



St Philip's Christian College Cessnock Spring Fair



Sponsorship Prospectus



St Philip's Christian
College Cessnock
Annual Spring Fair

6 SEPTEMBER, 2025



Sponsorship Prospectus

St Philip’s Christian College Cessnock is excited to present the annual Spring Fair on Saturday, 6 September 2025.

After its vibrant return in 2023, following a break during the COVID years, the Spring Fair has continued to grow attracting over 10,000 attendees in 2024 and creating an unforgettable day for our school and local community.

With food vendors selling out, attractions at capacity, and overwhelmingly positive community feedback, the Spring Fair has become a much-anticipated highlight on the Cessnock Community calendar. This year promises to be even bigger and better with the thrilling addition of JC Action Sports—a high-energy, crowd-drawing stunt show sure to capture attention and drive record attendance.

Families can look forward to more rides, market stalls, delicious food options, engaging entertainment, and the return of the ever-popular electric Deltrain. We invite you to partner with us by becoming a **2025 Spring Fair Sponsor**, gaining valuable exposure for your business while supporting a much-loved community event.

St Philip’s Christian College Cessnock is a dynamic Kindergarten to Year 12 campus with over 1,250 students. We are also connected to Narnia Early Learning Centre and the Dynamic Learning College. With state-of-the-art facilities including our Senior School, Activate Centre, and Agriculture Centre, the College is known for innovation and excellence.

As a sponsor, your brand will be seen by thousands of local families who value and support businesses that invest in our community. Many of our sponsors return year after year because the results speak for themselves.

As a sponsor, your business will be exposed to:

| | | |
|----------------------------|--------------------------------------|-------------------------------------|
| Over 1250 current students | Anticipated attendance 10,000 people | Almost 200 staff and their families |
| Website traffic | Community groups | Our social media audience |



Become a Sponsor

In order to maximise opportunity and exposure in our promotional period, please return your ‘Application for Sponsorship’ form as soon as possible.

CONTACT US

Interested organisations are encouraged to book early in order to avoid the disappointment of missing out on your preferred package.

To discuss any opportunities outlined in this proposal, please contact:

Monique Keet | Marketing and Communications Officer
P: 02 4007 5000 or **E:** monique.keet@spcc.nsw.edu.au

RECEIPTS

Receipts will be issued for monetary donations.



Donation and Sponsorship Opportunities

Contributions Welcome: We gratefully accept donations and sponsorships of any amount to be utilised for prizes and auction items. Our sponsorship packages offer a range of options tailored to your preferences and needs.

| Sponsorship Category | Investment (GST Inclusive) | Number of Opportunities |
|-----------------------------|---|-------------------------|
| Spring Fair Premium Partner | Available upon expression of interest and invitation. | 1 |
| Platinum | over \$6000 | 5 |
| Gold | \$4001 — \$6000 | 10 |
| Silver | \$1501 — \$4000 | 20 |
| Bronze | \$500 — \$1500 | Unlimited |
| Donations | Donations of any value will be gladly accepted to use for prizes. | Unlimited |

Advertising

COMMUNICATION STRATEGY

To ensure maximum exposure for our valued sponsors, the Spring Fair 2025 will be promoted extensively through a multi-platform communications strategy designed to reach both the St Philip's Christian College community and the wider Cessnock region. From June to September 2025, the event will be promoted across a range of high-impact platforms, with sponsors featured in alignment with their selected sponsorship level.

PROMOTIONAL CHANNELS INCLUDE:

College Platforms:

- SPCC Cessnock website and dedicated Spring Fair webpage
- College social media channels (Facebook and Instagram)
- Sponsored content and visibility scaled to sponsorship tier
- Weekly College Newsletter (May–September), distributed to over 1,400 parents and staff
- SPCC internal communications and intranet

Local & Surrounding Community Advertising:

- Flyers (print and digital) distributed across local schools and community hubs
- A3 posters displayed at the College and in local businesses and community locations
- Roadside banners and event signage placed in high-visibility local areas
- Advertising through local radio
- Targeted promotion via community social media pages in Cessnock and surrounding areas

Recognition & Branding:

- Acknowledgement on the Spring Fair webpage
- Promotion scaled by sponsorship tier
- Certificate of Appreciation presented to recognise your business's valued contribution

ARTWORK SPECIFICATIONS

To ensure the best quality representation of your brand, please provide your logo and any advertising assets in high-resolution PDF, JPG or PNG formats. This artwork will be used across event promotional material in line with your sponsorship tier.



Sponsorship Benefits

| Benefits | Platinum Over \$6000 |
|--|--|
| Website recognition | Logo and link on landing page |
| Event Day signage (Signage provided by Sponsor & approved by SPCC) | Various signage placed at prominent locations & acknowledgement on school stalls |
| Meals & refreshments on the day | Complimentary |
| Digital display at the front of SPCC reception - Company Name/logo/Sponsorship | Up to 3 months |
| Company name added to share sign at the photo booth | At sponsorship level |
| Option to have a complimentary promotional marquee stand (your company to provide own 3x3 marquee and own equipment) | 2 stands, prime locations |
| Press release mentions | Named as Principal sponsor |
| Newsletter feature | Featured article, including company name and logo and profile & hyperlink to company website |
| Logo on event materials | Prominent placement, most materials |
| Acknowledgement as a sponsor by the MC throughout the day – in accordance with level of sponsorship. | Start/End of program & every hour |
| Social media | Weekly individuals mentions before the event |
| Inclusion of your logo on our Spring Fair Event Guide | FIRST PRIORITY In accordance with level of sponsorship Logo included |
| Post Event Recognition | Special individual mention in follow-up communications |

| Gold \$4001 - \$6000 | Silver \$1501 - \$4000 | Bronze \$500 - \$1500 | Donations |
|--|---|---|--|
| Logo and link on sponsor page | Logo on sponsor page | Name listed on sponsor page | Name listed on donation page |
| 1x banner at a key location & acknowledgement on school stalls | Acknowledgement on school stalls | Acknowledgement on school stalls | Acknowledgement on share sign |
| Complimentary | Complimentary | - | - |
| Up to 1 months | Up to 3 weeks | Up to 2 weeks | Up to 1 week |
| At sponsorship level | At sponsorship level | At sponsorship level | At sponsorship level |
| 1 stand, high traffic location | Available on request | - | - |
| Named as Major sponsor | Mentioned as a sponsor | - | - |
| Name and logo mentioned in an article & hyperlink to company website | Company name and logo listed as a sponsor | Company name listed as a sponsor | Company name listed as a donor |
| Smaller placement, most materials | Selected materials | Selected materials | Selected materials |
| 3 occasions | 2 occasions | 1 occasion | Group mention 1 occasion |
| Bi-weekly group mentions before the event | Monthly group mentions before the event | Group mention in a thank you post | Group mention in a thank you post |
| SECOND PRIORITY In accordance with level of sponsorship Logo included | THIRD PRIORITY In accordance with level of sponsorship Logo included | FOURTH PRIORITY In accordance with level of sponsorship | DONATIONS PAGE In accordance with level of sponsorship |
| Mentioned in follow-up communications | - | - | - |



St Philip's
Christian
College

FOR THE WHOLE OF LIFE

www.spcc.nsw.edu.au

