



BRISBANE CENTRAL

2024 SPONSORSHIP PROSPECTUS

ABOUT BRISBANE CENTRAL STATE SCHOOL



Established on its current site in Spring Hill since 1875 (as the Leichhardt Street State School), and with links back to 1860 with the Brisbane National School, Brisbane Central State School is a school of historical significance. The main building and library are heritage listed and the community has a great sense of pride and interest in the school's architecture and history.

Our friendly, inner-city school is characterised by our growing, multicultural student population. Students arrive at our school from a range of countries, ethnicities, language backgrounds, and religions. Over 70% of our students speak English as an additional language and are often multilingual. Our school community provides a warm welcome to new students and their families who have come from all over the globe.

Our school uses the Australian Curriculum. We focus on improving all students' outcomes in English, Maths and Science through an inquiry approach teaching a transdisciplinary curriculum. To accelerate learning all our classrooms and outdoor learning areas are digitally rich. We recognise that our students have a full range of gifts and talents that we seek to develop.

Our commitment to cultivating an environment that supports each and every one of our 530 students is at the core of our school community, and is reflected in the exemplary results, behaviour and pride that our students instil in our school. We have a very active School Council and P&C Association. It's through community partnerships and support that Brisbane Central is able to provide the opportunities and resources to develop every child to their fullest potential.

WHY CHOOSE US?



GREAT COMMUNITY

Exceptional marketing and networking opportunities to a captive audience of 530 students and their families, 50 teaching and support staff, school supporters, alumni and like minded local community businesses.



SOCIAL MEDIA REACH

Social media and digital marketing reach to over 1,300 Facebook and 200 Instagram followers, 220 families who subscribe to the BCSS Newsletter,



DIVERSITY

Brisbane Central State School is home to families from nearly 50 countries, speaking over 56 languages and dialects.



PARTNERS

Sponsorship from local partners is imperative to the success of our students. Having such a broad school community provides opportunities for businesses such as yours to deliver marketing objectives to a highly segmented target audience



SIGNAGE

Thousands of daily commuters travel past our school each day, giving you valuable exposure via our electronic sign along St Pauls Terrace and opportunities to explore signage options along our fence.

SPONSORSHIP PACKAGES

PLATINUM SPONSOR – \$10,000 P.A. (INCLUDING GST)

TWO PLATINUM SPONSORSHIP OPPORTUNITIES ARE AVAILABLE.

- Recognition as a Brisbane Central State School Platinum Sponsor.
- Acknowledgement of sponsorship on the Brisbane Central SS Facebook and Instagram pages at the start and end of the sponsorship period.
- An exclusive slide presenting your company's name and logo as a platinum sponsor in our main administration building.
- An industry exclusive advertisement on our electronic sign on St Pauls Tce dedicated to your company.
- An industry exclusive sign along the St Pauls Tce Fence
- Your company's name, logo, a 300 word business summary and a link to your website included on the 'Sponsor' page of our website.
- Permission to use the BCSS and P&C logo on your organisation's website.
- The exclusive presenting rights to one of the two major school events. e.g:
 - End of Year Concert
 - BCSS Trivia Night
- Your company's logo on the event invitation or permission form.
- Your company's logo on the opening slide of the event ceremony/screen.
- Your company's logo on the front page of the Brisbane Central SS enrolment booklets for a period of one year.
- A place for your company to display a banner, at our end of year concert.
- Other benefits to be mutually agreed by the parties.

SPONSORSHIP PACKAGES

GOLD SPONSOR – \$5,000 P.A. (INCLUDING GST)

FIVE GOLD SPONSORSHIP OPPORTUNITIES ARE AVAILABLE.

- Recognition as a Brisbane Central State School Gold Sponsor.
- Acknowledgement of sponsorship on the Brisbane Central SS Facebook page at the start and end of the sponsorship period.
- An exclusive slide presenting your company's name and logo as a gold sponsor in our main administration building.
- An industry exclusive advertisement on our electronic sign on St Pauls Tce dedicated to your company.
- Your company's name and logo included on the 'Gold' sponsor page of our school yearbook.
- Your company's name, logo, a 100 word business summary and a link to your website included on the 'Sponsor' page of our website.
- Permission to use the BCSS and P&C logo on your organisation's website.
- The opportunity to activate your sponsorship at two of the following school events:
 - Under 8s Day
 - Book Week
 - BCSS Music Celebration Concert
 - P&C Family Movie Night
 - BCSS Family Disco
- Your company's logo on the event invitation or permission form. Your company's logo on the opening slide of the ceremony.

