



Star Struck

SPONSORSHIP OPPORTUNITIES 2026



WELCOME TO STAR STRUCK

For over three decades, Star Struck has brought together thousands of students from across Newcastle, the Hunter, and the Central Coast to celebrate public education through the performing arts.

More than just a show, Star Struck is a transformative experience, one that empowers students from Kindergarten to Year 12 to explore their creativity, build confidence, and shine on a professional stage. Each year, our event showcases the incredible talent, collaboration, and dedication of students, teachers, and the wider school community.

Star Struck 2026 marks our 34th year and promises to be bigger and bolder than ever. As we plan for another spectacular production, we invite businesses and organisations to join us in supporting this iconic celebration of student achievement.

Your involvement helps create life-changing opportunities for young people and supports a program that continues to grow in scale, impact, and reach.

Thank you for considering being part of the Star Struck story.

ABOUT THE SHOW

A Regional Celebration of Performing Arts and Public Education

Star Struck is the NSW Department of Education's flagship performing arts event for Newcastle, the Hunter, and the Central Coast. Now entering its 34th year, it unites over 4,000 students annually in a professionally staged arena production that showcases excellence in dance, drama, music, and technical production.

Who's Involved

- Students from Kindergarten to Year 12
- More than 150 public schools
- Participants from metropolitan, regional, and remote areas
- Teachers, creatives, and industry professionals
- Volunteers, production teams, and community supporters

The Experience

Star Struck offers far more than a performance opportunity. It provides:

- High-quality arts education experiences
- Mentoring by industry experts
- Pathways into creative careers
- Personal growth, confidence, and community connection

A Show with a Legacy

Since its debut in 1992, Star Struck has grown into a beloved annual event with strong community, government, and corporate support. It continues to deliver transformative outcomes for students and memorable experiences for audiences.



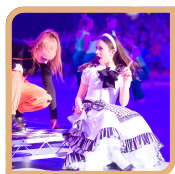
WHY SPONSOR STAR STRUCK

Make an Impact. Be Seen. Support the Next Generation.

Sponsoring Star Struck is more than a branding opportunity, it's an investment in young people, education, and the cultural vibrancy of our region. With a proud 34-year history and over 4,000 student participants annually, Star Struck offers sponsors exceptional exposure and a chance to align with a beloved and impactful community event.

Key Benefits

- Connect with 20,000+ engaged audience members across live performances and digital channels
- Brand visibility through print, web, merchandise, and on-site signage
- Alignment with a Department of Education event promoting equity, creativity, and inclusion
- Meaningful community engagement that reflects strong corporate values
- Recognition through media coverage and social media campaigns



"Star Struck is a brilliant event to be involved in. The energy, professionalism, and joy it brings to students and the community is unmatched. Supporting this show allows us to directly invest in young talent and education."
- 2025 Bronze Sponsor

Our Audience

Wide Reach. Deep Connection. Diverse Demographics.

Each year, Star Struck engages a broad cross-section of the community - students, parents, teachers, education professionals, arts lovers, and general audiences. Sponsors benefit from exposure to a loyal, multigenerational audience across both live and online channels.

Demographics

- Families with school-aged children
- Educators and school communities
- Performing arts audiences
- Local business and government representatives
- Regional and metropolitan attendees

16,796 tickets sold
in 2025 – highest
sales in Star Struck
history

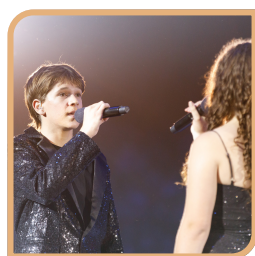
Event Reach

- Over 4,200 student participants from 150+ public schools
- Attendees from across Newcastle, the Hunter, and the Central Coast

Social & Media Highlights

- Facebook & Instagram combined reach: 100K+ over 90 days
- Live interviews and coverage on NewFM, 2HD, and The Newcastle Herald
- Feature article in Newcastle Weekly (June 2025 edition)
- Radio ticket giveaways and student interviews

"Seeing my child on the stage in front of thousands was an unforgettable moment. We'll be back every year!" - Parent, 2025 Audience Member



SPONSORSHIP OPPORTUNITIES

Be Part of the Magic!



Whether you're a large organisation or a local business, there's a place for you in the Star Struck family. Our sponsorship tiers are designed to suit a range of budgets while offering meaningful returns, from high-profile brand exposure to unforgettable experiences with our vibrant school community.

Sponsorship tiers range from \$1,000 to \$20,000+GST and include:

- Platinum Sponsor – \$20,000+
- Gold Sponsor – \$10,000+
- Silver Sponsor – \$5,000+
- Bronze Sponsor – \$2,500+
- Megastar Sponsor – \$1,000+
- Product / In-Kind Sponsor – Value-based contributions
- Friends of Star Struck – 1 year: \$250 | 3 years: \$500

Benefits include:

- Prominent branding across event materials and arena screens
- Social media and online exposure via our growing digital platforms
- Hospitality invitations to exclusive Star Struck events
- Complimentary performance tickets
- Opportunities to connect with thousands of students, families, teachers, and community members

You can also support us through in-kind donations or by becoming a Friend of Star Struck, perfect for individuals or families wanting to give back.

Every contribution helps create life-changing opportunities for students across Newcastle, the Hunter, and the Central Coast.

Benefit	Platinum (\$20,000+)	Gold (\$10,000+)	Silver (\$5,000+)	Bronze (\$2,500+)	Megastar (\$1,000+)	Product/ In Kind	Friends of Star Struck
Logo on website linked to business	★	★	★	★	★	★	
Recognition on arena screens pre-show & interval	★	★	★	★	★	★	
Logo in colour on back cover of souvenir program	★	★	★	★	★	★	Name only
Acknowledgment by compere during show	★	★	★	★	★	★	
Listing on Star Struck Teachers Webpage	★	★	★	★	★	★	★
Sponsor content on Facebook throughout year	★	★	★	★	★	★	
Souvenir program advertisement	½ page	¼ page					
Teachers Webpage advertisement	½ page	¼ page					
Souvenir program sponsor message	50 words	25 words					
Named in media releases (where possible)	★						
Banner at launch & pre-show reception	★						
Invitations to official events	★	★	★	★	★	★	★
Recognition in official speeches	★						
Attendance at annual teachers meeting	★						
Performers at corporate events	★						
Complimentary Tickets	30	16	8	4	2	Custom	

THANK YOU

to our 2025 sponsors

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Major Suppliers

Newcastle Entertainment Centre • Out There Productions • Eclipse Lighting and Sound • Chameleon
• WHO Printing • Newcastle Basketball Stadium • Unison Designs • PCYC Broadmeadow

Schools

Thank you to the following schools and their principals for use of their school facilities for rehearsals:

Hunter School of the Performing Arts - Tracey Breese.
Callaghan College Jesmond - Peter Riley, Warners Bay High School - Marcus Neale.

LET'S WORK TOGETHER

Join Us in 2026

Be part of something spectacular.

Each year, Star Struck brings together thousands of students, teachers, families, and community members from across Newcastle, the Hunter, and the Central Coast to celebrate creativity, learning, and the magic of public education.

Whether you're a large organisation or a local business, we offer flexible ways to be involved - from high-impact branding to meaningful community engagement.

If you're interested in supporting Star Struck 2026, we'd love to hear from you. Let's have a conversation about how your support can make a difference.



Get in Touch

Casey Smith
Star Struck, Operations Manager



0414443948



starstruck@det.nsw.edu.au



starstruck.schools.nsw.gov.au



instagram.com/starstruck_newcastle



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