



John Purchase Fair

SUNDAY 14th AUGUST 2016
10am - 4pm at John Purchase Public School
Purchase Road, Cherrybrook



**SPONSORSHIP
INFORMATION**

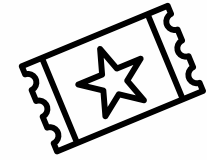
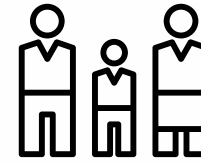
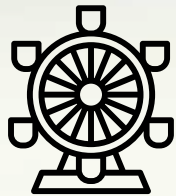
What is the Fair?

The John Purchase Fair is a **community event** that **brings together** the Cherrybrook and Greater Hills District community. With attractions that include rides, stalls, a variety of food and beverage vendors, a community cafe and live entertainment, the Fair is a **highlight** of the local community social calendar.

Organised and operated by the John Purchase Parents and Citizens (P&C) Association, the Fair is the **major fundraising** event for John Purchase Public School.

The Fair proceeds allow the P&C to provide **important resources** to facilitate learning outcomes of our community's future generations. This year, we will be directing proceeds to **new outdoor learning areas** and upgrading the **school canteen facilities**.

The Fair also provides a **unique way** for local businesses to provide **support to the school community**. Sponsors cover part of the Fair running costs and enable our community to enjoy the event. Sponsors also **promote the event** to their customers, staff and suppliers.



Sponsorship Opportunities

The John Purchase Fair attracts **thousands of visitors**, drawing patrons from John Purchase Public School and Cherrybrook Technology High School as well as local residents.

With **700 students** at John Purchase and **over 2000** at Cherrybrook Technology High School, the John Purchase Fair provides a unique opportunity to **promote your business** while **supporting the school community**.

Sponsors **receive exposure** in the lead up to the event and on the day. They **benefit from advertising** on the Fair website, Facebook page, advertising banners, promotional flyers and the placement of company banners or even a stall on the day. Sponsors can also **promote their involvement** in the fair to their customers in the lead up to the Fair.

Major and Supporting Sponsors have complimentary access to a stall to allow them to exhibit and sell goods or services during the event. Gold, Silver and Bronze sponsors can access a stall for an additional charge.

Major Sponsor

\$3000

Our Major Sponsor is a vital part of our Fair community. They contribute by providing financial support and promoting the Fair to their clients and the wider community. Our Major Sponsor receives a number of benefits in recognition of their substantial contribution to the Fair.

Our Major Sponsorship package is available for one financial sponsor.

The Major Sponsor receives:

- Prominent Logo on Fair banner (up to 10% coverage of 3m x 1.5m Landscape banner)
- Prominent Logo on Fair Website Homepage (max 400px x 200 px) and link to company website on Sponsor page
- 100 word company bio on Fair Website
- Story and Promo special on Fair Facebook page; with up to 5x shares of existing posts to the followers of the Fair Facebook Page
- Advertisement in school newsletter for 8 weeks
- Prominent Logo on A6 Fair flyer
- Certificate of thanks – A3 & PDF
- 2x Company banners at Fair
- 1x Powered stall at Fair
- 4x Armbands for unlimited Fair rides
- Logo in Fair programme



Supporting Sponsors

\$2000+

Supporting Sponsors partner with our Fair to financially support key areas of our Fair. Supporting Sponsors receive recognition for their substantial contribution to **Rides, Food, Raffles, and Advertising**. The **Entertainment** supporting sponsor has already been secured.

Each supporting category can only have one sponsor and must be paid in cash or relevant goods-in-kind for a minimum value of \$2000.

Each supporting sponsor receives:

- Logo on Fair banner (up to 4% coverage of 3m x 1.5m Landscape banner)
- Prominent Logo on Fair Website Home Page (max 275px x 140px) and link to company website on Sponsor page
- 50 word company bio on Fair Website
- Story and Promo special on Fair Facebook page; with up to 3x shares of existing posts to the followers of the Fair Facebook Page
- Advertisement in school newsletter for 4 weeks
- Logo on A6 Fair flyer
- Certificate of thanks – A3 & PDF
- 1x Company banners at Fair near relevant sponsored area
- 1x Unpowered stall at Fair
- 2x Armbands for unlimited Fair rides
- Logo in Fair programme



Gold Sponsors



\$1000+

Gold Sponsors are the lifeblood of our Fair community, providing financial support and goods for the Fair raffles and auctions.

