



CAVENDISH ROAD

State High School

**SPONSORSHIP
PROPOSAL**



Introduction

Cavendish Road State High School is a beacon of educational excellence in our community, dedicated to nurturing the talents and potential of every student. As we continue to evolve and meet the challenges of a rapidly changing world, we seek partnerships with businesses that are equally committed to making a positive impact.

By partnering with Cavendish Road State High, your business can directly contribute to the enhancement of school facilities, the expansion of learning opportunities, and the overall development of our students. This proposal outlines the unique advantages of sponsoring Cavendish Road State High School and demonstrates how your business can benefit from aligning with our mission to provide a high-quality, future-focused education.

Why Businesses Support Local Schools through Sponsorship

Supporting local schools through sponsorship is more than just a philanthropic gesture; it is a strategic investment in the future of the community and your business. Businesses that choose to sponsor schools like Cavendish Road State High understand the value of fostering strong community ties and the long-term benefits that come with it.

Sponsorship enhances your business's reputation as a socially responsible entity, which is increasingly important in today's market where consumers prioritise businesses that give back to the community. By aligning with education, your business positions itself as a leader in supporting youth development, a cause that resonates deeply with customers, employees, and stakeholders.

Moreover, businesses that sponsor schools play an active role in shaping the future workforce. By engaging with students through sponsorship, you have the opportunity to influence the curriculum, offer internships, and provide real-world experiences that prepare students for careers in your industry. This creates a direct pipeline of skilled, loyal future employees who are familiar with and invested in your brand from an early age.

In essence, sponsoring a local school like Cavendish Road State High is a powerful way to foster goodwill, enhance brand recognition, and secure a talented workforce, all while making a meaningful contribution to the community.



Sponsorship Benefits

Partnering with Cavendish Road State High School offers a range of tangible and intangible benefits that can significantly enhance your business's visibility, reputation, and community engagement.

Brand Visibility and Awareness: Your business will enjoy increased brand exposure through various channels, including naming rights for school events, prominent logo placements on school marketing materials, banners at sports events, and mentions in school publications and social media. This visibility extends to a broad audience that includes students, parents, school staff, and the wider community, ensuring that your brand is consistently associated with positive values such as education and youth development.

Community Engagement and Corporate Social Responsibility: Sponsorship positions your business as a key player in the community, demonstrating a commitment to social responsibility. This fosters goodwill and strengthens your relationship with local stakeholders, leading to increased customer loyalty. By supporting Cavendish Road State High, your business helps create a positive, lasting impact on the lives of students and their families, which enhances your organisation's reputation as a socially conscious entity.

Talent Pipeline Development: Engaging with students through sponsorship allows your business to influence the educational experience and develop a direct pipeline of future talent. By offering internships, apprenticeships, courses your business helps shape the skills and knowledge of potential future employees. This early engagement not only cultivates brand loyalty but also ensures that your business has access to a well-prepared, skilled workforce in the future.

Networking Opportunities: Sponsorship opens doors to valuable networking opportunities with other businesses, local government officials, and community leaders. These connections can lead to new business collaborations, partnerships, and opportunities that may not have been accessible otherwise. The shared goal of supporting education creates a common ground for meaningful relationships and potential growth.

Tax Benefits: In addition to the community and brand benefits, sponsoring a school can provide financial advantages. Sponsorships are often tax-deductible, offering a financial incentive to support educational initiatives. This makes your contribution not only a socially responsible choice but also a sound financial decision.

Customised Programs and Events: Cavendish Road State High School is committed to creating tailored programs and events that align with your business's industry and objectives. Whether through career days, workshops, or competitions, these specialised initiatives offer targeted exposure and engagement with students who are interested in your field. This allows your business to connect with the next generation in a meaningful way, fostering relationships that could lead to future opportunities.

Positive Public Relations: The association with a respected educational institution like Cavendish Road State High School creates numerous positive PR opportunities for your business. Public recognition at school events, mentions in media releases, and features in school communications all contribute to enhancing your business's image as a community-focused and socially responsible entity. This positive PR can boost your business's profile and attract customers who value corporate social responsibility.

Sponsorship provides your business with a unique opportunity to engage with the community, enhance your brand, and contribute to the development of future talent. At the same time, your support helps the school provide enriched educational opportunities for students, creating a win-win partnership that benefits both your business and the local community.

We can also customise a sponsorship package to align with your budget, organisational goals, and specific areas of interests

As a Sponsor you will receive:

Sponsorship Benefits Check List	Description Benefits and promotional visibility are active for a 12-month period	Platinum \$10,000	Gold \$6,000	Silver \$5,000	Bronze \$2,000
		Major Events	Sports	The Arts	Community Events
BRAND VISIBILITY					
Official Recognition	Recognition as a Cavendish Road State High School sponsor across multiple platforms	✓	✓	✓	✓
School Newsletter Feature	Dedicated promotional space in our School Newsletter (8 editions)	½ page feature ad	¼ page feature ad	¼ page feature ad	Logo and name
Exclusive LED Signage Exposure	Custom slide on LED sign prominently displayed at Cavendish and Holland Road intersection	5 weeks per term	3 weeks per term	2 weeks per term	1 week per term
Administration Building Promotion	A slide featuring your organisation's name and logo displayed in our main administration building, ensuring high visibility for all visitors	Continuous rotation and included on Event slide	Continuous rotation and included on Event slide	During your Event	During your Event
Yearbook Advertisement	Advertisement in the annual School Yearbook (Banner ad at the bottom of page or Logo and name on Sponsor page)	Banner ad	Banner ad	Logo and name	Logo and name
Website Sponsorship Page	Name, logo, and profile, and website link on the Cavendish Road Sponsorship page, example: Corinda State High Sponsorship Page	300-word profile	200-word profile	150-word profile	100-word profile
Street Banner Placement	Banner provided by the sponsor, displayed in "Drop & Go" 1200 x 900 sign placed in high traffic areas (Cavendish Rd, Holland Rd, and Elgar Street)	3	2	1	1
Inhouse Art work	Custom-designed artwork created by our school's in-house team, featuring your organisation's logo and messaging, tailored for various promotional materials	✓	✓	✓	✓

