Since 1977

Our Lady Star of the Sea
FAIR by the SEA Inc.
★ fairbythesea.com.au

SPONSORSHIP PROPOSAL

Our Culture

[Our Lady Star of the Sea Primary School](#) and Parish is an inclusive and compassionate community where the partnership of parents and school, supported by our parish community, is committed to growing and nurturing our young people in faith and learning so that all experience a sense of belonging.

Each year *Fair by the Sea* is organised by a volunteer committee (Fair by the Sea Inc) which includes the combined energy of school families and parishioners.

Objectives

Fair by the Sea's main objective is to plan and manage a range of interesting and fun activities and events, that differentiate our's from any other on the coast, attracting large crowds, to generate essential funds for the improvement and maintenance of our school and parish complex.

To date, the funds raised have benefited our school and parish community in the following ways;

- Enhanced learning spaces.
- Playground equipment.
- Infrastructure upgrades.
- Shade structures.
- Classroom technology.

The Event

Fair by the Sea is an annual event that draws crowds from across the Central Coast in their thousands!

When: Sunday 16th October, 2022
Time: 9:00am - 2:30pm

Fun for all the family!
There is literally something for everyone at *Fair by the Sea*.

- Children are kept busy and entertained with Carnival Rides, Kids Corner (Craft & novelty activities), Kids Games, Face Painting, Lolly Stall (with show bags for purchase), Fair-style food (Sno cones, fairy floss, pop corn), plus art and design competitions, and lots more!

- While the kids are busy, adults enjoy the opportunity to peruse the Garden Nursery (displaying high-quality plants direct from local suppliers), Market-Style Stalls (displaying fresh produce and hand-made goods by local artisans), bid at the Silent Auction, and catch up with friends whilst enjoying refreshments from the BBQ, Street-Food stalls, or Devonshire Tea cafe.

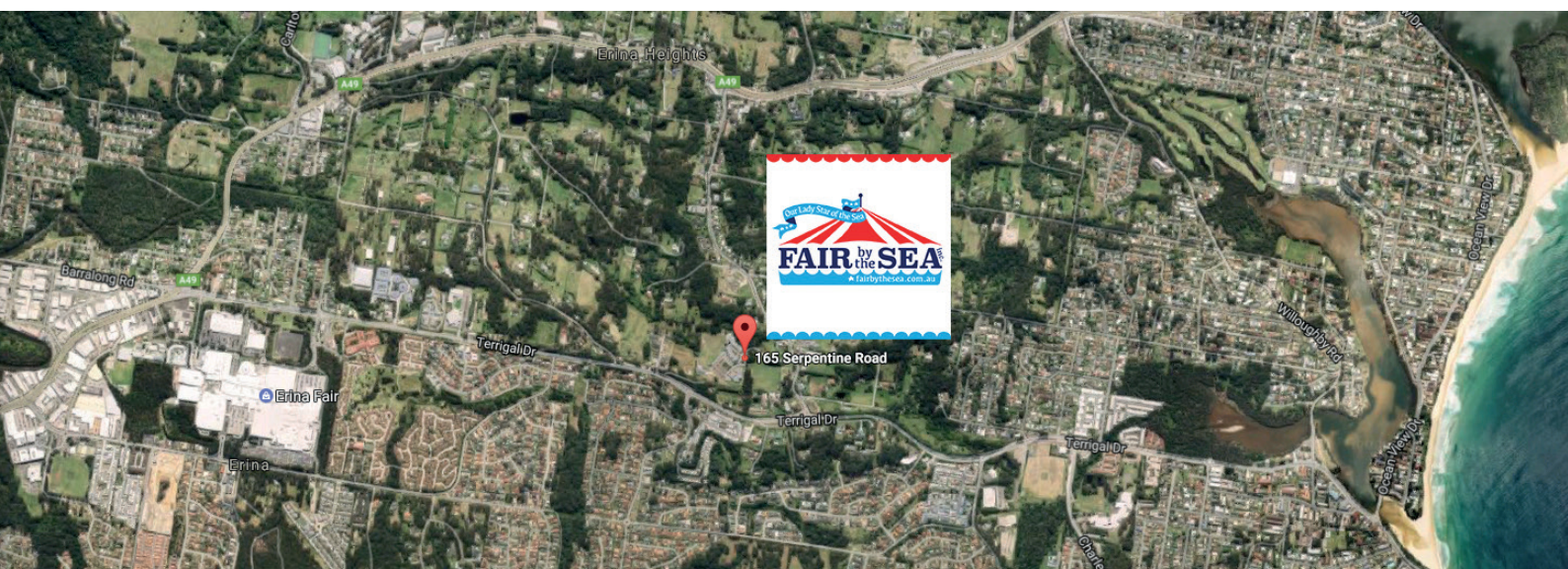- Don't forget the Chocolate Wheel & Raffles with amazing prizes!

