

Park Ridge State High School Instrumental Music Program

2021 Sponsorship PROSPECTUS

incorporating the



TOUR

Enhance your brand awareness
& support an amazing program



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Foreword

We have a proud history, at Park Ridge State High School, of developing talented young musicians through our Instrumental Music, Senior Music, and Immersive Music Excellence Programmes. When students enter these programmes, they begin a journey that provides them with an inclusive community all striving for excellence and a passion for the art form.

Our world class curriculum is supported by dedicated music coaches who all perform at high levels both in education and industry. Students are provided with multiple opportunities to hone their skills through a rich rehearsal and performance schedule that has seen them perform with musical legends like James Morrison and travel, on tour, to New Zealand - practicing with the Auckland Philharmonic Orchestra.

Many of our Music Alumni have entered the musical field as members of bands, musical directors, instrumental and music teachers. One of our graduating students won the position of Music Director for the Sydney Opera House.

Our Music Director, Mr Michael Purtle, is a graduate of the Programme and has invested his diverse talent into growing the programme into one of the biggest and most successful in our region.

We have a dedicated parent support team who work tirelessly alongside our hardworking staff to provide layered and vibrant musical experiences for their children.

Music is a satellite in a school committed to delivering a broad range of learning opportunities to meet the needs of every child.

I could not be prouder of the proven quality of this programme or the impact it has on the lives of all the students who have journeyed through it.

Sharon Amos
Executive Principal

Park Ridge SHS



sponsorship@PRSHSmusic.com

About the Program

The Park Ridge State High School Instrumental Music Program is one of the most highly regarded in Queensland, with its Instrument Music Excellence (IMEX) Program now being copied by other schools.

Unlike most other high quality music programs, there are no fees for applicable for the almost 180 students who participate. Direct costs are kept to an absolute minimum through the fund-raising efforts of the Instrumental Music Parents Support Group; a subcommittee of the P&C.

This is a unique and significant opportunity to showcase your offerings and achievements. This prospectus presents a range of opportunities to build brand loyalty with a highly motivated local community, as well as to enhance brand awareness across a wider audience as part of the Outback Festival Tour in September.

Performances, events & exposure

As a PRSHS Music Program Sponsor your brand will have thousands of exposures throughout the year, with opportunities to offer specific promotions at events.

Your support will be acknowledged directly at performances of the Music Program's eight ensembles, as well as at awards ceremonies, and other fund-raising events such as Trivia Nights and Bingo.

As you should also expect, your logo and link to your website will also be included on the Music Program website clearly acknowledging your level of support. Subject to your sponsorship package, special offers and promotions may also be presented via the Music Program website and social media presence.



Thousands of brand exposures at performances and events*

*a brand exposure is defined as each oral or visual acknowledgment presented to each individual likely to receive it.
i.e. 2 mentions to 200 attendees/readers = 400 brand exposures

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Park Ridge State High School
Instrumental Music Program

Gold Sponsor

\$5,000.00



As a Gold Sponsor of the Park Ridge State High School Music Program you are supporting an initiative that enhances not just the musical abilities of students, but genuinely lays the foundations for the personal development of truly exceptional young people.

Having your brand strongly associated with this program reflects a commitment to the local community that will unquestionably be reciprocated.

Email sponsorship@PRSHSmusic.com to discuss a Gold Sponsorship that suits your needs; in-cash or in-kind sponsorship opportunities are available. Direct benefits include:

- ❖ Verbal acknowledgment as a Gold Sponsor at PRSHS music program events.
- ❖ Your logo displayed on the sponsors pull-up banner for performances by all ensembles (including the Outback Festival Tour).
- ❖ Logo acknowledgment on the PRSHSmusic.com website and on event programs.
- ❖ Short Company Profile presented on the PRSHSmusic.com website, with a link to your website.
- ❖ Half-Page advertisement in the Outback Festival Tour information pack.
- ❖ Preferential placement of a supplied* pull-up banner at all events, including the Outback Festival Tour performances.
- ❖ Opportunity to distribute a supplied* promotional item to event attendees.
- ❖ Opportunity to have supplied promotional material available for distribution at all school-based music program events.
- ❖ Targeted promotions/brand awareness on Social Media, including a link to your website .
- ❖ Gold Sponsors table at fund-raising events (Bingo / Trivia).
- ❖ Opportunity to make a 3 minute address at the Music Program awards night in October.
- ❖ Reserved seating for music program events.
- ❖ Certificate of Appreciation for display in your premises.

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*Park Ridge State High School
Instrumental Music Program*

Outback Festival Tour Bag Sponsor

\$5,000.00

Approximately 100 students and staff will be going on the Outback Festival Tour in September 2021. Culminating in performances at the Outback Festival in Winton, this will be an exceptional event for all those involved.

The music program only holds these tours every four or five years, with the last trip to New Zealand in 2017. Consequently, the opportunity to link your brand to a similar event will not come around again any time soon.



Email sponsorship@PRSHSmusic.com to discuss securing the Outback Festival Tour Bag Sponsorship.

