



## 50<sup>th</sup> Jubilee – Easter (1-4 April) 2010

Burnside High School is the second largest secondary school in New Zealand. This Easter it will celebrate its 50th Jubilee. Celebrations will be held from Thursday 1 April to Sunday 4 April. Registrations are flooding in, and the Jubilee Committee is expecting to have more than 3,000 ex students and staff registered by Easter.

### Sponsorship Proposal

The Jubilee Committee is offering businesses the opportunity to sponsor this event at one of four levels:

- Platinum \$2,000
- Gold \$1,000
- Silver \$500
- Bronze \$200

This is an exceptional chance for ex students who own or are involved with local NZ businesses to give something back to the old school community. In doing so, you can assist the school community and increase the visibility of your business at the same time. Anyone who has committed to a business sponsorship for the Jubilee will receive one free Jubilee Weekend Events Registration.

Sponsorship will be used to fund on-going advertising and publicity, menu cards on the tables for the formal dinner, signage during the event, provision of registration packs and more. This is a non-profit event with any surplus being returned to Burnside High School, and to the formation of a Network of ex students and staff.

### Potential Exposure

Opportunities for exposure over the Jubilee weekend, and via the Jubilee website, are listed below. The Jubilee website is receiving 15,000 page views per week. Sponsors have the opportunity to insert names, logos and links. The website will continue to be a source of information and networking beyond the jubilee event. There is an opportunity for further exposure (Platinum level) after the jubilee event. Networking beyond the jubilee event is a concept only at this stage and will need to be discussed.

#### Platinum

- Flyers (sponsors own) can be inserted into registration packs
- Involvement in Network after the Jubilee (i.e. Alumni/Old School/Past Pupils)
- Registration documentation over Easter Weekend (large logo)
- Sponsors name displayed over Easter Weekend (large logo)
- Website: Logo and website link on footer of all pages
- Website: Priority position of logo and website link on dedicated sponsor's page
- Stand over Easter Weekend (Jubilee will supply table)

#### Gold

- Registration documentation over Easter Weekend (large logo)
- Sponsors name displayed over Easter Weekend (large logo)
- Website: Small logo and website link on footer of all pages
- Website: Small logo and website link on dedicated sponsor's page.
- Stand over Easter Weekend (Jubilee will supply table)



## **Potential Exposure (cont.)**

### Silver

- Registration documentation over Easter Weekend (small logo)
- Sponsors name displayed over Easter Weekend (small logo)
- Website: Small logo and website link on dedicated sponsor's page.

### Bronze

- Registration documentation over Easter Weekend (name)
- Website: Name and website link on dedicated sponsor's page.

## **Contact**

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OR

Burnside High School

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