





## Are you looking to align your business with an iconic long standing regional event?

### Star Struck could be the corporate sponsorship your organisation has been looking for.

#### Star Struck

Star Struck originated in 1992 to provide a platform for creativity and collaboration for public schools from Newcastle, the Hunter and Central Coast areas who have a passion for music, dance and drama to perform in an arena event.

2022 will celebrate 30 years of Star Struck, an event that is iconic to the region.

#### What you need to know

##### Star Struck:

- Is presented each year by the NSW Department of Education and is supported by a range of corporate partners including major sponsor Glencore as well as media partners NewFM, 2HD, The Herald and Graphika.
- Is supreme family entertainment which annually involves 3500 students and 500 teachers from over 150 public schools in the Newcastle, Hunter and Central Coast regions of NSW.
- Boasts audience numbers of between 12,000 and 14,000 across the four performances each year.
- Is inclusive, welcoming and is underpinned by the philosophy of equitable access and opportunity for all.
- Is a cost recovery program that relies on ticket and merchandise sales, student participation fees and sponsorship.
- The show typically incorporates;
  - 2300 primary and high school dancers
  - a combined schools choir of over 300 students
  - 300 primary and high school drama students
  - 200 members of the Aboriginal dance ensemble
  - over 100 featured dancers
  - a full live orchestra over 70 student musicians
  - over 50 featured vocalists
  - over 60 students with special needs, performing as school groups and individuals in a featured item
  - inclusion of the Hunter Signing Choir, Hunter Singers and Hunter Trebles
  - aerialists and our legendary John Deacon puppets
  - VET entertainment students are provided with the opportunity to gain industry experience by working with industry professionals in sound, lighting, stage management and choreography.
- Has outstanding media coverage with currently over 4000 Facebook followers and a reach over 11,000. Our current Instagram followers is over 2000.
- Star Struck has been the launching pad for many local artists now experiencing success on the world stage including; singer and songwriter Morgan Evans, country music diva Catherine Britt, and Broadway Theatre performers David Harris and Jye Frasca.

# ROCK ON! C

Star Struck  2022  *Celebrating 30 years*

## Sponsorship Opportunities for 2022

Full details of inclusions and benefits are outlined on the following pages.

- Platinum - \$20,000
- Silver - \$5,000
- Megastar - \$1,000
- Friends of Star Struck
- Gold - \$10,000
- Bronze - \$2,500
- Product / In Kind Partner
- Gift bag contribution

### In the lead up to Star Struck

- Promotion of your organisation's support of the event across Star Struck's website and social media
- Direct access to thousands of students and families through school newsletters, promotions and social media
- Engagement with over 150 schools and 500 teachers through promotion in the official Star Struck Teachers Handbook
- Banner and product display at rehearsals (subject to venue approval)
- Opportunity to have suitable featured vocalists and dancers perform at appropriate corporate functions and events.
- Networking opportunities through invitations to the official show launch for sponsors, school principals and the Star Struck Management and Creative teams.
- Logo recognition in the official program, on banners, posters, flyers and t-shirts
- Acknowledgment in media opportunities – pre and post-show
- The opportunity to demonstrate your corporate social responsibility to a family demographic
- Networking opportunities with department officials, school principals, other sponsors and associated businesses.

### During show week

- Promotion opportunities across Star Struck's website and social media - Facebook and Instagram
- Banner and product displays at the Newcastle Entertainment Centre (subject to venue approval)
- Complimentary tickets to performances of your choice (4 shows)
- Networking opportunity through invitation to opening night sponsors opening night reception, with department officials, school principals, the Star Struck Creative and Management teams as well as other sponsors and associated businesses
- Promotion / sampling / competition options to further engage with audience and participants

### During live shows

- Brand exposure to participating schools, teachers and audience members.
- Compere acknowledgment (4 shows)
- Logo placement on arena screens

We can work with you to develop opportunities specific to your needs. Your sponsorship support is only as limited as our creativity to develop a tailored package together. We want to help you connect with our community and build positive relationships with our audience.

# Sponsorship Opportunities

We invite you to partner with us as we proudly celebrate 30 years of Star Struck

## Platinum Sponsor – 2 positions (Minimum Investment \$20,000 + GST)

### Advertising

- One ½ -page colour advertisement placed in a prominent position within the official souvenir program
- One ½ -page colour advertisement placed within the Star Struck Teachers Handbook

### Branding Exposure and Recognition

- Logo placement on the Star Struck website linked to your business
- Recognition as Platinum Sponsor on arena screens pre-show and interval
- Logo featured in colour on back cover of official souvenir program
- Individual sponsor acknowledgment by compere at appropriate times throughout the show
- Pull up banner to be displayed at the Star Struck official launch and opening night pre-show reception
- Identification as Platinum Sponsor in the Star Struck Teachers Handbook

### Media & Event Collateral Content

- Opportunities for sponsor content throughout the year on the Star Struck Facebook page
- Media releases for the event will identify the Platinum Sponsor, where possible
- Sponsor message (maximum 50 words) in the official souvenir program

### Hospitality & Networking

- Star Struck official launch including pre-launch sponsor's reception
- Opening night pre-show reception
- Recognition in official speeches
- Networking and promotional opportunities through attendance at Teachers Meeting
- Opportunity to have suitable featured vocalists and dancers perform at appropriate corporate functions and events.

