



The Arena Spectacular 2024

Southern Stars

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[southernstarsarenaspectacular](#)



[Southern Stars - The Arena Spectacular](#)



Proudly celebrating over 22 years of performance on
Friday 30 and Saturday 31 August 2024

We invite you to join with our Public Schools in celebrating over 22 years as the major performing arts showcase in southern and regional NSW in 2024.

Southern Stars – The Arena Spectacular

Since its inception in 2001, Southern Stars has provided an avenue for public school students who have a passion for music, dance and drama to perform in an arena event which celebrates creativity and collaboration. Southern Stars is self-funded and relies upon the generosity of our sponsors, supporters, ticket sales and student participation fees for its continuing existence. Partnering with Southern Stars will increase your brand exposure to audiences of around 11,000 who attend annually and 500,000 reaches through social media.

What you need to know

Southern Stars:

- Family entertainment involving 3000 students from over 100 schools
- Inclusive and welcoming by incorporating a full live orchestra, mass choir, primary and high school dancers, Aboriginal Dance Ensemble, Shining Stars disability ensemble and 2 amazing circus troupes
- Outstanding media reach
- Strong support from media partners WIN TV, i98fm and the Illawarra Mercury
- Provides a platform for elite students to enhance their development, whilst providing all students with the opportunity to be a part of a professional arena spectacular



Southern Stars – Promotional Opportunities

In the lead up to Southern Stars

- Promotions across website, facebook, instagram
- Access at live promotions and media launch
- Logo recognition and messaging on banners, posters, flyers, t-shirts, and program
- Acknowledgement in all media opportunities – pre and post show
- The opportunity for brand exposure
- Networking opportunities with senior department officials and other partners

During Show Week:

- Promotions across website, facebook, instagram, and twitter
- Product displays at the performance venue
- Ticketing and corporate hospitality opportunities
- Promotions/sampling/competitions to audience and participants

During Live Shows:

- Access to participating schools, students, teachers and audience
- A dedicated segment within the show including compere acknowledgement
- Compere announcements and audience promotions ie lucky seat giveaway, audience spotlight and presentation of prize
- Logo recognition on giant screens

We can work with you to tailor a package to your specific needs.

Photo - Anna Warr



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Southern Stars – Join Our Journey

March Featured Artist auditions commence

April Schools are notified of their inclusion

June Tickets go on sale

June Media Launch

August Combined Rehearsal

Wednesday 28 August - Technical Rehearsal

Thursday 29 August - Dress Rehearsal

Friday 30 August - 10 am Schools Matinee and 7.00 pm Show

Saturday 31 August - 1 pm and 7.00 pm Show

What Inspires Us

My daughter was involved in this year's show - just letting you know I thought it was one of the most amazing things I have ever seen! The energy from all the students was infectious. It made my weekend, maybe month, maybe year. What an experience for my daughter and for public schools, well done all involved!!!! Fabulous!!!

Alan Moore (parent)

It was absolutely amazing.

Kristen Phillips (patron)

I just wanted to pass on my sincere thanks for the opportunity my children were given to be part of the Aboriginal Dance Ensemble. The kids felt a great sense of kin whilst participating. Their mob is from North Queensland and it's often been hard for them to find a way to connect with their cultural identity. They felt like they belonged somewhere. Our kids need a way to tell their stories, and a reason to be proud. Thank you for giving them that chance.

Jenny Denham (parent)

Photo - Anna Warr



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Sponsorship Opportunities



Photo - Anna Warr

Southern Stars the Arena Spectacular 2024

We invite you to partner with us
as we proudly celebrate over
22 years of performance



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Presenting Partner – 1 only (investment \$65 000 + GST)

Brand Exposure: Your logo in parallel with that of the Department of Education on:

- Southern Stars Website with a link to your business
- Social Media branding
- 2024 advertising poster
- Official program (front and back cover)
- Regular newsletters to participating Schools
- Participation certificates issued to all students and staff involved
- 2024 Southern Stars letterhead and email banner
- Communications sent to schools for inclusion in their newsletters publicising Southern Stars
- Invitations to the show Launch and Preshow function

Advertising:

