



# Clayfield College 2025 Event Sponsorship Opportunities



# Overview

Clayfield College is a co-educational day and boarding school, offering boys and girls all the benefits of single-sex learning and co-education on one campus through the distinctive Parallel Learning model. Unique to Queensland, Parallel Learning is the solution to one of parenting's most difficult choices - whether a single-sex or co-educational school will suit their child best. It provides the best of both worlds.

The College's activities are underpinned by the motto, 'Let your light shine' and the core values of Care, Integrity, Resilience and Respect.

Clayfield College works alongside parents in the nurture and education of their child. The College's education framework is intentionally structured to maximise every child's growth from Pre-Prep to Year 12. At the heart of the Clayfield experience is knowing, valuing and understanding each child and being 'the place where everyone knows your name'.

We are pleased to offer you the opportunity to sponsor one of our initiatives in 2025. Sponsorship provides an excellent way for your business to align with the values and vision of the College while connecting with our vibrant community of students, parents, staff, and alumni.

## Why Sponsor Clayfield College?

- **Community Engagement:** Your brand will connect with our engaged and extensive Clayfield family, including parents, teachers, staff, students and alumni.
- **Brand Visibility:** Exposure across our school events, marketing materials, and online platforms ensures your brand is showcased to a broad audience.
- **Support the Future of Education:** By sponsoring Clayfield College, you're contributing to the future of education and the development of young leaders.

We have a variety of sponsorship opportunities available for 2025 and would be delighted to discuss how we can tailor a sponsorship package that best suits your business's goals.



*On the Green Event Sponsor - Kim Olsen, Ray White Property 2024*

# Financial Sponsorship

Financial sponsorship offers an opportunity for your company to support our event and College, while showcasing your brand to our wide community. Packages are tailored to individual events, sponsorship levels and your brand.

## Gold

The Gold level provides a top-tier sponsorship package, that significantly expands the reach and visibility of our partner companies. This tier will benefit from maximum visibility and elevated engagement with our audience, ensuring a strong presence and lasting impact.

*Benefits may include:*

- Dedicated signage displayed in a prominent position at events.
- Acknowledgement in an event's promotional material, including your organisation's logo and advertising.
- Half-page advertisement in SHINE (College's magazine) which is distributed to the broader Clayfield community (about 10,000).
- Opportunity for up to three 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.
- Recognition of your sponsorship in the opening and closing remarks at event.
- Complimentary tickets for multiple guests at event.



*On the Green signage - Circular Drive entrance 2024*



*On the Green Digital Creative example 2024*

# Silver

The Silver level provides a tier of sponsorship ideal for businesses aiming to broaden their reach and increase their involvement in the Clayfield Community.

*Benefits may include: (event and investment dependant)*

- Your organisation's logo displayed on signage at the event.
- Acknowledgement in the event's promotional material, including your organisation's logo on the menu and a half-page advertisement in the event program.
- Quarter-page advertisement in SHINE (College's magazine) which is distributed to the broader College community.
- Inclusion in EDM – Clayfield Collective and Clayfield Connection – pre and post event to the Clayfield community.
- Acknowledgement on social media channels.
- Recognition of your sponsorship in the opening and closing remarks at the event.
- Complimentary tickets to the event.



*Ladies Lunch, Brisbane Racing Club 2024*



# Bronze

The Bronze level is our most cost-effective sponsorship option, yet it still provides excellent exposure benefits for your company. This tier is an ideal entry point for businesses new to event sponsorship. It provides significant visibility and engagement opportunities, enabling your brand to connect with our audience and establish a presence within our community.

Benefits may include:

- Acknowledgement in the event's promotional material, including your organisation's logo on the menu and a quarter-page advertisement in the event program.
- Quarter-page advertisement in SHINE (College's magazine) which is distributed to the broader College community.
- Inclusion in EDM – Clayfield Collective and Clayfield Connection – pre and post event to the Clayfield community.
- Acknowledgement on social media channels.
- Recognition of your sponsorship in the opening and closing remarks at the event.



*P&F Welcome Night 2024*



*Festival of Fathers' Breakfast 2024*



*Dedicated Sponsor Area and Merchandise Packs at On the Green 2024*

# In-kind and Prize Sponsorship

Alternatives to financial partnerships include In-kind and Prize sponsors. These associations offer a unique opportunity for your company to support our event and College, while showcasing your products or services to our College community.

## **In-kind Sponsorship**

Involves providing goods or services instead of monetary contributions. This can include items such as catering, venue space, printing services, or any other products and services that can help make our event a success. In return, your company will receive valuable exposure and recognition throughout the event and within our community.

