



Downlands

Where your *heart* finds a home[®]

DOWNLANDS COLLEGE SPONSORSHIP PROSPECTUS

Performing arts, sporting & events sponsorship opportunities



PRINCIPAL'S WELCOME

As the Principal of Downlands College, I take great pride in the exceptional educational institution that we have built. Since its founding in 1931 by the Missionaries of the Sacred Heart (MSC), the College has nurtured and developed countless leaders, entrepreneurs, and individuals who have made a profound impact on the world.



Our institution is deeply rooted in Catholic values and the MSC spirit. We embrace and celebrate diversity within our student body, and staff, and place a strong emphasis on cultivating meaningful relationships both inside and outside of the classroom. By doing so, we ensure that our core values of love, courage, compassion, understanding, and humility are woven into the fabric of our community.

At Downlands College, we understand that each student has unique strengths and passions. That's why we offer a broad range of academic and co-curricular opportunities, including vocational education and training, sports, performing arts, agriculture, leadership development, social justice projects, and community service. As of 2023, we are the only Prep to Year 12 independent catholic, day and boarding school on the Darling Downs.

Our ultimate goal is to foster happy and fulfilled students who strive for excellence in all aspects of their lives. We encourage students to take responsibility for their learning and relationships, to treat peers and community members with respect and kindness, and to cultivate a sense of humour and humility. By doing so, we hope to develop selfless leaders who advocate for values-based communities.

Sponsoring and supporting Downlands' events, sports, and performing arts programs provides an opportunity for your business to gain exposure and elevate your brand. Additionally, you will be supporting the education and co-curricular interests of our students. By investing in these events and programs, you will also be investing in the future of the students and the success of their pursuits. Being a Downlands sponsor is an excellent way to foster long-lasting relationships with the community and make a positive impact on the lives of young people.

Downlands is a place where your heart finds a home - where students can grow and flourish as they develop a sense of truth, goodness and beauty and be ready to go out and make a difference in the world.

Sincerely,

Mr Stephen Koch
Principal

VISION

That an education of the heart will inspire all Downlanders to foster a sense of belonging, pursue an awareness of self, and so become selfless leaders present to the needs of the times.

MISSION

Downlands is a Catholic heart-centred learning, teaching and boarding community whose ethos embodies the Charism, Vision, Values and Mission of the Missionaries of the Sacred Heart.

SPIRIT

Ours is a spirit of family and a spirit of true friendship, formed by kindness and understanding, by compassion and mutual forgiveness, by gentleness, humility and simplicity, by hospitality and a sense of humour.

Constitution #32

MISSIONARIES OF THE SACRED HEART (MSC)

Downlands College is owned and conducted by the Missionaries of the Sacred Heart (MSC), alongside a committed group of teachers and support staff. The College was opened in 1931 as a boarding school for boys with a total enrolment of 68. Today, it is fully co-educational, with more than 1100 day and boarding students from all parts of Queensland and beyond.

Jules Chevalier had a vision of a new world emerging, and he wanted to make known the Gospel message of God's love and care for all men and women and to evoke a response in every human heart. He especially valued love, concern, compassion, understanding, respect and acceptance of every individual. His vision was based on the words of Jesus, "I give you a new commandment, love one another. Just as I have loved you, you also must love one another. By this love you have for one another, everyone will know that you are my disciples." [John 13:34 ff]

The Missionaries of the Sacred Heart (MSC) believe that nothing is more important than the saving power of God's love. The MSC believes if people come to experience the love, gentleness, kindness and compassion of God, then they will have hope, meaning and purpose in their lives.

YOUR INVITATION TO SPONSOR A DOWNLANDS COLLEGE EVENT & CO-CURRICULAR PROGRAM

Downlands College offers an incredibly unique educational experience to children from all walks of life and all corners of Australia. We are a truly eclectic community that celebrates the diversity of this beautiful country.

Often, when we remind Downlands students of the uniqueness of this community, I will comment, "What makes this place great is the people. We are people who ask not 'what can I get?', but 'what can I give?'"

So, what can you give?

A lot of us give time and energy, because it is what we can offer. Some of us are in the fortunate and privileged position to do that and maybe more.

Sponsoring an event at Downlands is an opportunity to provide an opportunity to a child they would not otherwise receive. Whether monies raised through sponsorship are directed toward training facilities or teaching resources, it all impacts on the College's bottom line, which means you contribute to the provision of an MSC education for a child whose family could not otherwise afford it.

You can alter the course of a life.

We believe that an MSC Education—an education of the heart—has the capacity to better the world one child at a time. It sounds idealistic, I know, but if you have been a student here and have read this far, there is a good chance you know what I mean. When I speak with past-students who are considering sponsorship, they often remark that they want to give back to a place that gave them so much. When I speak with potential sponsors who have not had a prior connection with the College, they often remark that they believe in the Mission and the Vision of the school. They often can't quite put their finger on it, but will suggest there's 'just something about the place'.

Whatever your motivation, this is your opportunity. And we greatly appreciate your generosity.

There is a litany of events in 2024 that you could contribute to. Whether you are able to offer an in-kind donation or a monetary contribution, your sponsorship will not only be to the betterment of our College but will also provide the unique opportunity to showcase your organisation to the broader Downlands Community.

We understand that every business has its own unique needs and we are committed to working with you to create a sponsorship package that meets those needs. We offer a variety of sponsorship levels and benefits, ranging from recognition through our Electronic Newsletters (EDMs) to exclusive VIP experiences at our events.

