



Cheltenham East P.S

CHELtenham EAST
PRIMARY SCHOOL



Community Engagement and Sponsorship Program

Cheltenham East Primary School is a thriving educational community, with approximately 435 students from Foundation to Year 6. CEPS strives to enhance its relationship with community groups and businesses, delivering both promotional and development opportunities, in turn enhancing student experiences with support and investment.



+ Cheltenham East P.S

Vision:

Cheltenham East P.S aims to provide an engaging and rich learning experience within a safe and productive environment for staff, students and the extended community.

The grounds at Cheltenham East P.S are vast and allow the students to participate in range of outside games, activities and extra curricular programs.

One of our key goals is to make the school more secure for our students by replacing current gates and fencing.

Over the past 10 years the school has also increased significantly in numbers, with it doubling in size since the year 2005. This increase has put pressure on school

facilities that are now out dated and difficult to use. Importantly this includes the hall, which benefits not only the school but the community as a whole.

Just as importantly, funding and external support will allow Cheltenham East P.S to provide improved educational outcomes, with further investment in technology, resources and teacher professional development.

+ Community Engagement and Sponsorship Opportunities:

Cheltenham East P.S are seeking partnerships with local businesses wanting to invest in our sponsorship program. This sponsorship program provides an opportunity for local community businesses to enhance exposure to current and future potential influences.

CEPS offers a large and vibrant community feeder for businesses to increase their profile and exposure to diversity through our school.

Businesses will be able to engage with a large number of families across multiple platforms, including social media and weekly communication through our school newsletter.

Cheltenham East P.S is also looking for new and innovative ways to partner with businesses, including signage and promotion at school events. There is also opportunity to present at school assemblies as a learning experience for our students or an incursion to particular students or grades if our students are learning about a particular unit your business is involved in. This is also a great way for students to learn about our local community and how we all help one another.



Sponsorship Packages

Leveled sponsorship packages. *Please note all packages annual



Platinum Level Sponsorship (\$10,000 plus)

Businesses who partake in this package will be offered a community relationship with CEPS.

- Sign erected at the front of the school- at the cost of the business supplying the sign (2.3m x 1.65m)
- Website advertising through the Cheltenham East P.S website
- Weekly advertising in the newsletter
- Sponsorship board within main office area
- Business cards display
- Invitation to school fete - table of their own for their business at no cost
- Advertising to the school community as our preferred provider
- Article with the leader regarding this business supporting a local school in their area.
- Certificate of appreciation
- Is there something that our school can do for you?



Gold Level Sponsorship (\$5,000 - \$9,999)

Businesses who partake in the package will be offered a community relationship with CEPS.

- Sign erected at the front of the school- at the cost of the business supplying the sign (1.5m x 0.9m)
- Website advertising through the Cheltenham East P.S website
- Weekly advertising in the newsletter
- Business cards display
- Invitation to school fete - table of their own for their business at no cost
- Advertising to the school community as our preferred provider
- Article with the leader regarding this business supporting a local school in their area.
- Certificate of appreciation
- Is there something that our school can do for you?



Sponsorship Packages Continued...

Levelled sponsorship packages. *Please note all packages annual



Silver Level Sponsorship (\$2,000 - \$4,999)

Businesses who partake in the package will be offered:

- Oval signage at the cost of the business supplying the sign (450mm x 800mm)
- Website advertising through the Cheltenham East P.S website
- Monthly advertising in the newsletter
- Sponsorship board
- Business cards display
- Invitation to school fete - table of their own for their business at no cost
- Certificate of appreciation
- Is there something that our school can do for you?



Bronze Level Sponsorship (\$200 - \$1,999)

- Monthly advertising in the newsletter
- Sponsorship board
- Business cards display
- Oval signage at the cost of the business supplying the sign (450mm x 800mm)
- Certificate of Appreciation
- Is there something that our school can do for you?

