



WA Teachers' Games (WATG)

MANDURAH | OCTOBER 5-7, 2021

SPONSORSHIP PACKAGES



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WELCOME

Thank you for taking the time to consider sponsoring the inaugural WA Teachers' Game, hosted by School Sport WA.

We hope you find the below information useful to consider being an event partner and part of our exciting new initiative. We trust that this is the beginning of a successful partnership at WATG in 2021, Western Australia's teaching workforce and your business.

WATG: IN A NUTSHELL

- ❖ Multi-sport event operated by School Sport WA
- ❖ Exclusively held for education professionals (teachers), DOE staff and school staff.
- ❖ Smorgasbord of sporting and social activities (Approx. 20 events in 2021) on offer to choose from.
- ❖ Over 3 days & 2 nights, WATG will take place in the second week of the October school holidays.
- ❖ The event will be hosted in Mandurah for the next two years.
- ❖ A great way for teachers to connect with likeminded professionals, play competitive and social sport, bond within their own teams & as a professional development opportunity.
- ❖ The event is based on the very successful Victorian Teachers' Games which attracts over 2000 attendees and is in its 25th year of operation.

WHY JOIN WATG?

- ❖ Access, promotion and exposure to the inaugural WA Teachers' Games - a captive audience connected to families and school children.
 - Boost interactions
 - Sign up new members
 - Increased brand awareness & engagement
- ❖ Connect with teachers/schools from throughout WA
- ❖ Reach out to the WA's future teaching workforce
- ❖ Have contact with all attendees at the WATG Hub
- ❖ Be the face at selected sporting competitions, events and social nights
- ❖ It's fun. You are entitled to participate in any event(s) as part of WATG under the same conditions as any other participant – which means you can build camaraderie within your teams, get some much needed time out of the office and see the beauty of Mandurah
- ❖ Network with fellow sponsors & key dignitaries.

WATG SPONSORSHIP PACKAGES

** Prominent Feature || * Included Feature

| PERKS | MAJOR PARTNER | SILVER PARTNER | BRONZE (EXHIBITOR) |
|---|--------------------------|---------------------------|--------------------------|
| | \$10,000 | \$5,000 | \$2,500 |
| PRE EVENT RECOGNITION | | | |
| Promotion/logo/ in ALL print, digital media (videos) & website – excludes signage & collateral | ** | | |
| Pre-event sponsor announcement/press release | * | | |
| Logo placement & hyperlink on website | Top Billing | * | * |
| Dedicated advertising page on WATG website | ** | * | |
| Side Banner advertising on website | ** | * | |
| Presence in WATG confirmation emails | * | | |
| Pre-event & lead in EDM promotion | All | * | |
| Social Media Promotion | Monthly | 2 | 1 |
| Logo to feature on WATG staff email signature blocks | * | | |
| Pre-approved participant contact data for cross- promotion & planning | * | * | |
| ON SITE EVENT RECOGNITION | | | |
| Sponsor-branded booth @ WATG Check In | Prominent | * | * |
| Exclusive onsite signage, promotion & advertisement displays at WATG Hub | * | | |
| Exclusive access rights to promote and brand preferred sporting events/precincts including logo placement on event information. | Large Events & Precincts | Medium Events & Precincts | Small Events & Precincts |
| Access to promote & co-brand with social sponsor for social evenings, events & themes | ** | * | |
| Promotion allocation in WATG official program | Full page | ¼ page | |
| Option to contribute to WATG show bag | ** | * | * |
| Logo on competitor ID/lanyard | * | | |
| Logo on applicable WATG merchandise | * | | |
| Staff participation in events at no cost | Max 10 | Max 6 | Max 3 |
| POST EVENT RECOGNITION | | | |
| Inclusion in post-event survey | * | | |
| Thank You EDM | ** | * | * |

Want to be involved in another way? If you have any other ideas or opportunities you'd like to explore, we'd love to hear them and see how we can get the best out of our partnership together.

JOIN US NOW!

We'd love you to be a part of WTG in 2021.

See you in Mandurah!

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