...Creating opportunities for performance, artistic expression, enrichment and participation for students, teachers and communities
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About Star Struck

Star Struck is an annual arena performance spectacular presented by the NSW Department of Education featuring performers from the Hunter and Central Coast public schools. Since its inception in 1993, more than 55,000 public school students have been given the unforgettable opportunity to experience performing in a major arena event.

In 2016, more than 3,600 students from local public schools will perform in Star Struck showcasing performers in music, dance and drama. Star Struck will be held at the Newcastle Entertainment Centre, with four shows presented over two days, from 17 June to 18 June 2016.

Audiences who attend Star Struck have the opportunity to see the pool of talent in our local public schools, some of whom will go on to become the next generation of leading entertainers. David Harris, Scott Gelzinnis, Ally Calder and Morgan Evans have all performed in past performances of Star Struck.

Background

Star Struck is an initiative of the NSW Department of Education that promotes participation in the performing arts. The values of cooperation, participation, teamwork and doing your best are all integral to the success of this great program.

The sustained and continued success of Star Struck over the past 23 years is due to many contributors, none the least, the dedicated team of teachers and departmental staff that produce, direct and manage this large production.

Students participating in Star Struck gain an experience that stays with them well beyond their school years. In addition to the skills of dance, drama and music, students make new friends and experience the thrill of performing to large audiences. Behind the scenes, students also gain important vocational skills in areas such as costume design, sound, lighting and stage management.
At a glance

In previous years:

- Star Struck has involved about 145 public schools annually
- Participating students come from all reaches of the Hunter and Central Coast
- About 3,600 students are involved each year
- Over 500 teachers are involved each year
- The annual audience is around 12,500 - 14,500

Marketing and publicity snapshot

Star Struck enjoys significant media exposure across the Hunter and Central Coast in the lead up to, during and after the event, including articles, interviews and reviews. Here’s an overview from 2015:

- Radio: 1233ABC programmed promotions, regular daily pointers throughout May and June, as well as regular interviews. 1233ABC radio staged several live crosses to rehearsals and students participated in in-studio interviews and a treasure hunt.


In 2016, Star Struck’s management team will generate media releases and liaise with local media for key Star Struck activities. Media activities will be targeted to regional and suburban print media, community and regional radio and major television networks.
A unique partnership

As a partner of Star Struck 2016 you will:

- Gain effective direct brand exposure in all of the participating public schools in the Hunter and Central Coast

- Have the opportunity to forge a meaningful relationship with parents, and school-aged children and their extended families, as well as the general community

- Be associated with a major performing arts event that is nurturing the next generation of entertainers and have direct and indirect exposure to the local education and arts communities.

- Reinforce your brand positioning and be strongly associated with the education and arts market

- Enjoy the acknowledgement and wide ranging benefits of being associated with Star Struck and local youth

Partnership benefits

2016 Star Struck partnerships can include in-kind support or financial contributions ranging from Bronze partnerships through to the Major Partner.

All partnership packages are fully inclusive of all the benefits listed for each level.

We are also very happy to discuss making a package that suits your requirements and ensures that your organisation gains maximum benefit.
MAJOR PARTNER: (1 ONLY)
Investment: (Commercial in Confidence)

The exclusive Major Partner will enjoy the widest possible range of benefits in being associated with the event.

Benefits to be negotiated include:
- A tailored partnership package will be developed in consultation with the major partner.
- A key component of the package will be that the Major Partner’s name and logo will appear, on all event advertising, promotional materials and merchandising.

Advertising:
- Prominent logo placement on all press and online advertising and mention of Major Partner in radio advertisements where possible.
- Exclusive front cover identification on event official program as Major Partner.
- Message and photograph of a Major Partner executive placed in a prominent position in the front section of the Official Star Struck Program.
- One full-page colour advertisement placed on the front inside cover of the Official Program.
- One ¼ page black and white advertisement in the body of the Official Program.
- The opportunity to place additional signage below the two large video screens.
- Up to four signs or retractable banners to be displayed at the Official Partners’ Reception.
- A minimum of six signage placements inside the Newcastle Entertainment Centre (by negotiation).

Merchandise:
- Corporate logo prominently featured on the Star Struck promotional T-Shirts.
- Exclusive front cover identification on event official program as Major Partner.

Online:
- Corporate logo and accompanying text on the Star Struck website and identification as Major Partner on the site.
- A hyperlink from the Star Struck website to that of the Major Partner.
- Corporate logo and identification as Major Partner on the Star Struck app.

Media:
- Radio and print media advertising will identify the Major Partner by name and logo wherever possible.
- Identification as Major Partner in media releases.
- One ¼ page advertisement placed in the Star Struck Supplement in the Newcastle Herald during show week identifying the Major Partner by name.

