

Sponsorship Proposal



Clayfield College

On the Green

featuring **BEN LEE**

Sunday 2 August 2026



Proudly supported by

**RayWhite**
KIM OLSEN PROPERTY



ABOUT ON THE GREEN

On the Green is Clayfield College's flagship community event, held on the College's Main Oval and open to the wider community. This family-friendly afternoon features live music from professional artists, students, and local performers, alongside a variety of food and beverage options. It's the perfect way to enjoy a relaxed Sunday in winter with friends and family.

In recent years, the event has grown significantly, with sell-out crowds enjoying performances from James Morrison, Emma Pask, and in 2024, award-winning singer-songwriter Kate Miller-Heidke. In 2025, we were thrilled to welcome Australian music icon Kate Ceberano, whose powerful voice and genre-spanning career brought an unforgettable energy to the stage.

For 2026, we are excited to share that our headline act will be the incredible Ben Lee. With a music career spanning more than three decades, Ben has built a highly regarded solo career, with songs such as Catch My Disease earning widespread recognition. His extensive catalogue blends infectious melodies with thoughtful, optimistic storytelling, resonating with audiences across generations and earning both critical acclaim and a loyal following in Australia and internationally.

Ben is renowned for his energetic and engaging live performances, and his career reflects creativity, resilience, and a genuine love of connecting with audiences. He continues to evolve artistically, including DJ performances under his playful alter ego, DJ Dad Bod, who will also feature as part of his set at On the Green. As always, the afternoon will also showcase music from Clayfield College and Community Bands, along with talented local artists.

As the College's signature event, On the Green also serves as our annual Back to Campus Celebration for Old Collegians, bringing together past and present members of the Clayfield community.

"It's been a spectacular afternoon. The sun came out, the people came out and it was full of love and joy. What we were essentially doing was giving the kids a live performance, which demonstrated that beyond the camera when things are happening in real life, they're more valuable. They make your memories, and they give you something that nothing can be equal to – no money, no amount of money. You just had to be there, and in this day and age I think it's important!"

Kate Ceberano, On the Green 2025

*Click to see highlights
from the 2025 Event*

Event
Page

Event
Video

Reel

Social
Post



PARTNERSHIP BENEFITS

- Brand and business products/services exposure and identity-building in premium social environment.
- Endorsement and visibility to the College and general community as a supporter of a local community event and organisation.
- Opportunity to entertain your staff, clients and associates at an established community cultural event with premium entertainers.
- Networking opportunities with other sponsors, invited guests, Clayfield College community members.



Major Sponsor Branded feather 2025



VIP Tent Sponsor - SHINE Magazine Advert 2024



Bayview Terrace Road Signage Example 2025

PARTNERSHIP LEVELS

EVENT PARTNER

INVESTMENT \$20,000

- Billboard campaign (two-month period in the lead-up to the event) in major locations throughout Brisbane.
- Logo included on pole banners along Sandgate Road.
- Dedicated signage displayed in prominent positions at the event and in the lead-up to the event.
- Full-page advertisement in SHINE (College's magazine) which is distributed to the broader Clayfield community.
- Opportunity for social media posts across the College's Instagram and Facebook pages. Posts average between 1,000 and 2,000 (and up to 50,000) accounts reached dependent on performance.
- Logo included in advertisement within Village Voice News edition.
- Inclusion in EDM – Clayfield Collective and Clayfield Connection – pre and post event to the Clayfield community (up to 8,000 viewers).
- Acknowledgement on the dedicated event page.
- Recognition of your sponsorship in the opening and closing remarks at the event, and opportunity to draw the major prize raffle on stage.
- Entry and hospitality (food and beverage package) for twenty guests.



Billboard Example, 2025

BACK TO CAMPUS CELEBRATION PARTNER INVESTMENT \$10,000

Dedicated tent for Old Collegians, including those attending their reunions.

- Signage displayed at the event.
- Half-page advertisement in SHINE (College's magazine) which is distributed to the broader Clayfield community.
- Opportunity for social media posts across the College's Instagram and Facebook pages. Posts average between 1,000 and 2,000 (and up to 50,000) accounts reached dependent on performance.
- Inclusion in EDM – Clayfield Collective and Clayfield Connection – pre and post event to the Clayfield community (up to 8,000 viewers).
- Acknowledgement on the dedicated event page.
- Recognition of your sponsorship in the opening and closing remarks at the event.
- Entry and hospitality (food and beverage package) for ten guests.



Dedicated Sponsor Areas and Merchandise Packs 2025



Guests of the VIP Tent Sponsor 2025

VIP PARTNER INVESTMENT \$7,500

Dedicated tent for our College's major donors and supporters.

- Signage displayed at the event.
- Half-page advertisement in SHINE (College's magazine) which is distributed to the broader Clayfield community.
- Opportunity for social media posts across the College's Instagram and Facebook pages. Posts average between 1,000 and 2,000 (and up to 50,000) accounts reached dependent on performance.
- Inclusion in EDM – Clayfield Collective and Clayfield Connection – pre and post event to the Clayfield community (up to 8,000 viewers).
- Acknowledgement on the dedicated event page.
- Recognition of your sponsorship in the opening and closing remarks at the event.
- Entry and hospitality (food and beverage package) for eight guests.

COMMUNITY PARTNER

INVESTMENT \$2,500

- Logo on signage at the event.
- Group acknowledgment in SHINE (College's magazine) which is distributed to the broader Clayfield community.
- Group acknowledgment in social media posts across the College's Instagram and Facebook pages. Posts average between 1,000 and 2,000 (and up to 50,000) accounts reached dependent on performance.
- Group acknowledgement in EDM – Clayfield Collective – pre and post event to the Clayfield community.
- Group acknowledgement on the dedicated event page.
- Acknowledgment of your sponsorship in the opening and closing remarks at the event.
- Entry and hospitality (food and beverage package) for four guests.

PRIZE PARTNER

In-kind sponsorship

- Benefits are dependent on the value of the prize provided.



Event A-frames 2025



VIP Tent Sponsor Event Signage 2025



Event Merchandise 2025



Digital Event Assets 2026

EXPRESSIONS OF INTEREST TO PARTNER

To express interest or discuss opportunities, please contact Ashleigh Pryor, Events Manager, on 3262 0224 or apryor@clayfield.qld.edu.au.



Stage Banner and Event Sponsor Feather 2025



Guests of one of the Community Partners 2025



Community Partner Event Signage 2025



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