

DEUTSCHE SCHULE
DURBAN



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	Branding on school property <ul style="list-style-type: none"> • Sportsfield 	Main Event Exposure (Banners) <ul style="list-style-type: none"> • Quiz Night • Drive-In Movie Night • Weihnachtsmarkt • Golf Day Business Cards/Flyers at reception Branding on school property <ul style="list-style-type: none"> • Sportsfield 	Online Advertising <ul style="list-style-type: none"> • Monthly FB & Insta Post Newsletter Advert Main Event Exposure (Banners) <ul style="list-style-type: none"> • Quiz Night • Drive-In Movie Night • Weihnachtsmarkt • Golf Day (Hole Sponsorship) Branding on school property <ul style="list-style-type: none"> • Sportsfield • School Bus

Above elements can be swapped out, adjusted and tailored to the brand's 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

School Bus Branding

- Single colour (Royal Blue) signage 200cm x 1000cm
- High exposure on the roads in all major Durban areas from Umhlanga to Hillcrest at least 2 times a day

Signage on school field

- Full Colour signage 2.4m x 1.2m
- High exposure at Sporting and General Events



Branding on School Property cont.



Branding on Sport Field



Our school hosts a variety of different sporting events, which include tournaments that welcome up to 8 different schools at a time.

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)
A	-	-	-	-
B	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
C	Includes 2 strategically placed banners during the course of the event Includes 2 mentions on Facebook and Instagram in lead	Includes 2 strategically placed banners during the course of the event Includes 2 mentions on Facebook and Instagram in lead	Includes 2 strategically placed banners during the course of the event Includes 2 mentions on Facebook and Instagram in lead	Includes a hole Sponsorship Includes 2 mentions on Facebook and Instagram in lead up to event

Above elements can be swapped out, adjusted and tailored to the brand's 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



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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



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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**

