



CHEL TENHAM EAST
PRIMARY SCHOOL

2026 Carnival Sponsorship Proposal

Partner with CEPS to celebrate 70 years of learning, community and connection.

ABOUT OUR SCHOOL

Cheltenham East Primary School (CEPS) is a welcoming and inclusive local school where students are encouraged to be curious, confident and connected. Our active school community brings together students, families, staff and local partners.

ABOUT OUR CARNIVAL

The 2026 CEPS Carnival will be a joyful celebration of our school's 70th anniversary. It will bring families, friends and the wider Cheltenham community together for an afternoon of rides, food, entertainment and activities.

This carnival will be the first major community event held at CEPS since 2019, making it an especially meaningful opportunity to reconnect and celebrate together.

The carnival is coordinated by volunteers, and sponsorship helps us deliver a safe, memorable and affordable community event while raising funds to benefit CEPS students.

WHY PARTNER WITH CEPS?

Sponsorship places your business at the heart of a highly engaged school community. Depending on your chosen level, opportunities may include event signage, digital and newsletter recognition, promotional material, announcements and logo placement.

We welcome the opportunity to create a partnership that supports your community engagement goals and gives your organisation meaningful local visibility.

HOW YOUR SUPPORT HELPS

Every sponsorship contribution helps fund the equipment, attractions and services required to run the carnival. Funds raised from the carnival will support school-led priorities that enhance learning, wellbeing and opportunities for CEPS students. Funds will also contribute to playground and schoolyard upgrades that will benefit students, families and the wider community who use the school grounds after hours.

SPONSORSHIP LEVELS

PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
\$5,000	\$3,000	\$1,000	\$500	\$250

Places available

Platinum: 3 Gold: 6

Silver, Bronze and Supporter: unlimited

EVENT DETAILS

CEPS 70th Celebration Carnival

Thursday 12 November 2026

3:30pm - 7:00pm

Cheltenham East Primary School

44 Silver Street, Cheltenham

ENQUIRIES

Naomi Smith

Phone: 9583 5746

Email: cheltenham.east.ps@education.vic.gov.au

Thank you for considering a partnership with CEPS. We look forward to celebrating this milestone with our school and local community.

Comparison of Sponsorship Benefits

Benefits can be tailored by agreement. Sponsorship inclusions are detailed in the table below.

BENEFIT	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,000	BRONZE \$500	SUPPORTER \$250
AT THE CARNIVAL					
Company signage at an agreed stall, ride or activity	YES	YES	YES		
Promotional marquee managed and staffed by the sponsor	YES				
Display of a branded vehicle or product (by agreement)	YES				
Unlimited ride passes	6	4			
REACH THE SCHOOL COMMUNITY					
Business logo displayed on CEPS digital noticeboard	6 weeks	4 weeks			
Advertisement in the CEPS newsletter	3 editions	2 editions			
Social media promotion through CEPS carnival channels	6 posts	3 posts			
Sponsor material displayed at the carnival information point	YES	YES	YES	YES	
Sponsorship acknowledged in event announcements	YES	YES	YES		
LOGO AND BRAND RECOGNITION					
Logo on carnival promotional signage	Most prominent	Included			
Logo on carnival flyer and selected promotional material	Most prominent	Included	Included	Included	
Logo and sponsor acknowledgement on carnival social media	YES	YES	YES	YES	YES
Logo in school newsletter sponsor recognition	Most prominent	Included	Included	Included	
Certificate of appreciation and post-event recognition	YES	YES	YES	YES	YES

Sponsors are responsible for supplying approved logos, advertisements and promotional materials by the requested deadlines. All inclusions are subject to CEPS approval, availability and event requirements.



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PLATINUM SPONSORSHIP 2026

Cash, goods or services to the value of \$5,000 or more

MAKE YOUR BUSINESS STAND OUT

- Company signage, supplied by the sponsor, at an agreed stall, ride or activity.
- Opportunity to manage and staff a promotional marquee.
- Opportunity to display a branded product, by prior agreement.
- Six unlimited carnival ride passes for clients, employees, family or friends.