To discuss the available sponsorship opportunities or for any enquiries, please contact Cassandra Hunter at 4690 9500 or development@downlands.qld.edu.au.

Thank you for considering this opportunity. Your time is genuinely appreciated.

Sincerely,

Mr Chris Oakes
Deputy Principal



2024 DOWNLANDS ART EXHIBITION

SPONSORSHIP OPPORTUNITIES



DOWNLANDS COLLEGE ART EXHIBITION

The Downlands College Art Exhibition is a highly anticipated event on the College calendar, featuring works from over 200 prestigious artists, including student artworks. The exhibition boasts a collection worth almost \$1.3 million, featuring indoor and outdoor art, photography, ceramics, and glass from established and emerging Australian artists.


To support the annual Art Exhibition, a comprehensive marketing campaign will be launched. The exhibition sponsors will benefit from promotion through various marketing channels, reaching an interested and engaged audience of over 12,000 including current students, parents, and past students. The benefits offered to sponsors are based on a sliding scale corresponding to their investment level. The exhibition is promoted each year extensively through catalogues, banners, social media, advertising, the college's database, and publicity. The primary purpose of this event is to raise funds and expand the college's network.

The Parents and Friends Association of Downlands College invite you to become a sponsor of the 2024 Art Exhibition. The Art Exhibition will officially begin on the evening of Friday, September 13th, with an Opening Night Cocktail Party for parents, art lovers, and exhibiting artists. Artworks will be available for sale from 6.30pm on Friday the 13th until 4pm on Wednesday the 18th of September.

The Opening Night Cocktail Party is expected to have 450 guests. Throughout the entire Art Exhibition, over two thousand members of the public will attend, including current and former parents, grandparents, past students, Board members, and corporate sponsors. Guests who attend the Art Exhibition demographically fit into the 40-60 age bracket, with relatively high household income thresholds.

The funds raised from the exhibition will be used by the Parents and Friends Association to support a wide range of long and short-term projects that benefit current and future students.

Sponsorship Opportunities - Art Exhibition

	Naming Rights Downlands College Art Exhibition presented by XXXX	Gold Partner	Silver	Bronze	Supporters/ Champions/ Mates	Prize Donation		
Investment <small>(price excluding GST)</small>	\$  10,000.00	\$ 5,000.00	\$ 3,000.00	\$ 1,000.00	\$500<	Samples	\$500-\$1000 Retail value	Greater than \$1000 value (cash/in kind)
Sponsorship places available	One	Ten	Twenty	Thirty	Unlimited	Unlimited	Unlimited	Unlimited
PROMOTION & BRANDING								
Exclusive presenting partner rights of the event	✓							
Use of Proud Supporter email footer	✓	✓	✓	✓	✓	✓	✓	✓
LOGO RECOGNITION								
Logo on printed event promotional materials distributed prior to the event	✓	✓						
Logo printed on the cover of the catalogue	✓	✓						
Logo on Television Commercial	✓							
Recognition in all pre and post-event communications	✓	✓						
On Event website www.downlandart.com.au	✓	✓	✓	✓				
Signage at Gala as logo on Big Screen in McCowage Square	✓	✓	✓	✓				✓
Logo in event specific EDM <small>(over 1,000 subscribers)</small>	✓	✓	✓					✓
On Product Only						✓	✓	
SOCIAL MEDIA EXPOSURE								
Social media STORY on the Downlands College social sites <small>(FB - 8.8k, IG-2.8k)</small>	4 STORIES <small>(Stories are cumulative across all platforms and posting options)</small>	2 STORIES <small>(Stories are cumulative across all platforms and posting options)</small>	1 STORIES <small>(Stories are cumulative across all platforms and posting options)</small>					
Social media POSTS on the Art Exhibition social sites <small>(FB - 1.5k, IG - 1.7k)</small>	6 POSTS <small>(posts are cumulative across all platforms and posting options, including stories & reels)</small>	4 POSTS <small>(posts are cumulative across all platforms and posting options, including stories & reels)</small>	3 POSTS <small>(posts are cumulative across all platforms and posting options, including stories & reels)</small>	1 GROUP POSTS WITH OTHER BRONZE SPONSORS <small>(posts are cumulative across all platforms and posting options, including stories & reels)</small>	1 GROUP POSTS WITH OTHER SUPPORTERS <small>(posts are cumulative across all platforms and posting options, including stories & reels)</small>	1 GROUP POSTS WITH OTHER DONORS <small>(posts are cumulative across all platforms and posting options, including stories & reels)</small>		
Acknowledgment in the post-event wrap up on LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓
PUBLICITY								
Mention in Media Release	✓	✓	✓					
Opportunity to coordinate promotions in conjunction with the event	✓	✓						
Ability to display signage during event <small>(Banners etc. must be supplied by sponsor)</small>	✓							✓



CONFIRMATION OF COMMITMENT

To become a sponsor of Downlands College in 2024, indicate below your sponsorship commitment and provide your details as requested. Please return your completed form to Cassandra Hunter. Thank you in anticipation of your generous support.

SPONSORSHIP COMMITMENT

(example: I would like to sponsor the Downlands Musical as a Gold Sponsor)

BUSINESS NAME

ABN

CONTACT NAME

CONTACT EMAIL

PHONE NUMBER

FACEBOOK HANDLE

INSTAGRAM HANDLE

APPROVER SIGNATURE

DATE

For more information, contact: Cassandra Hunter, Events Coordinator - 07 4690 9588
E: cassandra.hunter@downlands.qld.edu.au





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