



St. Mary's Primary School Ascot Vale

ST MARY'S PRIMARY SCHOOL

FIESTA

FRIDAY 20TH NOVEMBER

3PM-9PM

2026

Sponsorship Invitation Fiesta 2026



St Mary's Fiesta

St Mary's is a vibrant school community hub, nestled between two of Ascot Vale's iconic streets, Epsom Rd and Union Rd. The school has served the Ascot Vale community for over 100 years, nurturing strong community connections to the St Mary's Parish, local sporting clubs, Moonee Valley Council and numerous local businesses.

St. Mary's School has a strong focus on community and connection. We work together with our community partners to make great things happen for the school and the local community.

Thanks to our generous community and sponsorship partners over the last 3 years, we have been able to resurface our basketball court, install a synthetic turf soccer pitch and goals, curate an enhanced space for sports and play, create a dedicated Creativity and Innovation Hub for Science Technology Engineering Art and Maths (STEAM) learning experiences and renewed audiovisual equipment in the school hall to facilitate assemblies and large school events.

The biannual St. Mary's Fiesta is a major event bringing together families and the local community for an evening of fun and friendship while raising much needed funds for school enhancement.

Key 2026 Fundraising Goals

- Adventure playground upgrades to climbing cubes and obstacle course - a key 2026 upgrade project making an engaging and safe playing space for our community.
- Contribution towards Stage 2 of St Mary's new Master Building Plan – upgrading the outdoor place space by adding a covered outdoor learning area with marked playing pitch and goals.
- Facilities and digital infrastructure upgrades.

Sponsorship Audience Reach

- Over 250 families directly associated with school and located in Ascot Vale and surrounding suburbs.
- School Newsletter Reach – Averaging in excess of 400 clicks and views fortnightly.
- Members of the local community – including key identities from the council, local businesses, local schools, general public and sporting groups.
- Families and friends of the extended school community.
- Local residents of Ascot Vale and Moonee Ponds (Fiesta evening event attracts approximately 2,500 people from the local community).





About St Mary's

St. Mary's school was opened by the Mercy Sisters in 1913 and in 2026 celebrates one hundred and thirteen years of meeting the educational needs of the children from the Parish of St Mary's, Ascot Vale.

Our school is one of two Catholic primary schools in the Parish of Ascot Vale, with its sister school being St. Margaret's, Maribyrnong. The majority of students complete their entire primary schooling at St. Mary's with the 2026 enrolment being 378 students.

Demographics

St. Mary's has two classes from Foundation to Grade 6. The school has a culturally diverse population and is a welcoming and inclusive community. St. Mary's is well known for its strong community spirit with the biannual Fiesta being a key event drawing together current and former families and supporters. Annual events such as the Parents and Friends social event (Trivia night), and Battle of the Saints AFL game are key events in the community.

Fiesta Sponsorship

St. Mary's now invites expressions of interest for 2026 Fiesta sponsorship. There are several tiers of sponsorship available this year.

To express your interest please contact Mr. Denis Johnstone, School Principal, on sponsorship@smascotvale.catholic.edu.au to discuss further.





Sponsorship Tiers

Platinum Fiesta Sponsor \$10,000

- Naming sponsor for Fiesta 2026 including logo on Boards, promotional material and own branded marquee.
- Naming sponsor at St Mary's 2026 Parent Social Evening (Trivia Night).
- Naming sponsor for 2026 St. Mary's team at the annual Battle of the Saints football.
- Attendance at Fiesta – plus:
 - Welcome speech to community
 - Lead Art auction
 - Announce silent auction winners.
- Company logo included on real estate board at school during Terms 3 and 4
- Company advertisement in fortnightly school newsletter leading up to Fiesta.
- Exclusive NFORMA post acknowledging your business and contribution.
- Four social posts on St Mary's Fiesta Facebook / Instagram pages acknowledging platinum sponsor.
- St Mary's Certificate of appreciation.
- Logo on display at Fiesta 2026 on Sponsorship Wall at entrances.





Sponsorship Tiers

Gold Fiesta Sponsor \$5,000

- Sponsor a stall or activity/ ride at the Fiesta (Provide logo / sign for display, option to set up a promotional booth adjacent to stall).
- Two social posts on St Mary's Fiesta Facebook / Instagram pages acknowledging gold sponsor.
- Company recognition at 2026 school events (to include Parent Social Evening, Battle of the Saints football day, end of year function etc).
- Company logo included on real estate board at school during Terms 3 and 4
- Company logo included in flyers displayed in local retailers in Union Road.
- St Mary's Certificate of appreciation.
- Company logo and advertisement in 4 newsletters during 2026 school year.
- Logo on display at Fiesta 2026 on Sponsorship Wall at entrances.





Sponsorship Tiers

Silver Fiesta Sponsor \$2,000

- Company logo and advertisement in 4 newsletters during 2026.
- Sponsor a stall or activity/ ride at the 2026 Fiesta (Provide logo / sign for display).
- St Mary's Certificate of appreciation.
- Logo on display at Fiesta 2026 on Sponsorship Wall at entrances.

Community Fiesta Sponsor \$250

- Parents, grandparents, families, local businesses and friends of St. Mary's are invited to consider becoming a community sponsor.
- Your name and / or business to be added to a 2026 fiesta plaque on the Gaga pit on the school grounds.

