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SPONSORSHIP INVITATION
showcase 2010
AWARDS FOR EXCELLENCE IN SCHOOLS



Background

- Developed in 2000, the Showcase Awards for Excellence in Schools (Showcase Awards) is an annual awards program that rewards and celebrates schools that are significantly improving student learning outcomes through excellent teaching practice
- The awards program gives Queensland State Schools the chance to share in more than \$370 000 in development grants
- The Showcase Awards are the State Government's most prestigious educational awards
- The program has eight award categories that cover the phases of learning, academic excellence, inclusive or innovative practices, leadership and partnerships with industry or the community
- The state winners are announced at the Showcase Gala Dinner held at the Brisbane Convention and Exhibition Centre. The dinner is attended by approximately 700 guests
- In 2009, 166 programs involving 364 schools were nominated for an award

Why sponsor?

The Showcase Awards offer potential sponsors the opportunity to:

- be associated with world-class education programs
- have direct exposure to the education community at a state and local level
- showcase their products and services to up to 1300 schools, over 35 000 teachers and more than 490 000 students in Queensland
- leverage an advertising, marketing and publicity campaign in the 12-month lead up to and during the Showcase Gala Dinner
- demonstrate social responsibility and commitment to the community and
- actively support regional areas of Queensland.

2010 key dates

- March 2010 – regional award nominations close
- August 2010 – state award nominations close
- July 2010 – announcement and presentation of up to 97 regional awards held during State Education Week
- September 2010 – announcement of state finalists
- November 2010 – eight state award winners are announced at the Showcase Gala Dinner

Sponsorship opportunities

The Department of Education and Training invites your organisation to become a category sponsor for one of the following Showcase Awards categories:

- The Showcase Award for Excellence in Inclusive Education
- The Showcase Award for Academic Excellence
- The Showcase Award for Excellence in Community or Industry Partnerships

Sponsor benefits

Your organisation will benefit from the following sponsorship entitlements:

- **Category naming rights**
 - Receive exclusive naming rights for a Showcase Awards category, and be mentioned in reference to that category where appropriate.
- **Media**
 - Named in media with reference to your sponsored category where possible.
 - Included in all relevant media releases, where possible. In 2008, the Showcase Awards generated over \$54 000 in media exposure across radio and press.
 - Logo featured on printed collateral and signage including the Showcase Awards website, banners and programs.
 - Sponsor profile included in the Showcase Gala Dinner program.
 - Logo prominently displayed in audio visual presentation at the Showcase Gala Dinner including the video footage of all state finalists' profiles.
- **Promotional rights**
 - Benefit from a strong association with excellence in education
- **Industry networking**
 - The opportunity for your nominated VIP to speak at key school-based events held during State Education Week
 - Your representative will be invited to present the winning school its category award at the Showcase Gala Dinner.
- **Ticketing and Sponsor Reception**
 - You will receive 10 complimentary tickets to the Showcase Gala Dinner valued at \$950.
 - A Sponsor Reception will be held on the evening of the Showcase Gala Dinner to formally acknowledge the sponsors and introduce the state finalists.

Investment

\$20 000 excl. GST

Further information

For further Showcase Awards for Excellence sponsorship details and inquiries please contact:

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or visit: www.education.qld.gov.au/community/events/showcase/

