



TPA

TASMANIAN  
PRINCIPALS  
ASSOCIATION

SPONSORSHIP  
PROSPECTUS

On behalf of the Tasmanian Principals Association (TPA) we invite you to consider the TPA community as a unique and targeted marketing opportunity to build awareness for your brand.

A partnership with TPA provides you with opportunities to promote your goods or services across Tasmania to education leaders who are the key decision makers in public primary and secondary schools and colleges.

Our individually crafted packages allow you to market your organisation in a variety of ways, depending upon your specific needs. We're always excited to work with our sponsors to come up with tailored solutions to connect you with our audience.

**Benefits of being a TPA partner include:**

- + Opportunities to create and/or enhance a statewide profile
- + Cost effective marketing exposure and branding
- + Opportunities to promote and profile your company
- + Contact and linking opportunities with key education decision makers
- + Extensive exposure of your organisation's logo
- + Advertisement of new products and services to a targeted audience
- + Demonstrated support of public school leaders

Your support is highly valued as the TPA strives to support principals and other school leaders in the vital enterprise of public education.

Yours sincerely,



Dr Sally Milbourne  
TPA President



Tamara Clark  
TPA Business Manager

## About TPA

The Tasmanian Principals Association is a highly respected professional association which exists to provide support to public school leaders and a thriving public education system. The TPA focuses on support, professional learning and advocacy for Tasmanian government school leaders by:

- + Developing position statements on major issues, communicating views to the wider education community.
- + Facilitating regular meetings, forums, conferences and seminars for the advancement of education and the professional development of members.
- + Networking with organisations and individuals who share a common commitment to Government Education.

The TPA is recognised by Government, Department of Education, media, the non-Government school sector as the balanced and respected voice of Tasmanian government school leaders.

We have a strong presence in, and link to, the national associations of principals: Australian Primary Principals Association (APPA), Australian Government Primary Principals Association (AGPPA), and Australian Secondary Principals Association (ASPA).

## Our Vision

The TPA is at the heart of leadership in public education.

## Our Mission

The TPA exists to develop and support government school leaders in Tasmania through:

- + Professional support
- + Professional learning
- + Professional advocacy

## Our Values

- + Integrity
- + Equity
- + Collaboration
- + Work/life balance.



# Platinum Business Sponsorship \$15,000

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- + Exclusive product recommendation as Preferred Supplier to TPA members for the period of the agreement
- + Prominent Logo recognition as a “Platinum Business Sponsor”
  - printed on electronic and printed media
  - on the President’s and Business Manager’s email signature, with a direct link to the Sponsor’s website
  - on the TPA website homepage, with a direct link to the sponsor’s website
  - on the TPA website Sponsors page, with a direct link to the sponsor’s website
  - in the e-Newsletter with a direct link to the sponsor’s website
- + Prominent Logo recognition as a “Platinum Business Sponsor” printed on the TPA banner to be displayed at all TPA events
- + Advertising in each TPA eNewsletter to members, including hyperlinks, attachments, videos, photos. Unlimited content. Eight issues emailed per year.
- + Opportunity to submit sales and marketing material to the TPA for distribution to its members
- + Opportunity for direct access to two TPA State Executive meetings per annum with the opportunity to address the Executive with a 15 minute presentation
- + Insight briefings on the, context of Tasmanian Schools, with the TPA President. One meeting per term
- + Access to the TPA Membership database
- + Exclusivity of service category at the TPA Conference

## Gold Business Sponsorship \$5,000

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- + Product recommendation to TPA members for the period of the agreement
- + Logo recognition as a “Gold Business Sponsor”
  - printed on electronic and printed media
  - on the President’s and Business Manager’s email signature, with a direct link to the sponsor’s website
  - on the TPA website homepage, with a direct link to the sponsor’s website
  - on the TPA website Sponsors page, with a direct link to the sponsor’s website
  - in the e-Newsletter with a direct link to the sponsor’s website
- + Logo recognition as a “Gold Business Sponsor” printed on the TPA banner to be displayed at all TPA events
- + Advertising in the TPA eNewsletter to members, including hyperlinks, attachments, videos, photos. Total of six advertisements for the period of the agreement. Eight issues emailed per year.
- + Opportunity to submit sales and marketing material to the TPA for distribution to its members
- + Opportunity for direct access to one TPA State Executive meeting per annum with the opportunity to address the Executive with a 10 minute presentation

