

SPONSORSHIP PACKAGE 2026



THE PJ EDITION

Friday 31 July
AUSSIE WORLD

Thank you in advance for your consideration of this proposal.

For further information please contact: **Lou Ford, Events & Alumni Coordinator**
fordl@immanuel.qld.edu.au | 075477 3419

WELCOME

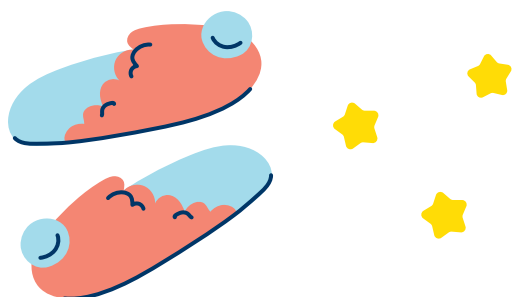
Winterfest PJ Edition is a special community event hosted by Immanuel Lutheran College, bringing families together for a cosy winter evening of fun at Aussie World on 31 July. This unique after-dark event invites our community to embrace the winter spirit by dressing in their warmest pyjamas and enjoying a memorable night of rides, laughter and connection.

The evening will feature a variety of entertainment for the whole family, including unlimited access to Aussie World rides, delicious food and treats, and plenty of opportunities to relax and enjoy the festive winter atmosphere with friends and family.

Winterfest PJ Edition is a P&F community event, organised by a dedicated team of parent volunteers, staff volunteers and the College's Marketing Development Team. Funds raised through the event are directed back into projects and initiatives that benefit students and the broader Immanuel Lutheran College community.

The support of our local business community is fundamental to the success of this event. A range of sponsorship opportunities are available, offering businesses the chance to connect with our engaged school community while gaining valuable brand exposure. With strong attendance expected and a comprehensive marketing campaign in the lead-up to the event, this is a wonderful opportunity to showcase your brand while supporting a vibrant community initiative.

We invite you to partner with us as a sponsor and would welcome the opportunity to discuss these opportunities further. Thank you for considering supporting this exciting community event.



SPONSOR PACKAGES

Winterfest PJ Edition will feature a comprehensive advertising and promotional campaign scheduled to run in the lead-up to the event on 31 July. This campaign will include media releases, targeted online marketing, the College website and social media channels.

AUDIENCE

- Immanuel Lutheran College students, parents and grandparents
- Friends and extended families of the Immanuel community
- Families looking for a fun winter evening out

There will be something for everyone at Winterfest PJ Edition, with rides, entertainment, food and a cosy winter atmosphere for the whole family to enjoy.

MARKETING CHANNELS

- Regular Facebook and Instagram posts reaching a wide community audience
- Advertising campaign in the lead-up to the event
- College website event page
- Benefits of Sponsorship

Partnering with Winterfest PJ Edition will provide your organisation with a range of valuable benefits, including:

- Increased brand awareness within the Sunshine Coast community
- Enhanced corporate presence and positive brand association with a respected local school
- Strong exposure to families attending the event

LEVELS OF SPONSORSHIP

GOLD SPONSOR (DREAM BIG SPONSOR)

Two available only – \$2,500

- Exclusive Stall naming rights for Jar Bar or Basket Raffle
- Exclusive VIP Car Park at the event
- “Sponsorship Shoutout” on Social Media – includes Instagram, Immanuel Facebook and Immanuel Old Scholars Facebook along with several internal facebook groups targeting each year level;
- Acknowledgment at the event;
- Opportunity to set up a promotional display and/or signage/banners to promote your business and/or products;
- Logo recognition on all Winterfest marketing collateral.



SILVER SPONSOR (SWEET DREAMS SPONSOR)

Four available only – \$1,000

“Sponsorship Shoutout” on Social Media – includes Instagram, Immanuel Facebook and Immanuel Old Scholars Facebook along with several internal facebook groups targeting each year level;

- Acknowledgment at the event
- Opportunity to set up a promotional display and/or signage/banners (up to two) to promote your business and/or products;
- Logo recognition on all Winterfest marketing collateral.



BRONZE SPONSOR (PILLOW TALK PARTNER)

Ten available only – \$500

- “Sponsorship Shoutout” on Social Media – includes Instagram, Immanuel Facebook and Immanuel Old Scholars Facebook along with several internal facebook groups targeting each year level;
- Acknowledgment at the event
- Logo recognition on all Winterfest marketing collateral.



TERMS & CONDITIONS

This Sponsorship Proposal is current as of March 2026.

Winterfest PJ Edition will provide the Sponsor with the acknowledgements outlined in this prospectus.

Winterfest PJ Edition may adjust, substitute, or provide alternative acknowledgements if required, in consultation with and with the approval of the Sponsor.

Any variations to the description of each sponsorship package must be agreed upon by both parties.

Sponsorship entitlements will not commence until written confirmation has been received and full payment has been made.

No portion of the sponsorship cash payment, or the value of donated goods or services, is subject to refund except at the discretion of the Winterfest PJ Edition organising committee.

The organising committee reserves the right to decline a sponsorship application at any time.

Applications will be processed in strict order of receipt.

If you believe sponsoring this event is right for your business. Please make contact with:

Lou Ford, Events & Alumni Coordinator
fordl@immanuel.qld.edu.au | 075477 3419

We look forward to hearing from you!



SPONSORSHIP ACKNOWLEDGMENT

Below is a snapshot of the recognition included with each sponsorship package. As a Winterfest PJ Edition partner, your organisation will receive valuable exposure both at the event on 31 July at Aussie World and throughout the promotional campaign leading up to the event.

This provides an excellent opportunity to connect with the Immanuel Lutheran College community while increasing awareness of your brand across our event marketing channels.

	Cost	Exclusive Stall & Advertising	Promotional Display at Event	Acknowledgment at Event	Social Media	VIP Car Park	Radio Advert
GOLD	\$2500	✓	✓	✓	✓	✓	✓
SILVER	\$1000	✓	✓	✓	✓		✓
BRONZE	\$500				✓		

REVIEW AND APPROVAL PROCESS

Although all sponsorship applications will be considered, sponsors should align with the values of the Immanuel Lutheran College community.

Businesses partnering with Winterfest PJ Edition should demonstrate a positive community reputation and support initiatives that encourage family connection, children's wellbeing, and a fun, inclusive environment.



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