### Tickets

- 30 complimentary tickets to performances of your choice

## Gold Sponsor - 2 positions (Minimum Investment \$10,000 + GST)

### Advertising

- One ¼ page colour advertisement placed in a prominent position within the official souvenir program.
- One ¼ -page colour advertisement placed within the Star Struck Teachers Handbook

### Branding Exposure and Recognition

- Logo placement on the Star Struck website linked to your business.
- Recognition as Gold Sponsor on arena screens pre-show and interval
- Logo featured in colour on back cover of official program
- Individual sponsor acknowledgment by compere at appropriate times throughout the show
- Identification as Gold Sponsor in the Star Struck Teachers Handbook

### Media & event Collateral Content

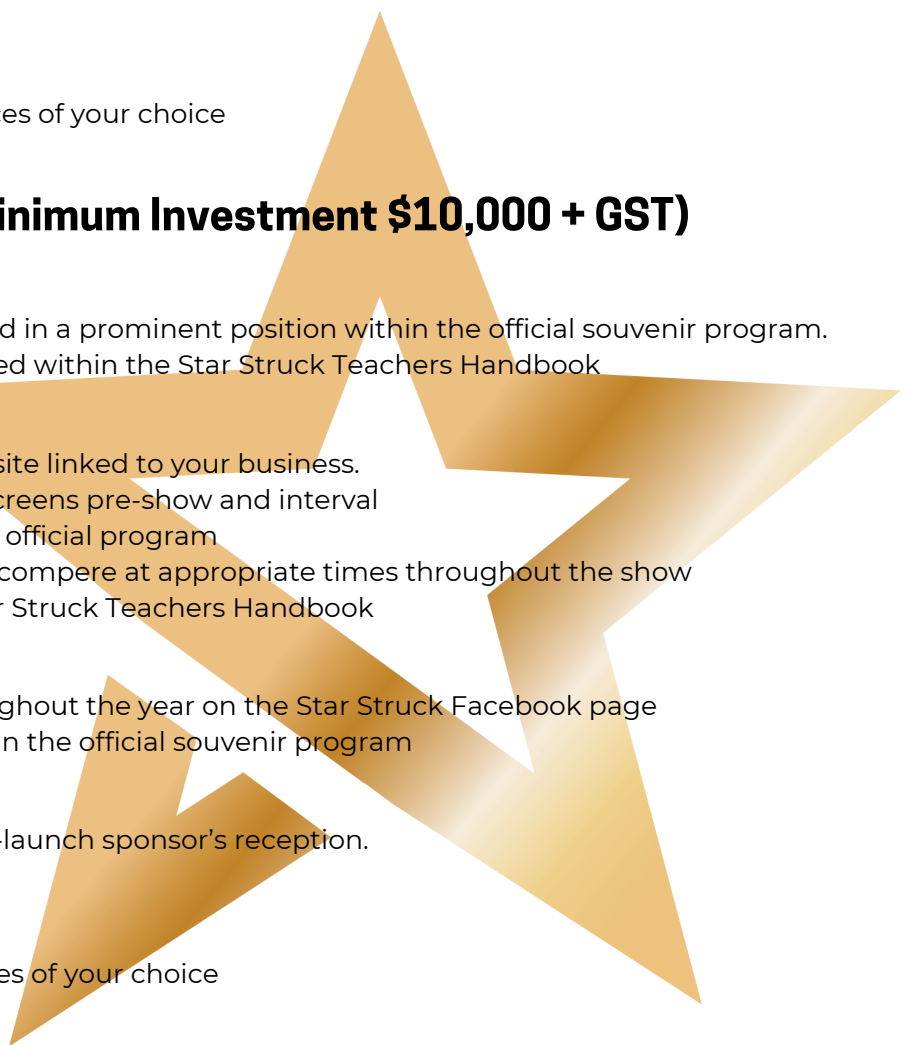
- Opportunities for sponsor content throughout the year on the Star Struck Facebook page
- Sponsor message (maximum 25 words) in the official souvenir program

### Hospitality & Networking

- Star Struck official launch including pre-launch sponsor's reception.
- Opening night pre-show reception

### Tickets

- 16 complimentary tickets to performances of your choice



# Sponsorship Opportunities

## Silver Sponsor - 4 positions (Minimum Investment \$5,000 + GST)

### Branding Exposure and Recognition

- Logo placement on the Star Struck website linked to your business.
- Recognition as Silver Sponsor on arena screens pre-show and interval
- Logo featured in colour on back cover of official souvenir program
- Individual sponsor acknowledgment by compere at appropriate times throughout the show
- Identification as Silver Sponsor in the Star Struck Teachers Handbook

