

# MPS RACING

## SPONSORSHIP PROPOSAL



HUMAN POWERED VEHICLE RACE TEAM

EMPOWERING STUDENTS THROUGH  
HEALTH, COMMUNITY, TEAMWORK,  
SUSTAINABILITY AND TECHNOLOGY.



**ENERGY  
BREAKTHROUGH**  
POWERED BY IMAGINATION

# MPS RACING

## OUR JOURNEY IN HUMAN POWERED RACING

Malvern Primary School is located in the South Eastern suburbs of Melbourne, playing an important role in the life of our local community since 1884. With over 560 students, Malvern Primary School has a strong focus on teaching the whole child, with a large range of extra curricular activities and opportunities to engage and inspire our students. The school provides opportunities for students to develop a strong connection to country by working with our Wurrundjeri Elders and locals. The students have developed the Wurrundjeri Voice Committee where they explore pathways for connection and change within our school through the council of Wurrundjeri locals. Our highly committed and motivated staff actively input into developing students who Value and Respect Learning, Themselves and the Environment.

Since 1991, the Energy Breakthrough Challenge has provided opportunities for students, teachers, parents and local industry to work together to design and construct a vehicle or innovation in technology that will represent an 'energy breakthrough'. MPS Racing is actively engaging our Senior School students, their families and the wider Malvern community by participating in the Energy Breakthrough Challenge. The program encourages participants to examine and use the latest technology while considering its impact on the environment and the way people live locally and globally. It requires a team effort and an across-the-curriculum approach.

## MPS COMMUNITY ENGAGEMENT:

In order to participate, students are required to submit a written application, participate in fitness testing and training, carry out research, extensive Human Powered Vehicle training and learn the mechanics of building and construction of vehicles. The whole process begins in the early stages of the year and concludes at the Energy Breakthrough event in November.

The benefits of this program are extensive. The level of engagement ensures students are actively participating in school and their learning environment. The level of training required ensures active lifestyles. After school training sessions serve to improve fitness, but also build community and connectedness. Students are required to understand and answer questions about the construction of the vehicles so their active participation in construction ensures their level of understanding in planning, design and construction is developing. Students are also required to make a 20 minute team presentation about the vehicle and their involvement, so their public speaking and presentation skills are improved. A key component of the Energy Breakthrough challenge is the environmental benefits. Through this, students increase their awareness of the role we can play in improving our environment. Finally, the involvement of students, teachers and parents throughout the process ensures a high level of interaction and connectedness of both parents and students to both teachers, their school and the wider community.

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## EXPOSURE:

Whilst MPS Racing services a local grassroots community, its involvement over the years to come in major Human Powered Vehicle races throughout Victoria will provide a much broader exposure. We have successfully secured a place in the Maryborough Energy Breakthrough for 2023 and know this will be the beginning of an amazing program at MPS for years to come. For 2023, Energy Breakthrough at Maryborough will involve tens of thousands of Primary and Secondary students, their teachers and families. The Maryborough event, in essence acts as a 'State Championship' with over 250 primary and secondary school entries across a range of categories from across Victoria and interstate. Whilst the ultimate goal of the program is competing in this event, the process is a year long project.

Our vision for our sponsors is to showcase them in any way possible. From having business logos on our MPS Racing vehicle and team tops, to being located on our social media and websites, we want our sponsors to be seen and recognised. We would love any businesses to jump on board as one of our sponsors for our MPS Racing Team. With your support, our school community will be able to participate in this incredible event, as well as showcase your business to a new and wider audience.

## SPONSORSHIP:

MPS Racing is run as a school based program and as such is accountable to school financial recording. As it is the first time the MPS Race Team is participating in Energy Breakthrough, we are starting from scratch. We need funds to purchase our vehicle, as well as sourcing income to cover registration fees, uniforms, minor and major repairs, spare parts and camping costs. This will all be sourced through fundraising, sponsors and school support.

*Our first major fundraising goal is to raise \$3,000 to secure our Trike.*

Sponsorships provide major benefits for the program and expand the MPS Race Team's reach and level of engagement. Depending on the level of sponsorship provided, acknowledgement of sponsorships would include exposure via electronic media (websites and instagram sites- school and MPS Racing), signage on the vehicles, uniform logos, and acknowledgement via any verbal interviews or presentations. Further promotion could be negotiated along with possible naming rights of the MPS Racing Team. Articles in local, regional and broader Newspapers will also be investigated and actively sought, where possible. Broader exposure exists via the statewide Energy Breakthrough challenge.



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## SPONSORSHIP PACKAGES:

### Tier 1- Major Sponsors: \$3,000+

- Business name and logo on social media sites, including website and instagram with links to your own website.
- Business name, logo and details in School's Newsletter.
- Business name and logo on Team T-Shirts/Uniform.
- Business name and logo on the body of Human Powered Vehicle.
- Official recognition during a school celebratory assembly
- At Least 1 media article will be sought with acknowledgement of sponsor via written or visual prompt
- Negotiation of promotional event/opportunity and naming possibilities.

### Tier 2- \$1000+

- Business name and logo on social media sites, including website and instagram with links to your own website.
- Business name, logo and details in School's Newsletter.
- Business name and logo on Team T-Shirts/Uniform.
- Business name and logo on the body of Human Powered Vehicle.
- Official recognition during a school celebratory assembly.

### Tier 3- \$500+

- Business name and logo on social media sites, including website and instagram.
- Business name and logo in School's Newsletter.
- Business name on Team T-Shirts/Uniform.
- Business name on the body of Human Powered Vehicle.
- Certificate of appreciation at the end of the year.

### Tier 4- \$250+

- Business name on social media sites, including website and instagram.
- Business name in School's Newsletter.
- Business name on the body of Human Powered Vehicle.
- Certificate of appreciation at the end of the year.

### Tier 5- \$100+

- Business name on social media sites, including website and instagram.
- Business name in School's Newsletter.
- Certificate of appreciation at the end of the year.

If you have any questions or would like to get in touch about the MPS Racing Team, please contact Ben Parker at Malvern Primary School on 9571 0390 or email at [benjamin.parker@education.vic.gov.au](mailto:benjamin.parker@education.vic.gov.au)