



TPA

TASMANIAN
PRINCIPALS
ASSOCIATION

SPONSORSHIP PROSPECTUS 2023

The Tasmanian Principals Association (TPA) invites you to engage with us in a unique opportunity to enhance awareness of your brand.

Why Sponsor our Association?

Your sponsorship of the TPA is highly valued in our work to support principals and other school leaders in the vital enterprise of continually enhancing public education.

It demonstrates your support of educational leadership and public education, and provides opportunities for you to:

- create and/or enhance your business profile
- promote your brand to key stakeholders within public education.

About the TPA

The TPA is a highly respected professional association which provides support, professional learning and advocacy for Tasmanian government school leaders.

The TPA is a balanced and respected voice in public education and is recognised as such by Government, Department for Children, Education and Young People (DCEYP), media, and the non-Government school sector.

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

Thank you for your consideration of this invitation. I look forward to discussing this opportunity with you further. Please feel free to contact me at your earliest convenience.

Tamara Clark
Business Manager
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0457 526 372

Platinum Sponsorship (\$12,000)

- + Exclusive product promotion (within your company's defined product/service type) to TPA members for the period of the agreement
- + Prominent logo placement as a “Platinum Sponsor”
 - printed on electronic and printed media
 - on the President’s and Business Manager’s email signatures, 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
- + Opportunity to submit sales and marketing material to the TPA for distribution to its members to promote your brand and enhance your business profile
- + Opportunity to present to the TPA State Executive as negotiated; up to and not exceeding three presentations per year
- + Opportunity for one insight briefing per term with the TPA President on the context of Tasmanian schools
- + Access to the TPA Membership database (*on request*)
- + Exclusivity of service category at the TPA Conference (*if held*)
 - *not applicable to APPA Conferences hosted by TPA*

Gold Sponsorship (\$4,000)

- + Product promotion to TPA members for the period of the agreement
- + Logo placement as a “Gold Sponsor”
 - printed on electronic and printed media
 - on the President’s and Business Manager’s email signatures, 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
- + Opportunity to submit sales and marketing material to the TPA for distribution to its members to promote your brand and enhance your business profile

Sponsorship Overview

	Platinum	Gold
Recognition		
Exclusive product promotion to TPA members for the period of the agreement	•	
Product promotion to TPA members for the period of the agreement	•	•
Brand recognition as a “Sponsor” printed on electronic and printed media	•	•
Brand recognition as a “Sponsor” on the President’s and Business Manager’s email signature with direct link to the sponsor’s website	•	•
Website		
Brand recognition as a “Sponsor” on the TPA website homepage, with a direct link to the sponsor’s website	•	•
Brand recognition and company profile as a “Sponsor” on the TPA website Sponsors page, with a direct link to the sponsor’s website	•	•
Marketing		
Opportunity to submit sales and marketing material to the TPA for distribution to its members to promote your brand and enhance your business profile	•	•
Opportunity to present to the TPA State Executive as negotiated; up to and not exceeding three presentations per year	•	
TPA Conference - (if held)		
Exclusivity of service category - <i>not applicable to APPA Conferences hosted by TPA</i>	•	
Product display	•	
One (1) 1.5 x 1.5m pod 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)	•	
Signage, supplied by the sponsor, prominently displayed	•	
Two (2) complimentary registrations	•	
Invitation to exhibit at sponsor’s expense		•
Other		
Opportunity for one insight briefing per term with the TPA President on the context of Tasmanian schools	•	

TPA thanks our 2022 sponsors for their support

Platinum Sponsors



Gold Sponsors



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