

2018 PARTNERSHIP PROSPECTUS



Queensland Secondary Principals' Association

President's Message

As President of the Queensland Secondary Principals' Association (QSPA), I hope you will consider the QSPA community as a unique and targeted marketing audience.

QSPA represents and supports Principals, Deputy Principals and Heads of Department in Queensland State Secondary and P-10/12 Schools. QSPA has a strong state-wide structure that provides a wide range of support services to members indicative of a proactive, professional association.

QSPA works with and on behalf of Principals, Deputy Principals and Heads of Department to ensure that quality learning environments and the well-being of school leadership teams are key objectives on the educational agenda. QSPA provides a voice at the highest levels within the Government and Department of Education (DoE) on behalf of its members. QSPA also works hard to lobby the Government and statutory bodies to resource state secondary schools appropriately and to ensure that the educational and social needs of the students in our schools are properly addressed.

QSPA Principal, Deputy Principal and Head of Department members lead and manage highly autonomous, world class schools.

Through QSPA you would be provided with a range of opportunities to develop social capital within our community, providing a vital link in your overall business strategy in developing and maintaining business relationships.

Your support is valuable, as QSPA strives to make a difference at a regional and state level to the pivotal roles of the Principal and school leadership teams in state secondary education.

Yours sincerely

Mark Breckenridge
QSPA
President

About QSPA

The Queensland Secondary Principals' Association is the peak professional association for Principals, Deputy Principals and Heads of Department in government secondary and P-10/12 schools in Queensland.

A fundamental belief of QSPA is that Queensland public secondary schools exist to provide the best possible education for all young people in their care.

QSPA is affiliated with the Australian Secondary Principals' Association (ASPA), a charter member of the International Confederation of Principals.

QSPA is incorporated as Queensland Secondary Principals' Association Inc. (1A19751)

2018 Conference

On behalf of the organising committee for the Queensland Secondary Principals' Association (QSPA) 2018 Conference, we are pleased to offer your organisation the opportunity to become a QSPA Business Partner and/or Conference Sponsor.

Our State Conference in 2018 will be held from Wednesday 6 June to Friday 8 June at the Hilton Hotel in Brisbane.

Building on a tradition of successful Conferences, over 220 delegates are expected to attend in 2018. Conference Delegates will be Principals, Deputy Principals and Heads of Department of Queensland State Secondary and P-10/12 Schools. This is a special opportunity for you to engage with the peak Association for Queensland Secondary School Leadership Teams.

The Conference program is structured to maximise the opportunities for sponsors to make personal contact with delegates. During break times, all catering is served in the trade display area to encourage delegates into this area to interact with sponsors. The Conference program also includes the official Conference dinner. Partnership packages include ticket(s) to this dinner, this is a fantastic opportunity to network with delegates in a more relaxed social setting.

Business and Conference Partners can be assured that this event is a unique, special opportunity to engage with a significant proportion of the Queensland Secondary Schools market.

PLATINUM BUSINESS PARTNER

\$20,000 + GST

An exclusive partnership level with a limited number of business partnerships. Maximise your exposure and relationship with QSPA members as a Platinum Business Partner.

President's Pen

Advertising with Hyper Links/attachments

The main form of regular communication with members is the monthly eBulletin, a range of issues of interest to secondary Principal, Deputy Principals and Heads of Department.

It is e-mailed each month (excluding January) to members, DoE personnel and other interested stakeholders.

Circulation is over 500.

Website

Prominent Company logo with link to your website

Provides information on: Executive & State Council delegates and functions; membership services; publications and documentation; professional development activities i.e. Conferences, contact details etc.

Audience includes members and other interested parties.

Directory of Schools

Joint Naming rights on front cover

An annual electronic publication sent via email in March listing state secondary schools with QSPA Principals.

Regional Meetings

Opportunity to present at the meeting.

Work directly with Principals and Deputy Principals from local schools.

Are organised by QSPA members across the State, contacts provided.

Occur regularly in each Region.

Highly focused audience.

President's Email Signature

Advertising with prominent Company logo

You receive prime position and brand awareness in all email correspondence from the President's email.

The President sends over 5000 emails per year to QSPA members, DoE personnel and other parties.

Annual Leadership Conference

Joint Naming Rights.

10 minute Speaking spot.

Business logo and acknowledgement as a Platinum Partner on all Conference AV, print material and website

Full page colour advertisement in Conference Handbook

Exhibition stand located in a prime position (Trestle Table 152cm x 76cm)

Three exhibitor registrations, including morning tea, lunch & afternoon tea for the duration of the Conference.

Three tickets to the Conference Dinner.

One piece of promotional literature included for Conference delegates.

Delegate contact list.

An annual Conference for Principals, Deputy Principals and Heads of Department which includes a Conference dinner.

Held in June at the Hilton Hotel in Brisbane.

Last year's Conference attracted 230 delegates.

GOLD BUSINESS PARTNER \$10,000 + GST

'That's Gold! A perfect description of the partnership opportunities available to your business as a QSPA Gold Business Partner.

President's Pen

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Audience includes members and other interested parties

GOLD BUSINESS PARTNER

\$10,000 + GST

'That's Gold! A perfect description of the partnership opportunities available to your business as a QSPA Gold Business Partner.

Annual Leadership Conference

10 minute speaking spot

Recognition as a Gold Business partner, including Business logo and acknowledgement on all conference AV, print material and website

Half page colour advertisement in Conference Handbook.

Exhibition stand located in a prime position (Trestle Table 152cm x 76cm)

Two exhibitor registrations, including morning tea, lunch & afternoon tea for the duration of the Conference.

Two tickets to the Conference Dinner.

One piece of promotional literature included for Conference delegates.

Delegate contact list.

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SILVER BUSINESS PARTNER

\$5,000 + GST

Tailor your partnership around our yearly Leadership Conference, providing an ideal way to develop business relationships with schools and school leaders across Queensland.

Annual Leadership Conference

Recognition as a Silver Conference Partner, including Business logo and acknowledgement on all conference AV, print material and website.

Half page colour advertisement in Conference Handbook.

Exhibition stand (Trestle Table 152cm x 76cm)

Two exhibitor registrations, including morning tea, lunch & afternoon tea for the duration of the Conference.

One ticket to the Conference Dinner.

One piece of promotional literature included for Conference delegates.

Delegate contact list

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REGISTER YOUR EXPRESSION
OF INTEREST

We would like to purchase the following partnership package

Platinum Gold Silver

Company Name:

Contact Person:

Postal Address:

Telephone Number:

Email:

Please return to Nicky Toumpas by 28 February 2018 via email: admin@qspa.org.au
For further information please contact:

Nicky Toumpas
Executive Officer

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South Brisbane QLD 4101

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