

## Deutsche Schule Durban Sponsor Packages

## Packages

	Package A	Package B	Package C
Cost	R 4 000 pa	R 9 000 pa	R 15 000 pa
Content	• Sportsfield	<ul> <li>Main Event Exposure (Banners)</li> <li>Quiz Night</li> <li>Drive-In Movie Night</li> <li>Weihnachtsmarkt</li> <li>Golf Day</li> <li>Business Cards/Flyers at reception</li> <li>Branding on school property</li> <li>Sportsfield</li> </ul>	<ul> <li>Online Advertising</li> <li>Monthly FB &amp; Insta Post</li> <li>Newsletter Advert</li> <li>Main Event Exposure (Banners)</li> <li>Quiz Night</li> <li>Drive-In Movie Night</li> <li>Weihnachtsmarkt</li> <li>Golf Day (Hole Sponsorship)</li> <li>Branding on school property</li> <li>Sportsfield</li> <li>School Bus</li> </ul>

Above elements can be swapped out, adjusted an tailored to the brands needs, as long as the general category criteria is met.

# Branding on School Property

#### Signage at school entrance

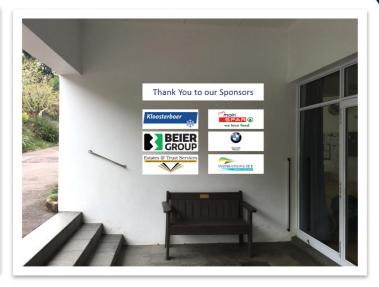
- -Full Colour signage 1.2m x 1.6m
- -Maximum exposure to all entering hall area



## Branding on School Property cont.

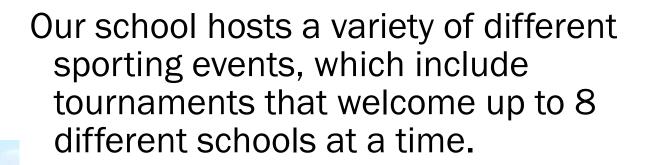








## Branding on Sport Field



Additionally we host a variety of different events, some that see our school hosting over 1000 guests at a time.

#### **Event Exposure**









Package	Quiz Night (+-150 people)	Drive-In Movie Night (+-100 people)	Weihnachtsmarkt (+1000 people)	Golf Day (150 people)
Α	-	-	-	-
В	Includes 2 strategically placed banners during the course of the event	Includes 2 strategically placed banners during the course of the event	Includes 2 strategically placed banners during the course of the event	Includes 2 strategically placed banners on the the course during the event
С	Includes 2 strategically placed banners during the course of the event	Includes 2 strategically placed banners during the course of the event	Includes 2 strategically placed banners during the course of the event	Includes a hole Sponsorship Includes 2 mentions on Face-
	Includes 2 mentions on Face- book and Instagram in lead	Includes 2 mentions on Facebook and Instagram in lead	Includes 2 mentions on Facebook and Instagram in lead	book and Instagram in lead up to event

Above elements can be swapped out, adjusted an tailored to the brands needs, as long as the general category criteria is met.

#### Online Advertising

#### Package C gets:

- 2 FB and Insta Stories involving their brand per month
- Permanent Logo on DSD Website





### Newsletter Advertising

#### Package C gets:

 A half page advert/logo feature (70mm x 40mm) on our monthly newsletter received by over 300 people that form part of the DSD community



Am Sonntag beginnt offiziell der Frühling! Sind Sie auch schon in Frühlingsstimmung? Heute findet der Großelterntag und das Sportfest statt. Ein Tag voller Veranstaltungen und viel Freude an unserer Schule. Wie viele von Ihnen dürfen wir morgen bei uns willkommen heißen?

On Sunday we welcome spring! Are you already in the spring spirit? Today we are hosting Grandparents Day as well as our inter-house athletics. A day full of events and fun at our school. How many of you will we have the honour of welcoming today?



Above elements can be swapped out, adjusted an tailored to the brands needs, as long as the general category criteria is met.

### Annual Loyalty Discount

If a contract is signed for a second, consecutive year, a \_\_\_% discount will be applicable

### Section 18A Options

- •Don't want to advertise your brand or want to give back too?
- Claim some of your tax back by supporting a deserving child with a BURSARY DONATION
  - •Bursaries start from R4 500 pa, and reach R52 000 pa

#### Make a difference in a child's life







