

# 2018 Star Struck



Education  
Public Schools

## Sponsorship Proposal



...Creating opportunities for performance,  
artistic expression, enrichment and participa-  
tion for students, teachers and communities.

## Star Struck Values

Star Struck is an initiative of the NSW Department of Education that promotes participation in the performing arts. The values of cooperation, participation, teamwork and doing your best are all integral to the success of this great program. The sustained and continued success of Star Struck over the past 25 years is due to many contributors, none the least, the dedicated team of teachers and departmental staff that produce, direct and manage this large production. Students participating in Star Struck gain an experience that stays with them well beyond their school years. In addition to the skills of dance, drama and music, students make new friends and experience the thrill of performing to large audiences. Behind the scenes, students also gain important vocational skills in areas such as costume design, sound, lighting and stage management.

## Why Star Struck?

Star Struck is an experience that is rarely replicated again in one's life but the moments and memories that are created during Star Struck are ones that stay with someone for a lifetime. As a sponsor of Star Struck you will be continuing the legacy and will be a part of providing thousands of public education students from the Hunter and Central Coast their moment to shine, a moment that will stay with them forever.

By aligning your business with Star Struck you will be building partnerships and connecting your brand to the Star Struck community. You will have the opportunity to reach a wide and varied audience which includes:

- Approximately 150 public schools
- Approximately 3,600 students
- Over 500 teachers
- An annual audience of around 12,500 - 14,500
- Countless visitors to the Star Struck website and Facebook page.

### As a sponsor of Star Struck you will:

- Gain effective direct brand exposure in all of the participating public schools in the Hunter and Central Coast.
- Have the opportunity to forge a meaningful relationship with parents, and school-aged children and their extended families, as well as the general community.
- Be associated with a major performing arts event that is nurturing the next generation of entertainers and have direct and indirect exposure to the local education and arts communities.
- Reinforce your brand positioning and be strongly associated with the education and arts market.
- Enjoy the acknowledgement and wide ranging benefits of being associated with Star Struck and local youth.



## Sponsor Testimonials

Since sponsoring Star Struck last year we had amazing feed back from customers who attended the 25th anniversary show or had children in it. We also had phone calls from customers who said thank you for helping the kids & to us that's what it is all about. Regards Shields Auto Repairs

**SHIELDS**  
AUTO REPAIRS



## **MAJOR SPONSOR: (1 ONLY) Investment: (Commercial in Confidence)**

The major sponsor will receive a tailored package negotiated in consultation with the Star Struck Team.

### **Acknowledgement:**

- Prominent logo placement on all press and online advertising and mention of Major Sponsor in all radio advertisements where possible.
- Exclusive front cover identification at the Major Sponsor on official program.
- The opportunity to place additional signage above or below the two large video screens.
- Up to four signs or retractable banners to be displayed at the Sponsor's Reception.
- A minimum of six signage placements inside the Newcastle Entertainment Centre (by negotiation).
- Sponsor's signage will be displayed in a prominent location at Department of Education premises and events associated with Star Struck including participating schools.
- Posters will be distributed to all participating schools, local Ticketek agencies, Newcastle Entertainment Centre and Sponsors of Star Struck. These posters will identify the Major Sponsor by name and logo.
- All participating schools, production teams, student management crew and featured artists will receive a Certificate of Appreciation which identify the Major Sponsor by name and logo.

### **Media:**

- Radio and print media advertising will identify the Major Sponsor by name and logo wherever possible.
- Media releases for the event will identify Major Sponsor as above.
- One ¼ page advertisement placed in the Star Struck supplement in the Newcastle Herald during show week identifying the Major Sponsor by name.
- The Department of Education will acknowledge Major Sponsor support at public presentations, launches and performances related to Star Struck.
- Both parties to identify and make use of media opportunities including stories in local media and media releases and photographs before and after events.
- Major Sponsor representative or their delegate may quote in Department of Education media releases related to Sponsorship.
- For other community performances The Department of Education will identify Major Sponsor wherever possible.
- The Major Sponsor can utilise Star Struck performers at their own functions (to be negotiated).

### **Marketing and Communication:**

- Message and photograph of Major Sponsor's executive placed in a prominent position in the front section of the official program.
- One full-page colour advertisement placed on the front inside cover of the official program.
- One ¼ page advertisement dedicated to the opening segment of the show.
- One ¼ page advertisement dedicated to the finales page.
- One ¼ page black and white advertisement in the body of the official program.
- The Major Sponsor's name and logo will be identified on the Star Struck website.
- The Major Sponsor and Star Struck's websites will be hyper-linked to one another.
- Promotional opportunities throughout the year on the Star Struck Facebook page.
- The Department of Education will provide Major Sponsor with marketing and event schedule.
- The Major Sponsor may provide the Department of Education with merchandise for events.
- Invitation to senior executives to attend the official Sponsor's Reception prior to the opening night performance.
- Invitation for senior executive to announce and present the annual Star Struck Achievement in the Arts Award.
- An invitation will be extended to a representative from the Major Sponsor to deliver a speech at the reception.
- 50 complimentary tickets to be given to Major Sponsor by negotiation.

### **Mentoring Programs:**

- The Major Sponsor will be the exclusive sponsor of the Teacher Director Mentor Program.
- The Major Sponsor will be the exclusive sponsor of the Student direction Team.