SPONSORSHIP PACKAGES

SILVER SPONSOR – \$3,000 P.A. (INCLUDING GST)

TEN SILVER SPONSORSHIP OPPORTUNITIES ARE AVAILABLE.

- Recognition as a Brisbane Central State School silver sponsor.
- Acknowledgement of sponsorship on the Brisbane Central SS Facebook page at the start and end of the sponsorship period.
- An advertisement on our electronic sign on St Pauls Tce dedicated to your company.
- Your company's name and logo shown on a slideshow as a 'Silver'sponsor in the main administration building.
- Your company's name and logo included on the 'Silver' sponsor page of our school yearbook. Your company's name, logo and a link to your website included on the 'Sponsor' page of our website.
- Permission to use the BCSS and P&C logo on your organisation's website.
- The opportunity to activate your sponsorship at one of the following three school events:
 - Athletics Carnival 2024
 - Junior and Senior Swimming Carnival
 - Harmony Day Celebrations 2024
- Your company's logo on the event invitation or permission form.

BRONZE SPONSOR – \$1,000 P.A. (INCLUDING GST)

UNLIMITED BRONZE SPONSORSHIP OPPORTUNITIES ARE AVAILABLE.

- Recognition as a Brisbane Central State School bronze sponsor.
- Acknowledgement of sponsorship on the Brisbane Central SS Facebook page at the start and end of the sponsorship period.
- An advertisement on our electronic sign on St Pauls Tce dedicated to your company for a period of 4 months of your choosing.
- Your company's name and logo included on the 'Bronze'sponsor page of our school yearbook. Your company's name, logo and a link to your website included on the 'Sponsor' page of our website.
- Your company's name and logo shown on a slideshow as a 'Bronze'sponsor slide in the main administration building.
- Permission to use the BCSS logo on your organisation's website

THANK YOU

KEY CONTACTS



MICHEAL GROGAN
PRINCIPAL

DEBORAH BEASLEY
P&C PRESIDENT

STACEY ANDERSON
P&C VICE PRESIDENT

To submit an expression of interest in sponsoring Brisbane Central State School, Please contact the P&C at the following address:

sponsorships@brisbanecentralss.eq.edu.au

TERMS AND CONDITIONS

All sponsors acknowledge that participation at Brisbane Central State School events implies certain responsibilities.

All details provided with this package are subject to change. Information contained within is provided in good faith, and it is expected that details will not change greatly between now and when the sponsorship agreement commences, however this cannot be guaranteed. Brisbane Central State School reserves the right to amend the sponsorship details contained in the package proposal. Any sponsor likely to be impacted by any change will be kept informed. The following terms and conditions are applicable to this sponsorship:

1. Definitions and Interpretations:

Sponsor means the person, firm, independent association, body corporate or authority that subsidises sponsorship monies to the organiser. All staff, employees, and representatives of the firm, unincorporated association, body corporate or authority are included in this definition of the sponsor.

Organiser means Brisbane Central State School and its representatives.

Agreement means the agreement of benefits between the organiser, Brisbane Central State School, and the sponsor as outlined on the Sponsorship Agreement Form and in these Terms and Conditions.

Term means the agreed upon period of time that the sponsorship benefits to both the organiser and sponsor are valid. The sponsorship period may differ between sponsors and will be specified on the Sponsorship Agreement Form.

Fee means the amount payable by the sponsor to the organiser in exchange for the sponsorship benefits as outlined on the Sponsorship Agreement Form.

