

Williamstown Primary
SEASIDE FAIR
Sunday, November 26, 2023

15TH
WILLIAMSTOWN
PRIMARY SCHOOL
1873 - 2023



**SPONSORSHIP
OPPORTUNITIES**





OUR SCHOOL

Since 1878, Williamstown Primary School has been a much-loved part of the local community.

The school has educated Willy kids to be responsible, happy and respectful so that they move into the world as confident and creative learners. As the school motto reminds us "ONCE A WILLY KID, ALWAYS A WILLY KID".

More than 500 students are currently enrolled at the school, supported by passionate teachers and an engaged parent community. Thousands of past students still live in Williamstown and neighbouring suburbs and fondly remember their time as Willy kids.

This year Williamstown Primary School celebrates its 150th anniversary with a host of activities and special events, culminating in its massive Seaside Fair.

**OUR BIGGEST SEASIDE FAIR
EVER AS WE CELEBRATE
OUR 150TH YEAR!**

OUR SEASIDE FAIR

The Seaside Fair will be held on Sunday, 26th November, from 10am until 4pm.

This year it will be bigger than ever, as the school goes all out to celebrate its 150th year. More than 5000 visitors are expected to attend on the day

The Seaside Fair is one of the most popular and well-known days on the Williamstown events calendar, and the school's most important fundraising event.

Attractions will include music, carnival rides, show bags, silent auctions, a photography competition, raffles, a Pirate Dig, Lucky Jars, Chocolate Toss, Arts and Crafts displays and the Great Willy Bake Off.

For sale will be everything from pre-loved books and toys, food and baked goods, to plants and assorted specialty stalls.

All money raised goes directly to improving the school grounds and providing educational resources to students.

SPONSORSHIP CAN BE IN THE FORM OF CASH, GOODS OR SERVICES

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“We were pleased that via your Facebook posts about our sponsorship that there has been a measurable increase in our own social media followers and a corresponding increase in project inquiries. Thank you for the opportunity to be involved.”

Dig Design

“We were grateful for the recognition we received (for our cash donation) but best of all we were able to support a great school and a fantastic event.”

Wyndham Eye Specialists

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BE A SPONSOR IN OUR SPECIAL 150TH YEAR

As a Seaside Fair sponsor, you will be able to promote your organisation to a large, engaged and supportive school community in this very special 150th year.

Our sponsors will be exposed to a huge network of past and present parents, former students, and the broader Williamstown community, as well as family and business networks across the inner west.

Our marketing campaign will engage a wide audience through various mediums such as the school and Seaside Fair websites, social media platforms, newsletters, flyers, posters, real estate boards and local media outlets.

We will be promoting the Seaside Fair and our key sponsors at every special event during our 150th year celebrations which will include a gala dinner, open day and school birthday celebration day.

To learn more about sponsorship opportunities, contact willyprimaryfairsponsorship@gmail.com



**PROMOTE YOUR
ORGANISATION TO A
LARGE, ENGAGED AND
SUPPORTIVE SCHOOL
COMMUNITY**



SPONSORSHIP PACKAGES

WILLIAMSTOWN PRIMARY SEASIDE FAIR & 150TH YEAR CELEBRATION

	PLATINUM \$8,000 One Sponsor	DIAMOND \$5,000 Five Sponsors	GOLD \$3,000 Ten Sponsors
EXCLUSIVE OPPORTUNITY			
INDUSTRY EXCLUSIVITY Be the only sponsor in your industry.	Exclusive Sponsor		
COMMUNITY PARTNERSHIP Option to increase sponsorship by \$2,000 for a two year deal. Second year of sponsorship to go towards a performing arts production in 2024.	Exclusive Opportunity to Upgrade		
EVENT SIGNAGE			
REAL ESTATE BOARDS In prominent locations within Hobsons Bay and at Williamstown Primary in the lead up to the Seaside Fair and Key 150th Celebration events.	Exclusive Listing		
CORPORATE EXPOSURE AT EVENT			
RIDE WRISTBANDS Name on ride wristbands to be worn at the Seaside Fair.	Exclusive Listing		
ALL DAY ADVERTISING Your COMPANY LOGO, displayed at the information tent on the day of the Seaside Fair and Key 150th Celebration events.	Platinum listing name and logo prime position	Diamond Listing name and logo	Gold Listing name and logo
SEASIDE FAIR MAP/FLYER Handed out on the day to all Seaside Fair visitors.	Name and Logo on the front and back of map/flyer	Logo on the back of map/flyer	Logo on the back of map/flyer
WEBSITE & SOCIAL MEDIA RECOGNITION			
WILLIAMSTOWN PRIMARY WEBSITE	Exclusive Listing		
WILLIAMSTOWN PRIMARY SEASIDE FAIR WEBSITE	Prime position name and logo, linked to your website including landing page	Name and Logo linked to your website	Name and Logo linked to your website
SOCIAL MEDIA Posts on the Williamstown Primary School Facebook. Posts on Williamstown Primary Seaside Fair Facebook and Instagram accounts, from date of sponsorship, through 2023, plus into 2024.	Exclusive fixed position and unlimited posts	Mentioned as a Diamond Sponsor in Posts	Mentioned as a Gold Sponsor in Posts
PRINT & MEDIA RECOGNITION			
LOCAL MEDIA Publicity and advertising wherever possible.	Named as Platinum Sponsor	Named where possible	
POSTCARDS Given to all school families, advertising the 2023 Seaside Fair and Key 150th Celebration events.	Exclusive Listing on front of postcard	Logo on back of postcard	
POSTERS Displayed throughout the community.	Name and Logo prime position	Logo	Logo
WILLIAMSTOWN PRIMARY NEWSLETTER Electronic distribution to all school families.	Name and logo in every newsletter advertising the Seaside Fair	Name listed in newsletter as a Diamond Sponsor at the Seaside Fair	Name Listed in newsletter as a Gold sponsor of the Seaside Fair
NEIGHBOURING SCHOOLS Communication with local school communities through their newsletters.	Named in every communication about the Seaside Fair	Named where possible	Named where possible
ADDITIONAL BENEFIT			
PROMOTE YOUR SUPPORT The right to promote your support for the 2023 Williamstown Primary School Seaside Fair and Key 150th Celebration events.	Yes	Yes	Yes
CERTIFICATE OF APPRECIATION For your business's marketing purposes.	Presentation at the school assembly, and photographic framed print gifted after assembly	Presentation at the school assembly	Yes

ADDITIONAL OPPORTUNITIES - UNLIMITED SPONSOR PACKAGES

SILVER \$1000 (Unlimited Sponsors)	BRONZE \$250 (Unlimited Sponsors)
<ul style="list-style-type: none"> All Day Advertising with company name and logo listed as Silver Sponsor Your company logo on posters Mentioned as Silver Sponsor in Social Media posts Name and Logo on Seaside Fair website linked to your website Name on back on map Thank you in newsletter The right to promote your support Certificate of appreciation 	<ul style="list-style-type: none"> Thank you in Social Media posts Name and Logo on Seaside Fair website linked to your website Name on back on map Thank you in newsletter The right to promote your support Certificate of appreciation