



Education
Public Schools



SCHOOLS
SPECTACULAR

SCHOOLS SPECTACULAR 2017 & 2018

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

24 and 25 November 2017 | Qudos Bank Arena

schoolsspectacular.com.au



#SchoolsSpec



Facebook.com/schoolsspectacular



#spec17

JOIN US FOR THE 2017 AND 2018 SCHOOLS SPECTACULAR

One of Australia's most popular annual live entertainment events, the Schools Spectacular, invites you to join our team and be part of the action in 2017 and 2018.

Featuring more than 5,500 of the state's most brilliant singers, dancers and musicians, the Schools Spectacular is an exceptional showcase of the talent in NSW public schools. This iconic cultural event delivers outstanding cutting edge entertainment and in 2016, the Schools Spectacular set a GUINNESS WORLD RECORD™.

The Schools Spectacular captivates and inspires teachers, schools, local communities and audiences across Australia. And for participating students, the Schools Spectacular is a highlight of their school years.

WHAT YOU NEED TO KNOW...

- Live audience of over 30,000 – family demographic (4 shows in total)
- 3 hour national broadcast on the Seven Network in prime time. In 2016, the broadcast was enjoyed by more than 1.1 million viewers and won the Sydney time slot (Saturday 3 December 2016, 7pm – 10pm).
- More than 5,500 NSW public school students participate (age range of 5 – 19 years)
- 2,700-strong choir, 2,300 dancers, an 80-piece symphony orchestra and outstanding solo performers
- Includes an inspiring D'Arts (Disability Arts) performance, Hip Hop crew and Aboriginal Dance Company
- 550+ public schools from across NSW participate (25% regional schools / 75% Sydney metro schools)
- More than 900 teachers involved as stage crew, production staff, tutors and carers
- Provides a unique platform for elite students to enhance their development in performance, music and dance and connect with other public schools across metropolitan and regional NSW
- Launching pad for new talent - alumni includes Paulini, Anja Nissen, The McClymonts and Human Nature.



REACH YOUR UNIQUE AUDIENCE



BE PART OF THE ACTION...

- MARCH** Auditions commence
- MAY** Schools notified of acceptance into the Show
- JULY** Featured Artists Launch
- JULY** Tickets on sale
- AUGUST** Teachers Meeting - 500+ teachers attending
- AUGUST – NOVEMBER** Rehearsals throughout NSW
- SEPTEMBER** Featured Artist Rehearsal Week
- OCTOBER** Combined Rehearsal - 2,000+ students attending
- WEDNESDAY 22 NOVEMBER** Technical Rehearsal
- THURSDAY 23 NOVEMBER** Dress Rehearsal
- FRIDAY 24 NOVEMBER** 11am Schools Matinee and 7.30pm Show
- SATURDAY 25 NOVEMBER** 1pm Matinee and 7pm Show

PRE-SHOW ENTERTAINMENT HUB

The Pre-Show Entertainment Hub at Schools Spectacular takes place in the Qudos Bank Arena forecourt and offers students and families the chance to visit market stalls, listen to live music, purchase food and beverages and enjoy a festival atmosphere prior to the start of the show.

The hub received unanimous positive feedback from our partners, who highlighted it as a unique opportunity to engage with students and families from metropolitan Sydney and regional NSW.

Featuring purpose-built stages, food and beverage outlets, sports activities with the Sydney Kings and Netball NSW and a village of stalls for corporate partners, the hub gave partners of Schools Spectacular an added opportunity to engage with the cast and audience of the show.





BE PART OF THE SCHOOLS SPECTACULAR TEAM



IN THE LEAD UP TO SCHOOLS SPECTACULAR AND WITHIN THE LIVE SHOW

- Direct access to participating schools, students, teachers and audiences
- Promotions across website, Twitter, Facebook (25,000 likes), and edm's (database of 16,000)
- Logo recognition and messaging on posters, flyers, t-shirts, event programs, event merchandise etc
- Precinct naming rights of the Pre-Show Entertainment Hub, Red Carpet entry and on-site activations
- Exhibitor/ product displays within the Entertainment Hub and backstage
- Ticketing and corporate hospitality opportunities
- Promotions/ sampling/ competitions to audience and participants
- Acknowledgement in all media opportunities – pre and post show
- Staff engagement and opportunity to be actively involved with events
- Networking opportunities with senior department officials and other partners

BROADCAST PACKAGES

Options to purchase additional packages including:

- Television promotions – Schools Spectacular promo spots, to be aired throughout November 2017 to promote the broadcast, will feature your logo
- TVC advertising - 30 sec ad spots, at screening time of advertisers choice
- In content spot - a pre-produced 45 sec in-content spot, screened in the arena and the national broadcast. The in-content spot will be produced by Schools Spectacular producers Chief Entertainment, to broadcast quality standards. Noted that the content needs to relate to education/ Schools Spectacular/ performing arts. Sponsor has the rights to approve scripting and supers, and to distribute the spot through their own channels.
- Sponsor Branded Play Offs - provision of logo on a Schools Spectacular holding slide, for 5 seconds, prior to each ad break (x 12 in total)
- Broadcast sponsorship options
- Product placement within the broadcast

OPTIONS FOR INTEGRATION WITHIN THE LIVE SHOW

- Compere announcements and audience promotions e.g. lucky seat giveaway, audience spotlight and presentation of prize
- Naming rights, and compere acknowledgment, to a segment e.g. this segment bought to you by (partner name)
- Showcasing of technology/ audience apps within the show to enable interactive engagement with this target audience



Education
Public Schools



SCHOOLS
SPECTACULAR

EXPRESSIONS OF INTEREST

For personalised partnership packages to suit your brand objectives, please contact:

Brooke Knox

Manager, Sponsorship

NSW Department of Education

T: 02 9266 8920

Brooke.Knox1@det.nsw.edu.au

Nancy Chung

Partnerships Coordinator, Business Systems

NSW Department of Education

T: 02 9266 8091

Nancy.Chung1@det.nsw.edu.au

schoolsspectacular.com.au



#SchoolsSpec



Facebook.com/schoolsspectacular



#spec17