REACH THE SCHOOL COMMUNITY

- Business logo displayed on CEPS digital notice board.
- Advertising in three editions of the CEPS newsletter.
- Six promotional posts through CEPS carnival social media channels.
- Promotional material, supplied by the sponsor, displayed at the carnival information point.
- Sponsorship acknowledged in announcements on carnival day.

PREMIUM LOGO RECOGNITION

- Most prominent logo placement on carnival promotional signage and selected promotional material.
- Most prominent logo inclusion in the CEPS newsletter sponsor recognition.
- Logo and sponsorship announcement through CEPS carnival social media.
- Certificate of appreciation and post-event recognition.

Thank you for supporting the CEPS 70th Celebration Carnival.
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GOLD SPONSORSHIP 2026

Cash, goods or services to the value of \$3,000

MAKE YOUR BUSINESS STAND OUT

- Company signage, supplied by the sponsor, at an agreed stall, ride or activity.
- Four unlimited carnival ride passes for clients, employees, family or friends.

REACH THE SCHOOL COMMUNITY

- Business logo displayed on CEPS digital notice board.
- Advertising in two editions of the CEPS newsletter.
- Three promotional posts through CEPS carnival social media channels.
- Promotional material, supplied by the sponsor, displayed at the carnival information point.
- Sponsorship acknowledged in announcements on carnival day.

STRONG LOGO RECOGNITION

- Logo included on carnival promotional signage, flyer and selected promotional material.
- Logo included in the CEPS newsletter sponsor recognition.
- Logo and sponsorship announcement through CEPS carnival social media.
- Certificate of appreciation and post-event recognition.

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SILVER SPONSORSHIP 2026

Cash, goods or services to the value of \$1,000

MAKE YOUR BUSINESS STAND OUT

- Company signage, supplied by the sponsor, at an agreed stall, ride or activity.

REACH THE SCHOOL COMMUNITY

- Promotional material, supplied by the sponsor, displayed at the carnival information point.
- Sponsorship acknowledged in announcements on carnival day.

LOGO RECOGNITION

- Logo included on the carnival flyer and selected promotional material.
- Logo and sponsorship announcement through CEPS carnival social media.
- Logo included in CEPS newsletter sponsor recognition.
- Certificate of appreciation and post-event recognition.

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BRONZE SPONSORSHIP 2026

Cash, goods or services to the value of \$500

REACH THE SCHOOL COMMUNITY

- Promotional material, supplied by the sponsor, displayed at the carnival information point.

LOGO RECOGNITION

- Logo included on the carnival flyer and selected promotional material.
- Logo and sponsorship announcement through CEPS carnival social media.
- Logo included in CEPS newsletter sponsor recognition.
- Certificate of appreciation and post-event recognition.

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SUPPORTER SPONSORSHIP 2026

Cash, goods or services to the value of \$250

COMMUNITY RECOGNITION

- Logo and sponsorship announcement through CEPS carnival social media.
- Company name listed in the CEPS newsletter sponsor recognition.
- Certificate of appreciation and post-event recognition.

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2026 SPONSORSHIP EOI FORM

Company / organisation name: _____

ABN: _____

Address: _____

Contact name: _____

Phone: _____

Email: _____

We would like to support the CEPS 70th Celebration Carnival at the following level:

☐ Platinum Sponsorship - \$5,000+

☐ Bronze Sponsorship - \$500

☐ Gold Sponsorship - \$3,000

☐ Supporter Sponsorship - \$250

☐ Silver Sponsorship - \$1,000

☐ Other sponsorship amount - \$ _____

All sponsorship inclusive of GST

Authorised signature: _____ Date: _____

Name and position: _____

Please return the completed form in person to Cheltenham East Primary School or via email to cheltenham.east.ps@education.vic.gov.au. We will be in touch to discuss sponsorship agreements, invoices and receipts where applicable.

Thank you for supporting our students and school community.