### Media & event Collateral Content

- Opportunities for sponsor content throughout the year on the Star Struck Facebook page

### Hospitality & Networking

- Star Struck official launch including pre-launch sponsor's reception.
- Opening night pre-show reception

### Tickets

- 8 complimentary tickets to opening night

## Bronze Sponsor - 4 positions (Minimum Investment \$2,500 + GST)

### Branding Exposure and Recognition

- Logo placement on the Star Struck website linked to your business.
- Recognition as Bronze Sponsor on arena screens pre-show and interval
- Logo featured in colour on back cover of official souvenir program
- Individual sponsor acknowledgment by compere at appropriate times throughout the show
- Identification as Bronze Sponsor in the Star Struck Teachers Handbook

### Media & event Collateral Content

- Opportunities for sponsor content throughout the year on the Star Struck Facebook page

### Hospitality & Networking

- Star Struck official launch at including pre-launch sponsor's reception.
- Opening night pre-show reception

### Tickets

- 4 complimentary tickets to opening night performance

## Megastar Sponsor - Unlimited (Minimum Investment \$1,000 + GST)

### Branding Exposure and Recognition

- Logo placement on the Star Struck website linked to your business.
- Recognition as Megastar Sponsor on arena screens pre-show and interval
- Logo featured in colour on back cover of official souvenir program
- Individual sponsor acknowledgment by compere at appropriate times throughout the show
- Identification as Megastar Sponsor in the Star Struck Teachers Handbook

### Media & event Collateral Content

- Opportunities for sponsor content throughout the year on the Star Struck Facebook page

### Hospitality & Networking

- Star Struck official launch at including pre-launch sponsor's reception.
- Opening night pre-show reception

### Tickets

- 2 complimentary tickets to opening night performance



# Sponsorship Opportunities

## Product / In Kind Partner - Unlimited

(Value and specific benefits determined by RRP of goods and / or services. Basic benefits listed below)

### Branding Exposure and Recognition

- Logo placement on the Star Struck website linked to your business.
- Recognition as Product Partner on arena screens pre-show and interval
- Logo featured in colour on back cover of official souvenir program
- Individual partner acknowledgment by compere at appropriate times throughout the show
- Identification as Product Partner in the Star Struck Teachers Handbook

### Media & event Collateral Content

- Opportunities for Partner content throughout the year on the Star Struck Facebook page

### Hospitality & Networking

- Star Struck official launch including pre-launch sponsor's reception.
- Opening night pre-show reception

### Tickets

- Quantity determined by value of product / in kind contribution and will be negotiated as part of sponsorship agreement.

## Friends of Star Struck - Unlimited (1 year - \$250, 3 years - \$500)

Friends of Star Struck is a new sponsorship opportunity aimed at individuals and/or families that may want to support the longevity of Star Struck after they themselves, or their children, have left school and finished their Star Struck experience. It is an opportunity to help keep the magic of Star Struck alive.

We are offering Friends of Star Struck positions for a 1 year or 3-year term.

As a Friend of Star Struck you will be;

- Recognised by name in our official souvenir program
- Invited to official Star Struck events such as launch and pre-show receptions.

## Gift Bag Contribution

To celebrate 30 years of Star Struck we would like to provide all teachers, sponsors and VIP guests with a gift bag. This is a great opportunity for your brand to reach over 500 teachers and their schools, over 30 other sponsors as well as a number of VIP guests.

Items will need to be approved. Items could include; travel mugs, water bottles, blankets, stationery, decks of cards, stickers, keyrings, fridge magnets, hand sanitiser, face masks etc.



## Testimonials

*Allied Pickfords is proud to have been a sponsor of Star Struck 'connect' 2018, Star Struck 'No Limits' 2019 and Star Struck Rise up 2021. We believe this event is a fantastic initiative and provides a wonderful opportunity for public school students from across Newcastle, the Hunter and Central Coast to showcase and celebrate the performing arts. Our involvement with Star Struck was also a valuable networking opportunity for our business and allowed us to promote ourselves and forge new connections with other local businesses as well as the local community.*

*Allied Pickfords Company Director*

*Star Struck is an incredible opportunity for students to showcase their talent and make friends with like-minded people from all over the Hunter and Central Coast. My daughter was a featured vocalist in the show this year and had the most amazing experience. From an audience perspective, the show has something for everyone and leaves you with the belief that the future of the entertainment industry is in very safe hands. Star Struck - a wonderful show!*

*Star Struck parent*

*I also wanted thank the organisers of the Aboriginal dance and featured performance. I have been overwhelmed by the increase in my students overall growth in confidence after having such a successful performing group last year. Although the choreographers played such an important role, the organisers ensured the performance was staged on so many different arena's therefore reaching so many different audiences. Again, thank you.*

*High school teacher*



[starstruck.schools.nsw.gov.au](http://starstruck.schools.nsw.gov.au)

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