## Silver Business Sponsorship \$3,000

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- + Product recommendation to TPA members for the period of the agreement
- + Logo recognition as a “ Silver Business Sponsor”
  - printed on electronic and printed media
  - on the President’s and Business Manager’s email signature, with a direct link to the sponsor’s website
  - on the TPA website homepage, with a direct link to the sponsor’s website
  - on the TPA website Sponsors page, with a direct link to the sponsor’s website
  - in the e-Newsletter with a direct link to the sponsor’s website
- + Logo recognition as a “Silver Business Sponsor” printed on the TPA banner to be displayed at all TPA events
- + Advertising in the TPA eNewsletter to members, including hyperlinks, attachments, videos and photos. Total of three advertisements for the period of the agreement. Eight issues emailed per year.

# Business Sponsorship Overview

	Platinum	Gold	Silver
<b>Recognition</b>			
Exclusive product recommendation as Preferred Supplier to TPA members for the period of the agreement	•		
Product recommendation to TPA members for the period of the agreement	•	•	•
Logo recognition as a "Business Sponsor" printed on electronic and printed media	•	•	•
Logo recognition as a "Business Sponsor" on the President's and Business Manager's email signature with direct link to the sponsor's website	•	•	•
Logo recognition as a "Business Sponsor" printed on the TPA banner to be displayed at all TPA events	•	•	•
<b>Website</b>			
Company Profile	•	•	•
Logo recognition as a "Business Sponsor" on the TPA website homepage, with a direct link to the sponsor's website	•	•	•
Logo recognition as a "Business Sponsor" on the TPA website Sponsors page, with a direct link to the sponsor's website	•	•	•
<b>eNewsletter</b>			
Logo recognition as a "Business Sponsor" including contact details and direct link to the sponsor's website	•	•	•
Advertising in the TPA digital eNewsletter to members, including hyperlinks, attachments, videos, photos. Eight issues per year – limits apply depending on level	•	•	•
<b>Conference</b>			
Exclusivity of service category at the Conference	•		
Product display at the Conference	•		
One (1) 2m x 3m standard display, located in the Trade Area, at the Conference	•		
Opportunity to address all registrants at a specified time for five (5) minutes	•		
One (1) full page advertisement, together with artwork supplied by the Sponsor in the Conference handbook, (if any)	•		
Plenary signage, supplied by the sponsor, prominently displayed in the Conference venue at all times	•		
Signage, supplied by the sponsor, prominently displayed in the Conference venue at all times	•		
Two (2) complimentary registrations to attend the Conference, including social programs	•		
Invitation to exhibit at sponsor's expense at the TPA Conference		•	•
<b>Other</b>			
Opportunity to submit sales and marketing material to the TPA for distribution to its members - One scheduled membership mail out, per year - New members membership pack - Email communication once per term	•	•	
Opportunity for direct access to two TPA State Executive meetings per annum with the opportunity to address the Executive with a 15 minute presentation	•		
Opportunity for direct access to one TPA State Executive meeting per annum with the opportunity to address the Executive with a 10 minute presentation		•	
Insight meetings, context of Tasmanian Schools, with the TPA President. Topics and provision of service to schools. One meeting per term.	•		
Access to the TPA Membership database	•		

TPA is pleased to acknowledge the support  
of our business sponsors

Platinum Sponsors



Gold Sponsors



PHYSICAL EDUCATION PROGRAMS FOR SCHOOLS



Silver Sponsors



[www.tpa.org.au](http://www.tpa.org.au)

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