## **Prize Sponsorship**

Is a specific type of in-kind sponsorship where your company provides prizes for raffles or giveaways. Prizes can range from products and services to gift vouchers or unique experiences. This type of sponsorship not only enhances the event experience for attendees but also offers additional promotional opportunities for your brand and product exposure.

Benefits may include:

- Your company's logo and name displayed on event materials, which could include signage, programs, menus.
- Acknowledgement in *SHINE* (College's magazine) which is distributed to the broader College community, as well as within the College's newsletter, social media channels and website.
- Recognition of your sponsorship during the proceedings of the event.



*Opus 3, Saint Andrews Uniting Church 2024*

# 2025 Events

## Luminous Lunch (Friday 16 May 2025)

**Audience: Current and past parents, Old Collegians, donors, corporate supporters, and friends.**

The Clayfield College Ladies Lunch, renamed as the Luminous Lunch, is a beloved event that brings together the extended Clayfield community to enjoy a wonderful long lunch with friends. Hosted in the stunning Grand Room at the Calile Hotel, this event is ensured to be a sell-out event in the calendar. Scheduled around Mother's Day, this event provides an ideal occasion to honour and engage with our wonderful community.

## Opus Concert Series

**Audience: Current families, current Primary and Secondary School students, Old Collegians.**

The Opus Concert Series is a spectacular showcase of the Clayfield's Music Program. Featuring items from all ensembles and choral groups throughout the College, it provides Primary and Secondary students with the opportunity to perform on stage to an audience.

- Opus 1 – Thursday 8 May from 6:00pm, Clayfield College Assembly Hall
- Opus 2 – Wednesday 14 May from 6:00pm, Clayfield College Assembly Hall
- Opus 3 – Saturday 23 August from 7:00pm, Saint Andrews Uniting Church
- Opus 4 – Thursday 11 September from 6:00pm, Clayfield College Assembly Hall

## On The Green (Sunday 3 August 2025)

**Audience: Current families, Old Collegians, donors, broader community, corporate supporters.**

On the Green is Clayfield College's flagship annual outdoor event, held on the Main Oval and open to the public. Featuring live music from professional, student, and community artists, along with a variety of food and beverages, it offers a relaxed, family-friendly atmosphere. The event also serves as the College's 'Back to Campus Celebration' for Old Collegians.



*Kate Miller-Heidke with Clayfield Music Students and Staff at On the Green 2024*

### **The Exchange (Friday 29 August 2025)**

**Audience: Current parents, Old Collegians, donors, corporate supporters, and friends.**

The Exchange is a new event on the Clayfield calendar, open to members of our wider community. This event offers a unique opportunity to gather outside the school environment, featuring guest speakers and providing a relaxed setting for socialising and building connections. Hosted at local brewery, Aether Brewing, and planned just prior to Father's Day, it's the ideal opportunity to celebrate and connect within our community.

### **LUX (Thursday 13 to Friday 14 November 2025)**

**Audience: Current families, Old Collegians, donors, corporate supporters.**

LUX is a celebration of the Visual and Performing Arts at Clayfield College, showcasing the amazing creativity and talent of our students. From a beautiful Visual Arts exhibition to live music, dance, and drama performances, LUX is a night full of inspiration and artistic expression. This event highlights the diverse talents within our College and the 'Creative Arts for All' philosophy. Extending this event is a special preview for our Emerald Club members, including Old Collegians of 70 years and older.

### **Future Leaders Program**

**Audience: Old Collegians, current Primary and Secondary School students.**

The Future Leaders Program is designed to inspire and support Clayfield College's next generation of leaders. It provides students with valuable opportunities to connect with mentors, gain insights from industry professionals, and develop essential leadership skills. Proudly supported by the Clayfield College Old Collegians' Association, the program fosters growth through meaningful connections with industry leaders. Featured in this series are:

- International Women's Day Breakfast
- Industry Networking Collective
- STEM Breakfast
- Creative Arts for All Breakfast

*On the*  
**Green**

2025 Future  
Leaders Program

Proudly supported by





# APPLICATION TO PARTNER

To secure your partnership, or discuss opportunities, please contact Ashleigh Pryor, Events Manager, on 3262 0224 or [apryor@clayfield.qld.edu.au](mailto:apryor@clayfield.qld.edu.au).





# Clayfield College

P: +61 7 3262 0262

23 Gregory Street Clayfield QLD 4011

PO Box 387 Clayfield QLD 4011

[clayfield.qld.edu.au](http://clayfield.qld.edu.au)