Audience

Fair by the Sea is actively promoted to a population base of over 125,000 local residents;

- There are over 500 families currently attending our school.
- The families at our school are supportive of local business and our sponsors, with a strong 'support local' ethos.
- Attendees at the school, Parish, and *Fair by the Sea*, are typically from the regions of Terrigal, Wamberal, Erina, Erina-Heights, Forresters Beach, Green Point, Matcham, Avoca, Kincumber, and beyond.
- Median Demographic: Double-income earning families, with 2 or more children, age: 42, and of a middle socio-economic status.

Marketing & Advertising

RADIO:
Local radio station HIT 101.3 will promote our *Fair* on the day through their black thunder street team via air time and social media coverage.
(pending availability).

PRINT:
Promotional flyers and posters are distributed to surrounding retail outlets, schools, early learning centres, daycares, parishes, and community centres.
Fair by the Sea is also promoted in the Central Coast Advocate.
(pending availability).

DIGITAL MEDIA:

Website   **Facebook**   **Instagram**   **Watch**

- Website and Social Media platforms.
- Email Marketing / e-newsletters.
- Online Listings - on local community pages and directories.
  e.g; https://www.centralcoastaustralia.com.au/whats-on/

OUTDOOR:
Roadside signage & banners are displayed through Terrigal and surrounding suburbs on prominent thoroughfares.
On the weekend of the Fair, we place a Variable Message System (VMS) board on Terrigal Drive advertising *Fair by the Sea*.
(pending approval).

Sponsorship Benefits
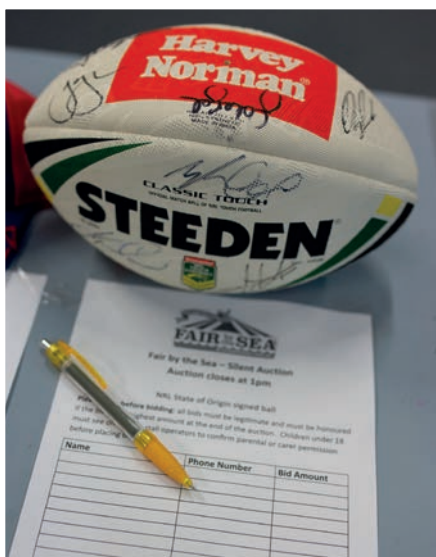
Why should I get involved?...

- **Gain Exposure:** Build brand awareness and engage with an attentive audience at the 'grass roots' level within the community of the Central Coast.

- **Increase Reach:** Our reach extends beyond the attending audience on *Fair* day. Through our marketing and advertising campaigns your brand and business name is exposed to many new prospective clients and customers, and other local businesses.

- **Positive Brand Association:** Boost the perceived image of your business or organisation by tangibly demonstrating your commitment to the school and community at large. The more your brand and business name is associated with positive community experiences and emotions, the stronger your brand awareness will be at a local level. Positive PR.

- **Complementary Partnership:** Cross promotion to a shared target market.

- **Product Sampling:** An opportunity to sample your products directly to consumers.

Become a Sponsor

Fair by the Sea has a sponsorship program that caters for all levels of involvement. We are currently seeking sponsorship support in the following areas;

- **Raffle Prizes**: cash or donated products and goods.
  (N.B. Offers must be finalised in the month of July, so get in early).

- **Chocolate Wheel**: cash or selected goods, such as tech items, sports equipment, etc.

- **Silent Auction**: donated products and goods, vouchers, experiences, and memorabilia. Unique items to encourage a 'bidding war'.

- **General Sponsorship**: supply of food, drinks, equipment, services.

- **Sponsor a Stall**: cash or donated products and goods.
  Example stalls might include; Kids Corner, Kids Games, BBQ, Coffee, Sno Cones, Plant Stall, Lolly Stall, Craft, Art Show, and more.
  Subject to availability. Please contact us to discuss a suitable fit.

Sponsorship Packages

Sponsorship Package Level:	Platinum	Gold	Silver	Bronze	Supporter
Sponsorship value of cash, wholesale goods / voucher:	$1,000+	$500+	$250+	$100+	<$100
Signage opportunity on Fair Day. (Banners, flyers, business card distribution).	✔				
Website home-page listing. (Your business logo presented in our Sponsors banner).	✔	✔			
Acknowledgement and live-mentions by the MC on Fair day.	✔	✔			
Invitation to Fair by the Sea after party.	✔	✔			
Listing on Fair site-map.	✔	✔	✔		
A retail booth at Market Place. (Additional cost $80). Limited spaces. Selected and approved on suitability.	✔	✔	✔	✔	✔
Listing on 'Sponsor Page' of our website - includes logo. (ordered by sponsorship value). Includes website link.	✔	✔	✔	✔	✔
'Proud Sponsor' - Certificate of Appreciation, Facebook post template, logo - supplied for use on your own marketing communications.	✔	✔	✔	✔	✔
Dedicated Facebook Carousel promoting your business, products, and services, with direct links to your website. Up to 10 x cards. Includes business logo and images.	✔				
Shared Facebook Carousel. 1 x card promoting your business with a direct link to your website. Includes business logo.		✔			
Shared Facebook slide-show. 1 x card promoting your business. Includes business logo.			✔		
Facebook mention - 'Thank you' following *Fair* day.				✔	✔