- A letter of welcome from your Managing Director in the official program
- A full page advertisement in the official program
- Brand placement on AV screens pre-show and interval
- 3 x announcements during the show linked to the show
- 1 x segment
- Recognition as Presenting Partner on WIN Network and i98fm Community Service advertisements
- Personalised pull up banner and media wall inside the venue
- Inclusion of logo with DoE logo in official media releases

Hospitality:

- Southern Stars Launch (8 guests)
- VIP preshow function and opening night show for 8 guests
- Recognition in all official speeches
- Opportunity for a company representative to address each official function (3 – 5 minutes)

Tickets:

- 12 x complimentary tickets to opening night (in addition to the VIP tickets – total 20)
- 24 complimentary tickets (negotiable) for other performances

Photo - Anna Warr



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Major Sponsor – 2 positions (investment \$20 000 + GST)

Brand Exposure: Your logo will be included as Major Sponsor on:

- Southern Stars Website and Facebook page with a link to your business
- Official souvenir program (back cover)

Advertising:

- A half page advertisement in the souvenir program
- Brand placement on AV screens pre-show and interval
- 2 x announcements during the show linked to the show
- 1 x segment
- Pull up banner at the Launch and Preshow function

Hospitality:

- Southern Stars Launch (8 guests)
- VIP preshow function and opening night show for 4 guests
- Recognition in all official speeches

Tickets:

- 8 x complimentary tickets to opening night (in addition to VIP tickets – total 12)
- 8 x complimentary tickets (negotiable) for other performances



Star Sponsor – 2 positions (investment \$14 000 + GST)

Brand Exposure: Your logo will be included as a Star Sponsor on:

- The Southern Stars Website and Facebook page with a link to your business
- The official souvenir program (back cover)

Workshops:

- Recognition as a Star Sponsor at all workshops provided for the Southern Stars Performing Company and specialist groups
- 2 pull up banners acknowledging star sponsorship to be displayed at the workshops
- Verbal acknowledgement of your sponsorship at the workshops
- Acknowledgement in a newsletter to schools

Advertising:

- A quarter page advertisement in the official program
- Brand placement on AV screens pre-show and interval
- 1 x segment
- 2 x announcements during the show
- AV screens linked to a particular segment
- Pull up banner at the Launch and the Preshow function

Hospitality:

- The Southern Stars 2024 Launch (4 guests)
- VIP preshow function and opening night show for 2 guests
- Recognition in official speeches

Tickets:

- 6 x complimentary tickets to opening night (in addition to VIP tickets – total 8)
- 6 x complimentary tickets (negotiable) for other performances

Photo - Anna Warr



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Segment Sponsor – 7 positions (investment \$8 000 + GST)

Brand Exposure: Your logo will be included as a segment sponsor on:

- The Southern Stars Website and Facebook page with a link to your business
- The official souvenir program (back cover)

Advertising:

- A quarter page advertisement in the Souvenir program
- 2 x recognition on AV screens pre-show and interval (2 x slides)
- 1 x segment
- 2 x announcements during the show
- AV screens linked to a particular segment

Hospitality:

- The Southern Stars 2024 Launch (2 guests)
- VIP preshow function and opening night show for 2 guests
- Recognition in official speeches

Tickets:

- 4 x complimentary tickets to opening night (in addition to VIP tickets – total 6)
- 4 x complimentary tickets (negotiable) for other performances



Stellar Supporter – Unlimited (investment \$5 000 + GST)

Brand Exposure : Your logo will be included as a Stellar Supporter on:

- The Southern Stars Website and Facebook page with a link to your business
- The official souvenir program (back cover)

Advertising:

- Brand placement on AV screens pre-show and interval
- 2 x announcements during the show

Hospitality:

- The Southern Stars 2024 Launch (2 guests)
- VIP preshow function and opening night show for 2 guests
- Recognition in official speeches

Tickets:

- 4 x complimentary tickets to opening night (in addition to VIP tickets – total 6)





Personalised Sponsorship Possibilities

For further information please contact our sponsorship team at southern.stars@det.nsw.edu.au.

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We invite you to join us in celebrating Southern Stars on **August 30 and 31, 2024 at the WIN Entertainment Centre Wollongong**