2. Agreement for Participation and Acceptance:

1. Upon the Organiser's acceptance of this Agreement, a legally binding contract is established that both the Sponsor and Organiser must adhere to.
2. The Organiser reserves the right to reject any application for an Agreement to become a Sponsor should the proposed Agreement be inconsistent with guidelines established by the Department of Education.
3. All goods and services provided by the Sponsor must align with Brisbane Central State School's mission and values. It is the responsibility of the Organiser to ensure that associations to organisations, products or services are consistent with the goals, values and policies of Education Queensland and, in extension, support children's health, safety and wellbeing.
4. The Sponsor has the opportunity to negotiate a variation of the proposed sponsorship packages to best suit the needs and requirements of the Sponsor. The Organiser reserves the right to accept or reject any requested modifications.
5. The Organiser's acceptance of the Sponsor's offer will be communicated in writing and be subject to these Terms and Conditions.
6. It is the responsibility of the Sponsor to notify the Organiser of any change to participation or involvement.

TERMS AND CONDITIONS

3. Terms of Payment:

1. Following acceptance of the offer, the Organiser will forward a tax invoice for the sponsorship Fee as outlined on the Agreement which must be paid in full within 30 days.
2. Brisbane Central State School may terminate the Sponsorship Agreement for convenience at any time and will in such circumstances return the paid Sponsorship Fee.
3. The Organiser may immediately terminate a Sponsorship Agreement where:
 - a. Payment has not been received within 30 days of the tax invoice date;
 - b. The Sponsor is in breach of the Sponsorship Agreement and such breach cannot be remedied;
 - c. The Sponsor is in breach of the Sponsorship Agreement and fails to remedy such breach within 14 days of notice by the Organiser;
 - d. The Sponsor brings the Organiser into disrepute; or
 - e. Where the Sponsor ceases to trade.
4. The Organiser may, at its discretion, refund a higher proportion of the Sponsorship Fee where it is able to secure a replacement sponsor for the same sponsorship package.

4. Withdrawal:

1. Where the Sponsor terminates the Sponsorship Agreement for convenience, it will be entitled to the following refund:
 - a. Written notification received before 1 July 2024 – 50%
 - b. Written notification received after 1 July 2024 – 0%.

5. Indemnity:

1. Attendance at any events hosted by the Organiser is at the Sponsors' risk. The Organiser accepts no liability whatsoever (other than as required at law) for any losses that the Sponsor may suffer.
2. The Sponsor agrees to indemnify the Organiser for any injuries (including death) and property damage caused or contributed to by the Sponsor or its employees, sub-contractors or agents.

6. Force Majeure

1. Neither the Sponsor nor Organiser will be liable for failing to perform the commitments outlined in the Sponsorship Agreement should the failure be triggered by circumstances beyond reasonable control.

7. Privacy and Confidentiality

1. The Organiser will follow due process of the Sponsorship Agreement with transparency and will adhere to all requests from the Sponsor for privacy and confidentiality in respect to the contribution.
2. The Organiser agrees to comply with the Privacy Act 1988 (Cth) whether or not that legislation applies to it and will not collect, use, disclose any personal information provided under the Sponsorship Agreement without express consent from the data subjects concerned.

2024 Sponsorship Expression of Interest

Sponsorship from local partners is imperative to the success of our students. Having such a broad school community provides opportunities for businesses such as yours to deliver marketing objectives to a highly segmented target audience.

The enclosed sponsorship proposal outlines the scope of potential exposure to our community for your consideration. By partnering with Brisbane Central State School, you will have:

Exceptional marketing and networking opportunities to a captive audience of 530 students and their families, 50 teaching and support staff, school supporters, alumni and likeminded local community businesses.

The capacity to advertise your business, products and services as an opportunity to increase revenue possibilities.

The opportunity to strengthen your relationship with Brisbane Central State School, which will be recognised by the school community and our affiliates.

Social media and digital marketing reach to over 1,300 Facebook and 200 Instagram followers, 220 families who subscribe to the BCSS Newsletter, and the thousands who travel past our electronic sign along St Pauls Tce.

Company Name: _____

First Name: _____

Last Name: _____

email: _____

Phone: _____

Date: _____

Website: _____

Instagram: _____

Facebook: _____

Sponsorship package (Please Cricle)

Platinum (\$10,000)

Gold (\$5,000)

Silver (\$3,000)

Bronze (\$1,000)