Direct benefits include:

- ✦ Your logo on personalised identification inserts for the Tour Bags.
- ✦ Verbal acknowledgment as a major Sponsor at tour events.
- ✦ Your logo displayed on the sponsors pull-up banner for performances by all ensembles on the Outback Festival Tour).
- ✦ Logo acknowledgment on the PRSHSmusic.com website and on event programs.
- ✦ Certificate of appreciation for display in your premises.
- ✦ Short Company Profile presented on the PRSHSmusic.com website, with a link to your website.
- ✦ Half-Page advertisement in the Outback Festival Tour information pack.
- ✦ Preferential placement of a supplied* pull-up banner at all Outback Festival Tour performances.
- ✦ Acknowledgments and posts on Social Media, including a link to your website.

*supplied by the sponsor. Subject to approval in accordance with school and Education Queensland guidelines.



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Park Ridge State High School
Instrumental Music Program

Outback Festival Tour Shirt Sponsor

\$5,000.00

There is nothing quite like a large group of identically attired young people to attract attention. The music program is looking to secure a sponsor for Outback Festival Tour shirts, which will appropriately reflect the character of the trip and the group.

This is a unique opportunity to be associated with the Outback Festival Tour and to have your brand's link to the event continue well after the tour concludes.

Email sponsorship@PRSHSmusic.com to discuss securing the Outback Festival Tour Shirt Sponsorship.

Direct benefits include:

- ✦ Your logo printed on the Tour Shirts.
- ✦ Verbal acknowledgment as a major Sponsor at tour events.
- ✦ Your logo displayed on the sponsors pull-up banner for performances by all ensembles on the Outback Festival Tour).
- ✦ Logo acknowledgment on the PRSHSmusic.com website and on event programs.
- ✦ Short Company Profile presented on the PRSHSmusic.com website, with a link to your website.
- ✦ Half-Page advertisement in the Outback Festival Tour information pack.
- ✦ Preferential placement of a supplied* pull-up banner at all Outback Festival Tour performances.
- ✦ Acknowledgments and posts on Social Media, including a link to your website.
- ✦ Certificate of appreciation for display in your premises.

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Park Ridge State High School
Instrumental Music Program

Ensemble Sponsors

\$1,000.00

The Park Ridge State High School Music Program has eight impressive ensembles, which reflect the breadth of exceptional talent of these young musicians. Students joining the program start off in the junior ensembles, and as they mature and their playing abilities develop, they have the opportunity to audition to join the senior ensembles.



In September 2021 the Big Band, Wind Symphony, Senior Strings Ensemble and Strings Octet will travel to Winton to perform at the Outback Festival. As an Ensemble Sponsor, your brand will be linked with a group of exceptional your musicians, attesting to your commitment to the local community.

Four Ensemble Sponsor opportunities are available for In-cash or in-kind support of the following:

- Junior Concert Band and Wind Symphony
- Junior Strings, Senior String Ensemble, and the Senior String Octet
- Percussion Ensemble
- Junior Stage Band and Big Band.

Email sponsorship@PRSHSmusic.com to discuss an Ensemble Sponsorship that suits your needs.

Direct benefits include:

- ✦ Verbal acknowledgment as an Ensemble Sponsor at PRSHS music program events.
- ✦ Your logo displayed on the sponsors pull-up banner for performances by your selected ensembles (including the Outback Festival Tour).
- ✦ Logo acknowledgment on the PRSHSmusic.com website.
- ✦ Certificate of appreciation for display in your premises.
- ✦ Promotions on music group related Social Media, including a link to your website.
- ✦ Short Company Profile presented on the PRSHSmusic.com website, with a link to your website.
- ✦ Strategic placement of a supplied* pull-up banner at performances by your sponsored ensembles, including the Outback Festival Tour performances.

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*Park Ridge State High School
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Music Program Supporter

\$500.00

Your kind contribution as a Music Program Supporter will go a long way to ensuring that students have access to the resources and opportunities they need.

Having your brand associated with the Park Ridge State High School Instrumental Music Program reflects a commitment to the local community that will unquestionably be reciprocated.

Email sponsorship@PRSHSmusic.com to discuss a Music Program Supporter package that suits your needs. Direct benefits include:

- ✦ Certificate of appreciation for display in your premises.
- ✦ Reserved seating for music program events.
- ✦ Logo acknowledgment on the PRSHSmusic.com website.
- ✦ Acknowledgments on Social Media, including a link to your website.



Music Program Supplier

As agreed

The Park Ridge State High School Instrumental Music Program sincerely appreciates the donations made by suppliers who are able to support the program.

Whether it is food and produce to feed students at Playathon or Camps, or special discounts for students and their families, email sponsorship@PRSHSmusic.com to discuss establishing a formal Music Program Supplier arrangement.

Direct benefits include:

- ✦ Certificate of appreciation for display in your premises.
- ✦ Acknowledgments on Social Media, including a link to your website.
- ✦ Logo acknowledgment on the PRSHSmusic.com website.



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