



## Sponsorship Guidelines

### An invitation from the Principal

On behalf of Norwood International High School (NIHS) we cordially invite you to support the School.

In order to understand the present, we go to our past, and in order to influence the future, we go to both the past and the present.

Our school has always been diverse. It has been built on a foundation of respect and tradition and we hope that the current school values of 'Curiosity, Community, Integrity, Diversity' and motto 'By Daring and by Doing', stand the test of time for the future.

### Target Market

We are targeting:

- Previous old scholars, age range from 18 to 80.
- Wider School Community (including local business)
- Previous and existing staff

Contact:

- Fran Millard, Business Leader
- Norwood International High School, PO Box 180, Magill SA 5072
- Phone: 08 83642299

The underlying objective of this policy is to see the building and strengthening of external relationships with the school and an opportunity to network and celebrate the school's development.

### Background

Norwood International High School has 1600 students (Years 7 to 12) and is located in the eastern suburbs of Adelaide. The school is one of the largest secondary schools and has one of the best international environments in South Australia.

We offer a high quality teaching and learning environment. With students from over 50 different cultural & linguistic backgrounds, we can offer not just an Australian experience but a truly international one.

Our international programs include excellent English as a (Second) Language (EAL) and Language courses in Chinese, German, Greek, Italian and Japanese. The school is noted for high academic success and high entry to university.

Norwood International High School is an internationally accredited school. It signals to educators and parents that we are committed to continuous improvement and that we put ourselves up for scrutiny by a team of international educators every five years. We are an IB school with the International Baccalaureate Middle Years Program (IB MYP) and the IB Diploma Program (IBDP). Our parents and students are assured that we teach a holistic middle years curriculum which is founded on an enquiry approach to learning.

The IB also has intercultural understandings as its base. Graduates from our school, therefore, will be well placed to contribute to world issues, as well as live and work in harmony with neighbours, colleagues and citizens from diverse linguistic and cultural backgrounds.

We invite you to be a part of the school through sponsor opportunities that are listed within this document



## Why align your business with the School?

An opportunity to provide many long-lasting benefits, including:

- Maximum exposure to local students, families, business and community within the eastern suburbs of Adelaide and internationally.
- The opportunity to deliver a clear message that you have a genuine commitment to NIHS and its educational endeavours both past and future.
- High visibility on the NIHS website.
- Develop and build new partnerships and alliances with your local community.

## Marketing and Public Relations

The School is here to ensure that you make the most out of your investment.

We encourage you to speak with us about tailoring any special needs you might have in ensuring your financial commitment is working towards building your brand. Sponsorship packages and commitment levels vary and can be tailored to suit your particular marketing strategies. Whatever your business, you can be assured that the School will work with you to maximise your reach and networking opportunities.

## Sponsorship

Your partnership with the School and commitment to sponsorship includes:

- Recognition of your company's support on the electronic signs located on 505 The Parade, enabling high exposure – (times per year by negotiation dependant on level of sponsorship)
- Opportunity to be sole sponsor of your choice of event.
- Advertisement and your company logo posted on the NIHS website.
- Recognition (verbally) at official sponsored events.
- Logo inclusion on the Sponsors thankyou page on the NIHS website with a link back to your company website

## Sponsorship Levels

Sponsors forming partnerships with the School will incur the following benefits depending on the value of Sponsorship:

### **Greater than \$5,500**

- Recognition of your company's support on the electronic signs twice per term (8 times) for a three day period and on the school's website.

### **\$2,200 to \$5,500**

- Recognition of your company's support on the electronic signs once per term (4 times) for a three day period and on the school's website.

### **\$1,100 to \$2,200**

- Recognition of your company's support on the electronic signs once per semester (2 times) for a three day period and on the school's website.

### **\$1,100 to \$550**

- Your company logo on the school's website.

## Website

Our website generates nearly 50 million hits per year – 67% of which are from Australia with the remaining hits from Asia and Europe. The website provides a wide variety of information about the School and the associated sponsors and event activity. The website will be featured on all appropriate media promotion and publicity.

## Supporting Documents:

- NIHS Sponsorship and Fundraising Policy

## Document Date

- December 2024

Review Date: Annually



## Sponsorship Registration Form

(Please fax/email/return form to register your interest.)

**SPONSORSHIP LEVEL:** (Please Tick)

- Major Sponsor**  Over \$ 5,500.00 (Inc GST) \$ \_\_\_\_\_
- Gold Sponsor**  \$2,200.00 to \$5,500 (Inc GST) \$ \_\_\_\_\_
- Silver Sponsor**  \$ 1,100.00 to \$2,200 (Inc GST) \$ \_\_\_\_\_
- Bronze Sponsor**  \$1,100 to \$550 (Inc GST) \$ \_\_\_\_\_

**NB: If donating items 'in kind' please give details on the next page.**

**COMPANY / BUSINESS/ INDIVIDUAL NAME (please print)**

**INDIVIDUAL CONTACT NAME** (The person who will be the liaison between your organisation and the School)

<b>Address:</b>	
<b>Mobile:</b>	
<b>Telephone:</b>	
<b>Facsimile:</b>	
<b>Email:</b>	

**SPONSORS PAYMENT DETAILS / PAYMENT METHOD:**

- Direct Debit**  BSB: 065-115 A/c No: 10415657
- Quote Ref:** NIHS Sponsorship
- Cheque**  Make cheques payable to **Norwood International High School**
- Credit Card:**  Visa  MasterCard

Credit card number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / 20\_\_\_\_\_

**'In Kind' Sponsorship – Please provide details of Sponsorship on offer.**