## PLATINUM SPONSOR: Investment: \$20,000 (plus GST)

### Acknowledgement:

- Prominent placement of six signs (1.5m wide x 1.0m high) inside the Newcastle Entertainment Centre throughout the show week.
- Prominent logo placement on all press, online and TV advertising.
- One sign or retractable banner to be displayed at the official Sponsor's Reception on opening night.
- Sponsor's logo displayed on two large video screens at appropriate times during performances.
- Announcement of Sponsor's name at appropriate times throughout the show.
- Text placement (maximum 50 words) in the official program.
- Sponsor logo featured in colour on back cover of official program.
- Posters will be distributed to all schools in the Hunter and Central Coast, local Ticketek agencies, Newcastle Entertainment Centre, and all Sponsors of Star Struck. These posters will identify the Platinum Sponsors by name and logo.
- All Star Struck participants will receive a Certificate of Appreciation. These certificates will identify the Platinum Sponsors by name and logo.
- Identification in the Star Struck information pack distributed to all participating schools.

### Media:

- One ½ -page colour advertisement placed on the back inside cover of the official program.
- Corporate logo and text featured on the Star Struck website identifying as Platinum Sponsor.
- Corporate logo and identification as Platinum Sponsor on the Star Struck Website with a hyperlink to Platinum Sponsor's website.
- Promotional opportunities throughout the year on the Star Struck Facebook page.
- Radio and print media advertising will identify the Platinum Sponsors by name and logo wherever possible.
- All recorded film and online footage for Star Struck will identify Platinum Sponsors by name and logo.
- Media releases for the event will identify the Platinum Sponsor.

### Marketing and communications:

- Invitation for Platinum Sponsor's senior executives to attend the official Star Struck Launch.
- Invitation for Platinum Sponsor's senior executives to attend the official Sponsor's Reception prior to opening night performance.
- Platinum Sponsors can utilise Star Struck performers at their own functions (to be negotiated).
- Provision of 30 tickets to the opening night performance of Star Struck on Friday June 15, 2018.



## **GOLD SPONSORS:**

**Investment: \$10,000 (plus GST)**

### **Acknowledgement:**

- Prominent placement of four signs (1.5m wide x 1.0m high) inside the Newcastle Entertainment Centre throughout the show week.
- Identification in the Star Struck official program with prominently displayed colour logo on back cover.
- Announcement of partnership at appropriate times during each performance.
- Text placement (maximum 25 words) in the Star Struck official program.

### **Media:**

- One ¼ page black and white advertisement in the Star Struck official program.

### **Marketing and Communications:**

- Provision of 15 tickets to the opening night performance of Star Struck on Friday June 15, 2018.

## **SILVER SPONSORS:**

**Investment: \$5,000 (plus GST)**

### **Acknowledgement:**

- Prominent placement of two signs (1.5m wide x 1.0m high) inside the Newcastle Entertainment Centre throughout the show week.
- Identification in the Star Struck official program with prominently displayed colour logo on back cover.
- Announcement of partnership at appropriate times during each performance.

### **Marketing and Communications:**

- Provision of 8 tickets to the opening night performance of Star Struck on Friday June 15, 2018.

## **BRONZE SPONSORS:**

**Investment: \$2,500 (plus GST)**

### **Acknowledgement:**

- Prominent placement of two signs (1.0m wide x 0.5m) inside the Newcastle Entertainment Centre throughout the show week.

### **Marketing and Communications:**

- Provision of 4 tickets to the opening night performance of Star Struck on Friday June 15, 2018.

## **ALL GOLD, SILVER AND BRONZE SPONSORS:**

### **Acknowledgement:**

- Logo placement on all press, online, social media and TV advertising wherever possible (size dependent on investment).
- Identification in the Star Struck Official Program with prominently displayed colour logo on back cover.
- Local media promotion in advertising campaigns wherever possible.
- Identification in the Star Struck information pack distributed to all participating schools.
- All recorded film and online footage for Star Struck will identify partners by name and logo.

### **Media:**

- Promotional opportunities throughout the year on the Star Struck Facebook page (number of opportunities dependent on investment).
- Logo placement on the Star Struck website with hyperlink to sponsor's website.

### **Marketing and Communications:**

- Invitation to the official sponsor's reception prior to the opening night performance.
- Invitation to attend the Star Struck 2018 Official Launch.

## **Additional SPONSORSHIP PACKAGES:**

**Investment: \$1,000 - \$2,500 (plus GST)**

### **Megastar Supporters (\$1000)**

- Identification in the Star Struck information pack distributed to all participating schools throughout the Hunter Central Coast.
- Listing on the Star Struck website.
- Promotional opportunities throughout the year on the Star Struck Facebook page (number of opportunities dependent on investment)
- Identification in association with advertising campaigns conducted through Hunter TV, radio and print media.
- Provision of 2 tickets to the opening night performance of Star Struck on Friday June 15, 2018.

### **Product Sponsors**

- Placement of one sign (1.0m long x 0.5m high) inside the Newcastle Entertainment Centre throughout show week.
- Identification on the Official Program with coloured company logo on the back cover.
- Identification in the Star Struck information pack distributed to all participating schools throughout the Hunter Central Coast.
- Listing on the Star Struck website.
- Company identification in association with advertising campaigns conducted through Hunter TV, radio and print media.
- Provision of 2-4 tickets to the opening night performance of Star Struck on Friday June 15, 2018.

### **Donations**

- Listing in the Star Struck Official Program.
- Identification in the Star Struck information pack distributed to all schools participating in Star Struck.
- Listing on the Star Struck website.
- Company identification in association with advertising campaigns conducted through Hunter TV, radio and print media.



# Star Struck



## Newcastle School Portraits

### Contacts:

#### Producer/Director

Annie Devine

0400322081

[annie.devine@det.nsw.edu.au](mailto:annie.devine@det.nsw.edu.au)

#### Star Struck Support Teacher

Casey Horner

(02) 49637598

[starstruck@det.nsw.edu.au](mailto:starstruck@det.nsw.edu.au)



Education  
Public Schools