



# St. Mary's Primary School Ascot Vale



**FRIDAY 22ND NOVEMBER**

**3PM-9PM**



## Sponsorship Invitation Fiesta 2024



# 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 2 years, we have been able to install new astroturf in the school yard area, providing an enhanced space for sports and play, create a dedicated Science Technology Engineering Art and Maths (STEAM) space to enhance 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 2024 Fundraising Goals

- Contribution towards the first stage of St Mary's new Master Building Plan – this vital work will ensure the contemporising of learning spaces and ensure the sustainability and longevity of our historic buildings
- Basketball Court refurbishment
- Playground upgrades and improvements
- Infrastructure
- Creativity and Innovation Hub (STEAM and Creative Arts space) enhancements

## Audience

- 257 families directly associated with school (majority are residents within Moonee Valley Council area).
- School Newsletter Reach – Averaging 450 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 2024 celebrates one hundred and eleven 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 2024 enrolment being 376 students.

## Demographics

St. Mary's has two classes from grade, Prep 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 P&F Cocktail evening and Battle of the Saints AFL game are key events in the community.

## Fiesta Sponsorship

St. Mary's now invites expressions of interest for 2024 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](mailto:sponsorship@smascotvale.catholic.edu.au) by Monday 22nd July to discuss further.





# Sponsorship Tiers

## Platinum Fiesta Sponsor \$10,000 (1 available)

- Naming sponsor for Fiesta 2024 including logo on Boards, promotional material and own branded marquee.
- Naming sponsor at St Mary's 2024 Parent Cocktail Evening. (July 2024, Windy Hill)
- Naming sponsor for 2024 St. Mary's team at the annual Battle of the Saints Football (September St. Bernard's College)
- Attendance at Fiesta – plus:
  - Welcome speech to community
  - Lead Art auction
  - Announce silent auction winners.
- Company name displayed on front of T-shirt as part of Fiesta merchandise (child and adult sizes, estimated 300 available)
- Company logo included in flyers displayed in local retailers in Union Road and local letterbox drop
- Company advertisement in fortnightly school newsletter leading up to Fiesta along with referral QR code and on three other occasions throughout the 2024 school year.
- Exclusive Audiri post acknowledging your business and contribution.
- Two social posts on St Mary's Fiesta Facebook / Instagram pages acknowledging platinum sponsor
- Certificate of appreciation.





# Sponsorship Tiers

## Gold Fiesta Sponsor \$3,000 (4 available)

- Sponsor a stall or activity / ride at the Fiesta
  - Two social posts on St Mary's Fiesta Facebook / Instagram pages acknowledging gold sponsor
  - Company recognition at 2024 school events (to include Parent Cocktail Evening, Battle of the Saints football day, new parent welcome reception, end of year function etc)
  - Lego acknowledgement plaque on display in school (STEAM room) for remainder of 2024 school year
- Company logo included in flyers displayed in local retailers in Union Road and local letterbox drop
- Company logo and advertisement in 4 newsletters during 2024 school year.
  - Certificate of appreciation.







# Sponsorship Tiers

## Silver Fiesta Sponsor \$1,000 (10 available)

- Sponsor a stall or activity / ride at the 2024 Fiesta
- Company logo and advertisement in 4 newsletters during 2024
- Logo on display at Fiesta 2024
- Certificate of appreciation.

## Community Fiesta Sponsor \$250 (Unlimited)

- Parents, grandparents, families, local businesses and friends of St. Mary's are invited to consider becoming a community sponsor.