NETWORKING					
Career Expo	A Guest of Honour booth at our Career Expo, providing an exclusive opportunity to engage with students, their families and network with businesses and organisations (6 August 2025)	✓	✓	✓	
COMMUNITY ENGAGEMENT AND CORPORATE SOCIAL RESPONSIBILITY					
Your Community Event Promotion	Social media posts for sponsor's own events	4 posts per year	3 posts per year	2 posts per year	
Permission to use the Cavendish Road High School logo	Permission to use the Cavendish Road High School logo on your organisation's website, highlighting your valued sponsorship and reputation as a socially conscious entity	✓	✓	✓	✓
Cross-promotion Opportunities	Participate in the community events and promote it through your own channels, e.g., World's Greatest Shave	✓	✓	✓	✓
CUSTOMISED PROGRAMS AND EVENTS					
Exclusive Event to Showcase Brand	Tailored exclusive branded event, your choice of Event (see pages 7 and 8 for details)	1 Event per year	1 Event per year	1 Event per year	1 Event per year
Event Branding	Logo featured on pre-promotional material, invitations, permission forms, and ceremony opening slide. Reach over 2,000 students and families and guests	✓	✓	✓	✓
Social Media Acknowledgement	Highlighted on Facebook and Instagram during Event promotion	Minimum 10 posts	Minimum 10 posts	Minimum 6 posts	Minimum 4 posts
Acknowledgment During Event	Acknowledgment during the Event, positioning your organisation as a valued partner in celebrating our students' achievements.	✓	✓		
* Complimentary Tickets	Tickets to Sponsored Event to present an award and/or photo opportunity for your brand and marketing	✓	✓		
* Annual Awards Ceremony, Year 12 Graduation Ceremony, Year 12 Formal, Football Academy, Netball Academy and Touch Football Academy Awards Dinners					
Opportunity to Provide Branded Items	Option to give branded items, such as keyrings, water bottles, award prize, tableware at Formal	✓	✓		
Contribution Recognition	Your logo and name will be associated pre and post event marketing	✓	✓	✓	✓



PLATINUM

Major Events Sponsor - \$10,000

Platinum Sponsorship: We are excited to offer four exclusive Platinum Sponsorship opportunities, providing your organisation with high-visibility branding and promotional benefits as a key partner in supporting our school's mission and community. This elite package offers extensive recognition across our platforms and at key events.

As a Platinum Major Event Sponsor, your organisation will receive exclusive Naming and Presenting Rights to one of the following major school events, providing your organisation with premier visibility and association with key school milestones. **You may choose from the following events:**

- **Annual Awards Ceremony** (19 November 2025)
- **Year 12 Graduation Ceremony** (20 November 2025)
- **Year 12 Formal** (18 September 2025)
- **Year 7 and Year 11 Camp** (2 - 6 June & 28 April - 2 May)



GOLD

Sports Sponsor - \$6,000

Gold Sponsorship:

Gold Sponsorship opportunities are available, offering valuable branding and promotional benefits that connect your organisation with our vibrant school community. This level provides visibility across selected platforms and events.

As a **Gold Sports Sponsor,** your organisation will receive exclusive Event Naming Rights to one of Sports events, providing a unique opportunity for your organisation to receive maximum visibility and association with significant milestones in our students' lives. **You may choose from sports events such as:**

- Football Academy
- Netball Academy
- Touch Football Academy
- District Athletics
- District Swimming
- District Cross-Country
- AFL Schools Cup
- Metropolitan Athletics
- Metropolitan Cross-Country
- Metropolitan Swimming
- Vicki Wilson Cup Netball
- Summer Interschool Sport
- Winter Interschool Sport
- Kokoda



SILVER

The Arts - \$5,000

Silver Sponsorship: We are offering five Silver Sponsorship opportunities, allowing your organisation to enjoy significant promotional benefits while contributing to the success of our school and its programs. This package ensures your brand is featured prominently across various channels.

As a Silver Arts Event Sponsor, your organisation will receive exclusive Naming Rights to one of our school Leadership activities or Arts events, providing a unique opportunity for your organisation to receive maximum visibility and association with these important Leadership events and The Arts. You may choose from the following:

The Arts:

- Arts on the Green
- School Musicals
- Instrumental Musicals



BRONZE

Leadership & Community Service Events Sponsor - \$2,000

Bronze Sponsorship: Choose a Bronze Sponsorship for your organisation to receive many benefits over the course of one Semester. This entry-level package still offers great opportunities for brand exposure while showing your support for our school's initiatives.

As a Bronze Community Service Event Sponsor, your organisation will receive exclusive Event Naming Rights to one of our Leadership or Community Service events. This offers a unique opportunity to gain visibility while supporting students in their efforts to make a positive impact through community service. You may choose from events such as:

Leadership & Community Service Events:

- Harmony Day
- International Ambassador
- NAIDOC Week
- Science Week
- World's Greatest Shave