Gold Sponsors can provide financial support, goods, or a combination of both to a minimum value of \$1000.

Each Gold Sponsor receives:

- Company Name on Fair banner
- Logo on Fair Website Homepage (max 200px x 100 px) & link to company website on Sponsor page
- 25 word company bio on Fair Website
- Announcement of Sponsor on Fair Facebook page
- Advertisement in school newsletter for 3 weeks
- Name on A6 Fair flyer
- Certificate of thanks – A4
- Option to purchase stall space for additional \$70
- 1x Armband for unlimited Fair rides
- Logo in Fair programme



Silver Sponsors



\$500+

Silver Sponsors provide goods and/or cash donations and receive:

- Logo on Fair Website Sponsor page (max 150px x 75px) and link to sponsor's website
- Announcement of Sponsor on Fair Facebook page
- Advertisement in school newsletter for 2 weeks
- Certificate of thanks – A4
- Option to purchase stall space for additional \$150
- Logo in Fair programme

Bronze Sponsors



\$100+

Bronze Sponsors provide goods and/or cash donations and receive:

- Name on Fair Website Sponsor page and link to sponsor's website
- Announcement of Sponsor on Fair Facebook page
- Certificate of thanks – A4
- Option to purchase stall space for additional \$150
- Name in Fair programme

Donating Sponsors

Donating Sponsors provide opportunities for businesses to receive recognition for their contribution to the Fair with a minimum donation equivalent to \$20.

- Name on Fair Website Sponsor page
- Announcement of Sponsor on Fair Facebook page
- Certificate of thanks – A5

What types of goods could I donate?

Travel vouchers, white/electronic goods, toys, vehicles, entertainment vouchers, restaurant vouchers, professional services, beauty services, clothing products, 2 for 1 vouchers, food and drink vouchers or bulk merchandise all make excellent fete donations.

Contact us

If you would like to sponsor the Fair or need more information, please contact our Sponsorship Manager, Andrew Yager on 9191 0098 or email me@andrewyager.com.

Stall Hire

Gold, Silver and Bronze sponsors can hire stalls on the Fair day for \$70 (Gold) or \$150 (Silver and Bronze). Powered stalls are available for an additional \$20. Stalls may have limited availability, so please contact Steve Byng for more information on 0488 132 439 or steve.byng@gmail.com.

Terms and Conditions

- Artwork must be supplied by 17th June 2016 for inclusion in all print activities. Artwork received after this date may not be included on banners and flyers.
- Logos must be supplied in Vector PDF, EPS or Adobe Illustrator format, or high resolution JPG at the required size.
- Company banners for major sponsors must be supplied by the sponsor and must not exceed a total footprint of 2 sq-metres.
- Publication content supply dates are firm. If content is supplied after the designated cutoff date, the sponsor may forfeit any benefits associated with that category.
- Sponsors must supply any vouchers required for goods or services. If the sponsor is unable to supply these, John Purchase Fair may be able to provide generic vouchers.
- Where practical, sponsors will be advised of the recipient of any goods valued over \$50.
- Any text provided for inclusion on the Fair Facebook page or website is subject to editorial approval.
- Publication of goods or services will be held until any cash payment, goods or vouchers are received.
- In the event that the Fair is cancelled due to wet weather:
 - any cash sponsorship will be used to first cover the non-refundable expenses of the Fair.
 - any remaining funds will be directed to the P&C projects that the Fair was to support.
 - any sponsorship-in-kind will be returned to the sponsor where practical with our thanks.
- Every effort will be made to provide all aspects of the relevant sponsorship package chosen. However, John Purchase Fair is unable to guarantee that this will be possible in all circumstances.
- Sponsors must provide all graphic and content in the specified formats. If a sponsor is unable to provide this, then graphic design or print services may be available at commercial rates if required.
- Parking is not available on school grounds and an unloading zone will be designated for the day of the Fair.

Sponsorship Form

Company Name

Your Name

Phone

Email

Sponsorship Category:

Please return this form via email to me@andrewyager.com or hand in at the P&C box in the JPPS Office.