

# PARTNERSHIP PROSPECTUS 2023



Queensland Secondary Principals' Association

# President's Message

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Thank you for interest in the Queensland Secondary Principals' Association (QSPA). As President of QSPA, I hope you will consider our members as a unique and targeted marketing audience.

QSPA represents the professional interests of 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 priorities of the educational agenda. QSPA provides a voice at the highest levels within 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 a partnership with QSPA you are 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 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

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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)

## 2023 Business Partnership and Conference Sponsorships

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The Queensland Secondary Principals' Association (QSPA) is pleased to offer your organisation the opportunity to become a QSPA Business Partner or Conference Sponsor.

Our State Conference in 2023 will be held from Wednesday 24 May to Friday 26 May at the Hilton Hotel in Brisbane.

Building on a tradition of successful Conferences, over 400 delegates will attend across the Conference period. 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 members of the peak Association for Queensland Secondary School Leaders.

The Conference floor plan places sponsors in the central thoroughfare, with coffee and meal breaks occurring in and around your trade display. 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 a Welcome Reception and Conference Dinner; fantastic opportunities to network with delegates in more a relaxed social setting. Attendance at these events is included in the packages outlined in this Prospectus.

Business Partners and Conference Sponsors can be assured that the QSPA Conference is a unique, special opportunity to engage with a significant proportion of the Queensland Secondary School market. This Prospectus must be read in conjunction with the QSPA Business Partner & Sponsorship Policy [www.qspa.org.au/PDS](http://www.qspa.org.au/PDS)

# 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 Hyperlinks/Attachments

Unlimited inserts (Normal cost \$250 per e-Bulletin)

The main form of regular communication with members is the monthly e-Bulletin, sharing issues of interest to secondary Principals, Deputy Principals and Heads of Department.

The President's Pen (e-Bulletin) is published three times each term to members, DoE personnel and other interested stakeholders.

Circulation is over 900 and growing.

## 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.

## Regional Meetings

### Opportunity to present at meetings.

**Work directly with Principals and Deputy Principals from local schools.**

**2023 Regional Meeting Schedule is available on confirmation of your Platinum Partnership**

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

Occur regularly in each Region.

Highly focused audience.

## President's Email Signature

### **Advertising with a prominent company logo**

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

The President sends over 30 000 emails per year to QSPA members, DoE personnel and other parties.

## Annual Leadership Conference

A Conference for Principals, Deputy Principals and Heads of Department which includes a Welcome Reception and Conference Dinner.

Held on May 24 -26 at the Hilton Hotel in Brisbane.

The QSPA Conference regularly attracts over 400 delegates.

### **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.**

**Complimentary attendance to Welcome Reception.  
Three tickets to the Conference Dinner.**

**One piece of promotional literature included for Conference delegates.**

**Delegate contact list.**

# GOLD BUSINESS PARTNER \$10,000 + GST

\*Maximum 6 Gold Partnerships

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

## President's Pen

### Advertising with Hyperlinks/Attachments

Two inserts per term (Normal cost \$250 per e-Bulletin)

The main form of regular communication with members is the monthly e-Bulletin, sharing issues of interest to secondary Principals, Deputy Principals and Heads of Department. The President's Pen (e-Bulletin) is published three times each term to members, DoE personnel and other interested stakeholders.

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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.

# GOLD BUSINESS PARTNER

\$10,000 + GST

\*Maximum 6 Gold Partnerships

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

## Annual Leadership Conference

A Conference for Principals, Deputy Principals and Heads of Department which includes a Welcome Reception and Conference Dinner.

Held on May 24-26 at the Hilton Hotel in Brisbane.

The QSPA Conference regularly attracts over 400 delegates.

**5 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.**

**Complimentary attendance to Welcome Reception. Two tickets to the Conference Dinner.**

**One piece of promotional literature included for Conference delegates.**

**Delegate contact list.**

# SILVER CONFERENCE 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 from across Queensland.

## Annual Leadership Conference

A Conference for Principals, Deputy Principals and Heads of Department which includes a Welcome Reception and Conference Dinner.

Held on May 24-26 at the Hilton Hotel in Brisbane.

The QSPA Conference regularly attracts over 400 delegates.

**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.**

**Complimentary attendance to Welcome Reception.  
One ticket to the Conference Dinner.**

**One piece of promotional literature included for Conference delegates.**

**Delegate contact list**



We would like to purchase the following partnership package

# Platinum Gold Silver

Company Name:

Contact Person:

Postal Address:

Telephone Number:

Email:

Authorised Signature:

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Payment terms are outlined in the QSPA Business Partner & Sponsorship Policy. Your signature on this EOI signifies your agreement to those terms.

Please return to Jodie Chapman via email: [admin@qspa.org.au](mailto:admin@qspa.org.au).

For further information please contact:

Jodie Chapman  
Executive Officer

PO Box 3140  
South Brisbane QLD 4101

P (07) 3831 4222  
E [admin@qspa.org.au](mailto:admin@qspa.org.au)