Networking opportunities:
- Invitation to senior executives to attend the Official Launch of Star Struck 2016.
- Invitation for senior executive staff to announce and present the annual Star Struck Student Scholarships.
- Invitation to Major Partners’ senior executives to attend the Official Partners’ Reception prior to the opening nights performance, including an exclusive opportunity to deliver a speech at the reception.

Other benefits:
- Posters will be distributed to all schools in the Hunter & Central Coastlocal Ticketek agencies, Newcastle Entertainment Centre, all participating schools and Partners of Star Struck. These posters will identify the Major Partner by name and logo.
- All Star Struck participants will receive a Certificate of Appreciation. These certificates will identify the Major Partner by name and logo.
- For other community performances Department of Education will identify the Major Partner wherever possible.
- The Major Partner may wish to utilise Star Struck performers at their own functions (to be negotiated).
- Provision of 50 tickets to performances as negotiated.
PLATINUM PARTNERS: (2 ONLY)
Investment: $20,000 (Inc. GST)

Benefits: A tailored partnership package will be developed in consultation with each platinum Partner commensurate with investment. This could include aspects of the following:

Advertising:
- Prominent placement of four signs (1.5m wide x 1.0m high) inside the Newcastle Entertainment Centre throughout the show week.
- Prominent logo placement on all press, online and TV advertising.
- One ½-page colour advertisement placed on the back inside cover of the Official Program.
- One sign or retractable banner to be displayed at the Official Partners’ Reception.
- Partner’s Logos displayed on two large video screens at appropriate times during performances.
- Announcement of Partners name at appropriate times throughout the show.
- Partner logo featured in colour on back cover of the Official Program.

Media:
- Radio and print media advertising will identify the Platinum Partners by name and logo wherever possible.
- Media releases for the event will identify the Platinum Partner as above.

Networking opportunities:
- Invitation to senior executives to attend the Official Partners Reception prior to the opening nights performance.
- Invitation to senior executives to attend the Official Star Struck Launch.

Other benefits:
- Posters will be distributed to all schools in the Hunter & Central Coast r, local Ticketek agencies, Newcastle Entertainment Centre, all participating schools and Partners of Star Struck. These posters will identify the Platinum Partners by name and logo.
- All Star Struck participants will receive a Certificate of Appreciation. These certificates will identify the Platinum Partners by name and logo.
- The Platinum Partners may wish to utilise Star Struck performers at their own functions (to be negotiated).
- Identification in the Star Struck Information Pack distributed to all schools participating in Star Struck.
- Provision of 30 tickets to the opening night performance of Star Struck 2016 on Friday 17 June 2016.

Online:
- Corporate logo and text featured on the Star Struck website identifying as Platinum Partner
- Corporate logo and accompanying text featured on the Star Struck app identifying as Platinum Partner
- Hyperlinks from the Star Struck website and app to Partner’s website
GOLD PARTNERS:
Investment: $10,000 (Inc. GST)

Advertising:
- Logo placement on all press, online and TV advertising wherever possible.
- Prominent placement of two signs (1.5m wide x 1.0m high) inside the Newcastle Entertainment Centre throughout the show week.
- Identification in the Star Struck official program with prominently displayed colour company logo on back cover.
- One ¼ page black and white advertisement in the Star Struck official program.
- Announcement of partnership at appropriate times during each performance.

Online:
- Logo placement and text on the Star Struck website with hyperlink to partner’s website.
- Logo placement and text on the Star Struck app with hyperlink to partner’s website.

Media:
- Local media promotion in advertising campaigns wherever possible.

Networking opportunities:
- Invitation to the official partners’ reception prior to the opening night performance.
- Invitation to attend the Star Struck 2016 Official Launch (Date TBA).

Other benefits:
- Identification in the Star Struck Information Pack distributed to all schools participating in Star Struck.
- Provision of 16 tickets to the opening night performance of Star Struck 2016 on Friday 17 June 2016.
SILVER PARTNERS:
Investment: $5,000 (Inc. GST)

Advertising:
- Logo placement on all press, online and TV advertising wherever possible.
- Prominent placement of one sign (1.5m wide x 1.0m high) inside the Newcastle Entertainment Centre throughout the show week.
- Identification in the Star Struck official program with prominently displayed colour company logo on back cover.
- Text placement (maximum 50 words) in the Star Struck official program.
- Announcement of partnership at appropriate times during each performance.

Networking opportunities:
- Invitation to the official partners’ reception prior to the opening night performance.
- Invitation to attend the official launch of Star Struck 2016.

Online:
- Logo placement and text on the Star Struck website with hyperlink to your organisation’s website.
- Logo placement and text on Star Struck app with hyperlink to your organisation’s website.

Media:
- Local media promotion in advertising campaigns wherever possible.