Individualised Package



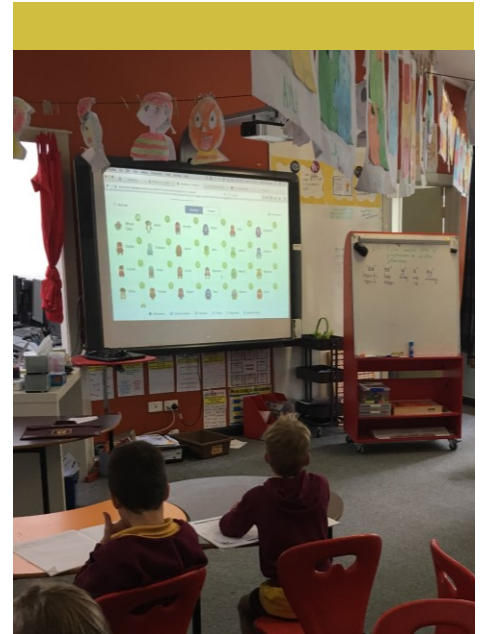
Something Different?

- Does your business align with something the school specifically need?
- Would your business prefer to be directly linked to the purchase of an item on our wish list?
- We are open to discussion of other options you may feel would benefit both CEPS and your business which we have not offered within this package.



Building strong connections...

What are the benefits?



Advertising Opportunities...

Take the opportunity to advertise in a wide range of forums, with access to a large, vibrant group of potential clients.

Reputation Forming...

Build your business' reputation in the community and establish strong links within the parent, staff and extended school community.

Opportunity to Impact...

A relationship with Cheltenham East provides businesses the opportunity to have tremendous positive impact in their local community.



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TERMS AND CONDITIONS

All Sponsorship agreements will be based upon these Term & Conditions, as set out in the Cheltenham East PS School Council Sponsorship Policy below.

1 Rationale

- 1.1 Cheltenham East PS recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses that exist within the wider school community.

2 Aims

- 2.1 It is understood by the wider school community that participation in advertising and sponsorship will not generate pressure on children, families or schools to purchase particular goods or services, subscribe to particular beliefs or attitudes or pursue particular courses of action.

3 Implementation

- 3.1 The Executive of School Council, comprising of the School Principal, School Council President, School Council Treasurer and Secretary, will investigate and negotiate all potential sponsorship and advertising arrangements.
- 3.2 The Executive of School Council will provide School Council with details of any sponsorship or advertising proposals, and seek School Council approval before finalising any partnership arrangements. Any pecuniary interests by school councillors must be declared to School Council at the time of the submission of the proposal.
- 3.3 All sponsorship and partnership arrangements will be considered on merit, and decisions will be made on an individual basis.
- 3.4 When considering potential advertising and sponsorship arrangements, the Executive Committee is required to adhere to the following guidelines:

3.4.1 Sponsorship and advertising will be with organisations and companies where a clear and demonstrable benefit for the students and the school's programs can be guaranteed.

3.4.2 Sponsorship and advertising arrangements must take into account the values and views of the school community as well as the school policies

3.4.3 Sponsorship and advertising arrangements will only be entered into with organisations and companies that have a positive public image, and are associated with products and services appropriate for a school to align themselves with. Consideration will be given to:

- the type of products or services the organisation markets
- the marketing methods the organisation employs
- the impact its products and processing have on issues such as the environment
- it's public image as an employer, acceptability to the community and general reputation as a business.

3.4.4 Arrangements must not be entered into with companies directly involved with tobacco or alcohol products and/or any other products considered to be harmful to children and parents.

3.4.5 Arrangements must not be entered into with companies that seek information from the school that would contravene the *Information Privacy Act 2000*.

3.4.6 Sponsorship arrangements that contain restrictions regarding the school's ability to purchase goods and services freely, or restrict the school's ability to make choices in any way, will be avoided.

3.5 In considering a sponsorship or advertising arrangement the Executive of School Council will consider the Checklist for Sponsorship as outlined in the Victorian Government School Reference Guide.

3.6 Each individual sponsorship relationship will be monitored and maintained by the principal or his/her representative.

3.7 Information relating to the sponsorship will be stored in an easy and accessible format for audit purposes.

3.8 Each individual sponsorship arrangement will be reviewed on an annual basis.

4 Evaluation

The policy will be reviewed as part of the school review cycle.

Businesses involved will be provided with a copy of our evaluation. A progress report will also be provided mid contract.



Thank
You!



Cheltenham East P.S – Sponsorship Sub-committee

Silver Street
Cheltenham, VIC, 3192

CEPSsponsorship@gmail.com

cheltenhameast.vic.edu.au

Sponsorship Team: Jodie Marsh, Nicole Sutherland, Tamara Furyk,
Joshua Bourke