

# **SASPA Business Partnership Proposal**

**2019**



**Dear Sponsors**

On behalf of the South Australian Secondary Principals' Association (SASPA) I hope you will consider the SASPA community as a unique and targeted marketing opportunity. SASPA seeks to build partnerships with business and community organisations.

A partnership with SASPA provides you with an opportunity to promote your goods and services to a large and significant number of education leaders from across South Australia and Australia who are the key decision makers in public secondary schools.

We offer 3 levels of packages which allow you to market your organisation in a variety of ways. Depending upon your specific needs you are welcome to discuss your requirements with us and we can discuss changes to suit your organisation.

Benefits of being a SASPA partner include:

- Opportunities to create and/or enhance a state-wide profile
- Cost effective marketing exposure and branding
- Opportunities to promote and profile your company
- Contact and linking opportunities with key education decision makers
- Extensive exposure of your organisation's logo/brand message
- Advertisement of new products and services to a targeted audience
- Demonstrated support of public secondary school leaders
- Access to the range of established communication methods

SASPA represents and supports state school secondary principals and leaders in any South Australian school with a secondary component (including secondary, R – 12, R – 10, Area Schools). We have strong well established communication processes that are highly effective and well utilised.

SASPA advocates & networks for public secondary education; enhancing the profession, building the capacity of leaders, and leading the continuous improvement of teaching & learning in schools with secondary enrolments. Principals and leaders in South Australian public schools have very broad autonomy to make their own expenditure decisions as best suits their local needs.

Through SASPA you would be provided with a range of opportunities to access and then develop business connections to SA secondary schools, providing a vital link in your overall business strategy in building, extending and strengthening of business relationships.

Your support is valuable as SASPA strives to assist principals and leaders, of all SA public schools with secondary students, to develop quality education in their own contexts.

**About SASPA**

SASPA is a professional association consisting of over 289 South Australian secondary principals and leaders.

SASPA informs school leaders about current issues and seeks their input in order to maintain and develop recommendations to the Department of Education and Child Development (DECD), Government Ministers and other appropriate organisations. The strength of SASPA is its capacity to provide each member with the opportunity to have input into informed discussion of current and emerging educational issues, debates and directions.

SASPA organises professional development programs, including a specific purpose annual Leadership Conference.

SASPA is an affiliate of the Australian Secondary Principals Association (ASPA) and through ASPA, the International Confederation of Principals (ICP). Through ASPA, SASPA is also closely associated with the Principals Australia Institute. The professional interests of SASPA members are represented in the Federal government and national spheres through ASPA. SASPA has extensive national and international links with other principal organisations in countries such as England, Singapore, Sweden, New Zealand and China.

The materials SASPA produces are highly read and sought out across the state, nationally and internationally.

We will welcome and value your partnership.

Yours sincerely,



Peter Mader  
**SASPA President**



## Packages Available

### Gold- \$12,000 + GST

- Exclusivity in that SASPA will ensure through ongoing negotiation with you that no other company proffering similar products or services is also signed as a sponsor
- Full annual conference entitlements and publicity as detailed in this booklet
- Exhibition space at all SASPA events in a prominent location
- Listed as Gold Sponsor on all electronic bulletins
- Listed as Gold Sponsor on SASPA website and SASPA Conference website with hyperlink logo
- Speaking Rights at **the annual SASPA conference along with one other SASPA** event during a calendar year
- **Two** Complimentary invitations to SASPA AGM dinner and opportunity to disseminate promotional material
- **Two** features via our digital communications to members (either in a SASPA electronic bulletin chosen by SASPA or as a general chat list email to all members)

### Silver - \$8,000 + GST

- Exhibition space at **one SASPA** event in a prominent location (negotiated between company and SASPA, does not include major annual SASPA Conference)
- Speaking spot at **one SASPA** event during the partnership duration (negotiated between company and SASPA, does not include major annual SASPA Conference)
- Listed as Silver Sponsor on SASPA website with hyperlinked logo
- **One** Complimentary invitation to SASPA AGM dinner
- **One** feature via our digital communications to members (either in a SASPA electronic bulletin to be chosen by SASPA or as a general chat list email to all members)

### Bronze - \$4,000 + GST

- Listed as Bronze Sponsor on website with hyperlinked logo
- **One** feature via our digital communications to members (either as a SASPA electronic bulletin to be chosen by SASPA or as a general chat list email to all members)

#### Please Note

**Business Partners can negotiate aspects of these packages if there are elements that are of less importance or value to their business**

## **SASPA's contact with members and how this can work for sponsors**

There will one major two-day conference traditionally held in August, the registration history of this event is 250 attendees. There will be less than 20 sponsor/trade spaces.

SASPA holds other adhoc Professional Development events for members that only association sponsors can attend, including but not limited to:

- Yong Zhao school network
- Aspiring Leaders Program
- Application writing/Interview techniques
- Leader Wellbeing

The SASPA Website has active and constant use with information shared with members via links to the conference website, e-bulletins and our chat-list.

The electronic bulletins are regular communications to our members presenting new information and education news.

SASPA writes and distributes regular position papers on many educational issues/topics to members. These can be branded by your company.

SASPA Membership has been increasing and we now have members in 93% of public secondary schools.

# Annual SASPA Conference

Less than 20 Exhibition spaces in total are available, allowing for a highly visible opportunity.

## Gold Sponsors of SASPA receive the following (As part of their SASPA Gold Sponsor package)

Logos on publicity material, including the conference program as a SASPA Gold Sponsor

Exposure to twitter feeds and Facebook for your organisation

Inclusion in the trade passport activity

Advertisement on Conference Website as a SASPA Gold Sponsor with a hyperlinked logo

Speaking rights at the conference in the main plenary room (3 minutes)

2 exhibitor registrations

2 invitations to the Conference Social Event

Priority trade space selection

Access to 1 power point

Banner in the main plenary room

Permission for promotional materials to be distributed from your stand to delegates

List of delegates with contact details, subject to privacy laws

## Trade Sponsors (Fee paid for presence at annual conference only)

One of the limited Trade spaces

Two exhibitor registration

Exhibitor listing in the conference program as a trade sponsor

Permission for Promotional materials to be distributed from your stand to delegates

## SASPA Contact Details

President:

Peter Mader

Tel: + 61 8 8463 5839

Fax: + 61 8 8463 5917

Email: [peter.mader@saspa.com.au](mailto:peter.mader@saspa.com.au)

Business Manager:

Kym O'Loughlin

Tel: +61 8 8463 5810

Fax: + 61 8 8463 5917

Email: [kym.oloughlin@saspa.com.au](mailto:kym.oloughlin@saspa.com.au)

Address:

Level 1, Education Development Centre

Milner Street

Hindmarsh, 5007

Web Page: [www.saspa.com.au](http://www.saspa.com.au)

