



Sponsorship Prospectus

**Geham State School
P & C Association**



An invitation to sponsor

The Geham State School P&C Association invites you to become a sponsor for their major fundraising event, the Geham Craft and Garden Show, to be held 16-17 September 2017.

About Geham State School

Geham State School was established in 1871, and is part of the Darling Downs South West Region located 25km north of Toowoomba. The school is a Band 6 school and provides multigrade, co-educational schooling to approximately 130 students from Prep to Year 6. Many of the families in the Geham area have seen their children and grandchildren attend the school over the past 146 years and we would like to see the school continue to thrive for the families who remain in the local area.



Our fundraising goals

All sponsorship is received with sincere gratitude and goes towards the fundraising goals of the Geham State School P&C Association. The Geham Craft and Garden Show is the single most important annual fundraiser hosted by the Geham State School community.

The Geham Craft and Garden Show allows us to foster a link between our students, families and the community. It enables us to welcome the local community into our learning environment whilst showcasing our students, our facilities and our school values of being caring, committed and safe.

Geham Craft and Garden Show

In its 10th year, the Geham Craft and Garden Show is a high-quality event featuring handmade and home grown goods, hosted by the Geham State School P&C Association.

This year's Show will be held on **Friday 15 (Opening night), Saturday 16 and Sunday 17 September, 2017.**

The Geham Craft and Garden Show has over 70 stalls displaying a wonderful selection of high quality handmade country crafts, quilting and patchwork, shabby chic homewares, upcycled furniture, country folk art, handmade candles and soaps, weaving crafts, artisan foods, fermented mustards, honey, jams and relishes, garden art ornaments, garden plants and pots, children's toys and clothing, jewellery, wood and metal arts, leather and fabric handbags. All wares are for sale and are gathered together in the school's indoor activities building. It is the ultimate handmade shopping experience.

The Spring Café offers amazing coffee, delightful snacks and light meals – eat in or dine al fresco style under the 119-year-old oak tree in the spring country air.

We offer a range of entertainment for the whole family including live music, demonstrating artists and a classic car display.

Why you should sponsor

The Geham Craft and Garden Show will provide sponsors with a variety of opportunities to promote their products and services as well as engaging with the wider community. A complete list of investment levels and promotional opportunities are outlined on page 4.

As a sponsor, you will have:

- Exposure before, during and after the event with a variety of promotional and advertising mediums including postcards, posters, radio, newspapers, social media and event products.
- Excellent opportunities to establish and promote your business within the Toowoomba community and beyond.
- A presence at one of the year's most exciting local community events.

Become a sponsor

If you are interested in becoming a sponsor of the 2017 Geham Craft and Garden Show please complete and return the sponsorship application form available online at www.gehamcraftgardenshow.com.au or email Heather at craftshow@gehamss.eq.edu.au.

Sponsorship opportunities are limited, so returning your application form does not guarantee participation. Once your form has been received, Heather Titmarsh (Sponsorship Coordinator) will contact you to discuss your application. All sponsors will need to be approved by the GCGS committee to ensure that all regulations and requirements of Department of Education and Training and the P&C Association are adhered to.

Your sponsorship confirmation letter will include a tax invoice and details of your promotional opportunities. Full payment of the invoice must be made by the invoice due date to secure your sponsorship.

An information kit will be emailed to all confirmed sponsors verifying all details.

Key dates

Sponsorship applications close

Friday 9 June 2017

The craft show will be promoted on a variety of local media and community forums in the weeks leading up to the event.

Advertising Medium	Commences	Current Details
Internet site	Current	www.gehamcraftgarden.com.au
Facebook	Current	Geham Craft and Garden Show
Online Advertising	March 2017	Various
Postcards/posters/newsletters	July 2017	Distributed once sponsors confirmed
Local Newspapers	September 2017	2 local newspapers
Local Radio ads	September 2017	1 local radio station

Find out more

Please direct all enquiries and correspondence to Heather Titmarsh – Sponsorship Coordinator

Phone: 0429 941 250
Email: craftshow@gehamss.eq.edu.au
Post: 9265 New England Highway QLD 4352
Web: www.gehamss.eq.edu.au and www.gehamcraftgardenshow.com.au
Facebook: Geham Craft and Garden Show

Sponsor Promotional Opportunity	Major	Platinum	Gold	Silver	Bronze
Investment (Cash or provision of goods in-kind)	>\$4000	>\$2000	>\$1000	>\$500	>\$250
Permission to display company banner at GSS 6 weeks prior to event #	✓				
Company logo on road side corflute signs (Qty 20 – TRC restrictions) ^	✓				
Acknowledgement of company and sponsor level in all media releases*	✓	✓			
Company name promoted on local radio station	✓	✓			
Company logo to appear in local newspapers	✓	✓			
Company logo to appear on promotional posters	✓	✓			
Company logo to appear in school newsletter – GCGS updates	✓	✓	✓		
Company logo displayed at event in high traffic area	✓	✓	✓		
Company logo to appear in GCGS online newsletters	✓	✓	✓	✓	
6 x complimentary entry vouchers to Opening Night (15 September 2017)	✓				
4 x complimentary entry vouchers to Opening Night (15 September 2017)		✓			
3 x complimentary entry vouchers to Opening Night (15 September 2017)			✓		
2 x complimentary entry vouchers to Opening Night (15 September 2017)				✓	
<i>(Vouchers cannot be redeemed for cash)</i>					
Company logo promoted at public ticket sale events e.g. local markets	✓	✓	✓	✓	
Company logo and website links to appear on official GCGS website	✓	✓	✓	✓	✓
Company logo or Facebook page to appear on GCGS Facebook page	✓	✓	✓	✓	✓
Professionally printed program and sponsorship directory (A5 size):- <ul style="list-style-type: none"> • Full page advertisement • Half page advertisement • Quarter page advertisement • Eighth page advertisement • Acknowledgement 	✓	✓	✓	✓	✓

Location must be approved by Geham State School principal.

^ The size of the company logo will be at the discretion of the GCGS committee, to minimise the impact and success of the corflute signs.

* Please note that while these details will be included in our media releases, individual media companies may refine the content of the media release.

Additional information

- All sponsorship and donations to under \$250 will be acknowledged in our official program and website.
- Advertising only opportunities are available for purchase separate to the sponsorship packages.
- All promotional materials will be updated as applications approved/confirmed.