy in combination with the NSW English K-10 Syllabus.

[Learn more](#)