Other benefits:
- Identification in the Star Struck Information Pack distributed to all schools participating in Star Struck.
- Provision of 8 tickets to the opening night performance of Star Struck 2016 on Friday 17 June 2016.
BRONZE PARTNERS:
Investment: $2,500 (Inc. GST)

Advertising:
- Prominent placement of one sign (1.0m wide x 0.5m) inside the Newcastle Entertainment Centre throughout the show week.
- Identification in the Star Struck Official Program with prominently displayed colour company logo on back cover.
- Company identification in association with advertising campaigns conducted through television, radio and print media.

Online:
- Logo placement on the Star Struck website with hyperlink to your organisation’s website.
- Logo placement on the Star Struck app with hyperlink to your organisation’s website.

Media:
- Local media promotion in advertising campaigns wherever possible.

Networking opportunities:
- Invitation to the Official Partner Reception prior to the opening night performance.
- Invitation to attend the official launch of Star Struck 2016.

Other benefits:
- Identification in the Star Struck Information Pack distributed to all schools participating in Star Struck.
- Provision of 4 tickets to the opening night performance of Star Struck 2016 on Friday 17 June 2016.
Additional PARTNERSHIP PACKAGES:
Investment: ($1000- $2500)

<table>
<thead>
<tr>
<th>Product Partners ($2,500)</th>
<th>Megastar Supporters ($1000)</th>
<th>Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Placement of one sign (1.0m long x 0.5m high) inside the Newcastle Entertainment Centre throughout show week.</td>
<td>• Text placement in the Star Struck Official Program up to a maximum of 30 words.</td>
<td>• Listing in the Star Struck Official Program.</td>
</tr>
<tr>
<td>• Identification on the Official Program with coloured company logo on the back cover.</td>
<td>• Identification in the Star Struck Information pack distributed to all participating schools throughout the Hunter Central Coast.</td>
<td>• Identification in the Star Struck Information pack distributed to all participating schools throughout the Hunter Central Coast.</td>
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<tr>
<td>• Identification in the Star Struck Information pack distributed to all participating schools throughout the Hunter Central Coast.</td>
<td>• Listing on the Star Struck website.</td>
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<tr>
<td>• Listing on the Star Struck website.</td>
<td>• Mega Star Supporters identification in association with advertising campaigns conducted through television, radio and print media.</td>
<td>• Company identification in association with advertising campaigns conducted through television, radio and print media.</td>
</tr>
<tr>
<td>• Company identification in association with advertising campaigns conducted through television, radio and print media.</td>
<td>• Provision of 4 tickets to the Opening Night Performance of Star Struck 2016 on Friday 17 June.</td>
<td>• Provision of 2 tickets to the Opening Night Performance of Star Struck 2016 on Friday 17 June.</td>
</tr>
<tr>
<td>• Provision of 4 tickets to the Opening Night Performance of Star Struck 2016 on Friday 17 June.</td>
<td>• Text placement in the Star Struck Official Program up to a maximum of 30 words.</td>
<td>• Listing in the Star Struck Official Program.</td>
</tr>
<tr>
<td>• An invitation to the Official Partners Reception prior to the opening night performance.</td>
<td>• Identification in the Star Struck Information pack distributed to all participating schools throughout the Hunter Central Coast.</td>
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From the Producer/Director

Our kids have a fantastic time working on Star Struck throughout the year. They get to work in a Professional Theatre Space with Professional Lighting and Sound Technicians. They work together as a team developing their skills in music, dance, drama and in all backstage aspects of the show. The relationships they form with each other and their teachers create memories that last a life time. It is a highlight on school calendars throughout the area.
Karen Birrell

From a Student/Teacher

My involvement in this wonderful initiative began when I was 10 years old in 1994. I have been a soloist, a member of the tap ensemble and also the student production team.

Nowhere else provides such a safe and supportive environment for children to shine. Star Struck simultaneously teaches kids about the thrill of creative and performing arts, develops their skills in teamwork and, in my case, reinforces the drive to pursue a career in the performing arts industry.

My involvement in Star Struck was a major influence in my decision to train in the teaching profession, in order to share my passion and love of the arts with the children throughout the region. Erin James, Teacher - former Star Struck Vocalist and Dancer.

From a Parent

As parents, it has been wonderful to watch both our children share the joy and excitement of performing through dance, drama and singing at Star Struck. The event provides an incredible opportunity to learn about the many aspects of performance – it’s not only about what happens under the bright lights, but also what goes on behind the scenes. The countless hours of preparation by all concerned are only surpassed by the enthusiasm, commitment and professionalism shown each and every year. There’s no doubt our children have developed both as performers and individuals through their experience with Star Struck.

From a Student

I am so greatful to everyone who showed me so much support and encouragement. I made a lot of new friends and caught up with some from last year. A truly “a-maze-ing” experience ...To the team and orchestra, we really couldn’t have done it without you! Thank you, thank you, thank you!!