

## **SUBIACO PRIMARY SCHOOL P&C**

### **Sponsorship Proposal**

22 August 2023

#### **Objective**

The P&C would like to explore external sponsorship opportunities as a way of raising additional funds and / or subsidising the cost of community events and potentially pool operations.

#### **Background**

Rosalie Primary School P&C has obtained sponsorship for P&C events for a number of years, operating in the following way:

- Events are sponsored, with 'naming rights' given.
- Naming rights allows sponsors to have their name and logo on all digital event promotions, as well as a physical sign at the corner of Derby and Nicholson Roads. This sign is typically up for around 2 months prior to an event and taken down soon after.
- Typically naming rights are offered at c. \$1,500 (if the sponsor picks up the cost of signage) or \$2,000 if the P&C organises signage.
- Sponsorship of the fete (a major event undertaken every 3-4 years) is charged at c. \$5k+
- No prior approval from the school is required.

Nedlands Primary School P&C has obtained sponsorship of some P&C events for a number of years:

- In previous years Parents event has secured c. \$5k in sponsorship although they are finding it more difficult this year

#### **Proposal**

On a trial basis, approach potential sponsors with the opportunity to sponsor major P&C events in 2024, e.g. Parents Night, Movie Night, Colour Run:

- Early in 2024, approach a number of local businesses in a sector to ask for expressions of interest in sponsoring a P&C event:
  - o Suggest real estate agents are initially approached, providing all local agents with an equal opportunity to participate. Suggested agents to approach in Appendix.
- Ask potential sponsors to indicate how much they would be willing to offer in return for:
  - o signage on Bagot and Hamersley Roads for a period of 1 month:
    - Options to be offered include the following with the ability for interested sponsors to specify their preference (based on cost and exposure):
      - Bagot Road – near driveway to staff carpark next to the bus stop
      - Hamersley Road – near footbath / LP1 driveway, opposite Campbell St
      - Hamersley Road – near the PP driveway
    - Details of signage to be agreed but could be approximately 1 sqm
    - Sponsor to pay for signage costs and arrange for the erection.
    - Engagement approach to be agreed with the School
  - o Naming rights for the event in all physical and digital promotions:
    - P&C Facebook page
    - Posters on school grounds

- School newsletter – P&C News

#### **Appendix – Subiaco Real Estate Agents**

- Acton Belle Property Central
- Boutique Realty?
- Central Estate Agents
- Centro Estates
- Duet
- Edison McGrath (NB: Reached out proactively in 2022 to ask about opportunities. Contact details on hand).
- Growth Realty
- Infinite Real Estate
- LJ Hooker Subiaco
- Mack Hall
- Mayfair Property Group
- National Real Estate Services?
- Network Exchange Realty
- Pure Leasing Central
- Sherlock Homes Group
- The Property Exchange
- Tsokos Property
- William Porteous International (John Hunter)