- *Eligibility, criteria and inclusions are subject to Sponsor Registration being confirmed and finalised prior to Sunday 2nd October, 2022.*
- *Exceptions may be made at the discretion of the event organiser.*
- *Fair by the Sea Inc. reserves the right to make changes to package inclusions in the interest of what might be fair and just.*

Sponsorship Enquiries

Contact	Phone	Email
Peta Quinn - Sponsorship Coordinator	0409 607 785	sponsorship@fairbythesea.com.au
Matt McCudden - President	0425 845 401	admin@fairbythesea.com.au

We are very grateful for the support we receive from our sponsors, and we welcome and encourage new sponsors to join us at any level.
Please contact us to discuss sponsorship options or, to tailor a sponsorship package to suit your business.

We look forward to partnering with you.

Download Sponsor Registration Form

Connect with us
To stay updated with all the latest news and developments:

Website   **Facebook**   **Instagram**   **Watch**   **Subscribe**

'Our Fair was born from humble beginnings and thrives on community spirit.'

The *Fair by the Sea* originated in 1977, before the school was built in approx. 1979.
At that time the parish and school was located on a relatively small site overlooking Terrigal Haven, where the Star of the Sea Apartments now reside.

Until the early 2000's Catholic Parish's were responsible for funding and building their local schools. The *Fair by the Sea* was established by the parish to strengthen community bonds and raise much needed revenue to fund the construction, resourcing, and expansion of Our Lady Star of the Sea Primary School.

After construction of the school was complete, (accommodating a single class in each year), school and parish facilities and resources benefited from the increasing success of the *Fair by the Sea*, with ongoing community support.

As the school grew each year, new school families joined with the parish families to improve the *Fair by the Sea* system. Over time, the *Fair by the Sea* outgrew the school and parish site, and moved down to the oval at Terrigal Haven.

Set-up on the Haven oval would commence after the last ball of the local cricket match on a Saturday afternoon, with all equipment, tents, and donations being delivered to the oval over the course of a hectic afternoon and night. Adults from the school and parish (and some children) would camp on the Saturday night to keep security-watch.

The original school continued to expand with new enrolments, and was bursting at the seams by the 1990's. The school and parish site was relatively small and land-locked in a residential area. The concrete carpark doubled as the playground, and not much grass existed once the school was built.

In the late 90's, the Parish made a decision to gain approval for relocating the school and parish to a new larger site that would accommodate a larger school. The purchase of an acreage at Erina fell through at the last moment, and other available sites in the area were deemed unsatisfactory. Fortuitously, Fr Carol Grew stumbled upon the Serpentine Rd site at Terrigal while out for a walk, and within a matter of days the deal was sealed.

At the time of construction, the parish was still responsible for the financing of school buildings, so the Parish took out a loan to finish the school and parish complex. The school was completed first, with Mass services conducted within the classrooms while the hall was being built. Then the hall was constructed and Mass services were held in the hall until the church, presbytery and administration offices were built. The carpark was then completed and the school oval started to take shape.

The final part of the design was the memorial garden and shrine in front of the Church.
With finances stretched by the construction and loan repayments, this project was delayed for many years, until funds raised by the *Fair by the Sea* were contributed towards the completion of this project in 2016.

Our History

When the school and parish moved to Serpentine Road, the *Fair by the Sea* followed.
With brand new classrooms, the *Fair by the Sea* was not allowed to operate inside the classrooms. Luckily over time, this rule was relaxed. We are now very fortunate to have access to a wonderful mix of classrooms and external area's to run the *Fair by the Sea*. As our event continues to grow, we use much of the site for stalls, amusements and parking.

Over the years there have been numerous projects that have been partially or fully funded by proceeds raised by the *Fair by the Sea*. Projects such as new playgrounds and playground equipment, seating and covered area's, library upgrades and resources, IT equipment, ipads, wifi networks, Defib equipment, security camera's, air conditioning, audio visual equipment, electronic whiteboards, electronic sign, portable partitions, classroom furniture and more.

All of this can only be achieved because of the wonderful partnership between the school and parish families, our community spirit, and the support we receive from our local business partners.

The *Fair by the Sea* is a joint venture, with shared efforts and shared rewards.
We are very proud to be the longest running annual Fete within our region.

Watch YouTube Testimonials: Our History Spans Generations
Community Spirit - The heartbeat of Fair by the Sea

History Photo Gallery: http://www.fairbythesea.com.au/photo-gallery