

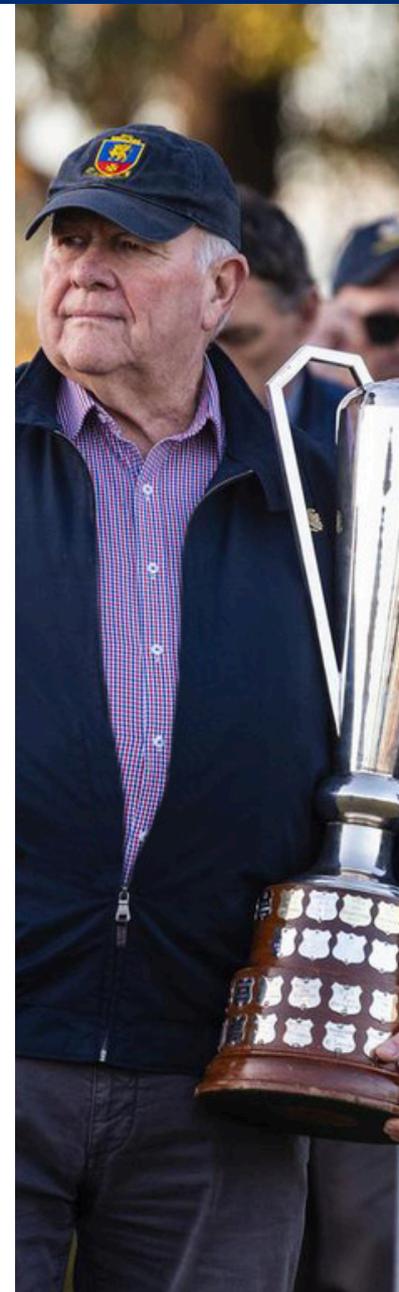


Downlands

Where your *heart* finds a home[®]

DOWNLANDS COLLEGE SPONSORSHIP PROSPECTUS

Performing arts, sporting & events sponsorship opportunities



PRINCIPAL'S WELCOME

As the Principal of Downlands College, I take great pride in the exceptional educational institution that we have built. Since its founding in 1931 by the Missionaries of the Sacred Heart (MSC), the College has nurtured and developed countless leaders, entrepreneurs, and individuals who have made a profound impact on the world.



Our institution is deeply rooted in Catholic values and the MSC spirit. We embrace and celebrate diversity within our student body, and staff, and place a strong emphasis on cultivating meaningful relationships both inside and outside of the classroom. By doing so, we ensure that our core values of love, courage, compassion, understanding, and humility are woven into the fabric of our community.

At Downlands College, we understand that each student has unique strengths and passions. That's why we offer a broad range of academic and co-curricular opportunities, including vocational education and training, sports, performing arts, agriculture, leadership development, social justice projects, and community service. As of 2023, we are the only Prep to Year 12 independent catholic, day and boarding school on the Darling Downs.

Our ultimate goal is to foster happy and fulfilled students who strive for excellence in all aspects of their lives. We encourage students to take responsibility for their learning and relationships, to treat peers and community members with respect and kindness, and to cultivate a sense of humour and humility. By doing so, we hope to develop selfless leaders who advocate for values-based communities.

Sponsoring and supporting Downlands' events, sports, and performing arts programs provides an opportunity for your business to gain exposure and elevate your brand. Additionally, you will be supporting the education and co-curricular interests of our students. By investing in these events and programs, you will also be investing in the future of the students and the success of their pursuits. Being a Downlands sponsor is an excellent way to foster long-lasting relationships with the community and make a positive impact on the lives of young people.

Downlands is a place where your heart finds a home - where students can grow and flourish as they develop a sense of truth, goodness and beauty and be ready to go out and make a difference in the world.

Sincerely,

Mr Stephen Koch
Principal

VISION

That an education of the heart will inspire all Downlanders to foster a sense of belonging, pursue an awareness of self, and so become selfless leaders present to the needs of the times.

MISSION

Downlands is a Catholic heart-centred learning, teaching and boarding community whose ethos embodies the Charism, Vision, Values and Mission of the Missionaries of the Sacred Heart.

SPIRIT

Ours is a spirit of family and a spirit of true friendship, formed by kindness and understanding, by compassion and mutual forgiveness, by gentleness, humility and simplicity, by hospitality and a sense of humour.

Constitution #32

MISSIONARIES OF THE SACRED HEART (MSC)

Downlands College is owned and conducted by the Missionaries of the Sacred Heart (MSC), alongside a committed group of teachers and support staff. The College was opened in 1931 as a boarding school for boys with a total enrolment of 68. Today, it is fully co-educational, with more than 1100 day and boarding students from all parts of Queensland and beyond.

Jules Chevalier had a vision of a new world emerging, and he wanted to make known the Gospel message of God's love and care for all men and women and to evoke a response in every human heart. He especially valued love, concern, compassion, understanding, respect and acceptance of every individual. His vision was based on the words of Jesus, "I give you a new commandment, love one another. Just as I have loved you, you also must love one another. By this love you have for one another, everyone will know that you are my disciples." [John 13:34 ff]

The Missionaries of the Sacred Heart (MSC) believe that nothing is more important than the saving power of God's love. The MSC believes if people come to experience the love, gentleness, kindness and compassion of God, then they will have hope, meaning and purpose in their lives.

2026 DOWNLANDS COLLEGE MUSICAL SPONSORSHIP OPPORTUNITIES



2022 PRODUCTION OF LEGALLY BLONDE

DOWNLANDS COLLEGE PRESENTS MAMA MIA: THE MUSICAL

Downlands College is thrilled to announce its upcoming production – Mamma Mia! in 2026. After the successful presentation of Legally Blonde in 2024, we can't wait to showcase our students' talents once again. The musical involves over 100 students and is a great example of the power of collaboration.

We invite you to join us for a fun and exciting journey filled with timeless ABBA hits and vibrant performances. The show promises to be a memorable experience for both cast members and audiences alike. From the incredible choreography to the impressive set design, every person involved in the cast and crew plays a crucial role in bringing the show to life.

Mamma Mia! is a story of love, laughter, and friendship set on a Greek island paradise. As Sophie prepares for her wedding, she secretly invites three men from her mother Donna's past, hoping to discover the identity of her father. This heartwarming and entertaining tale will leave you dancing in the aisles and singing along to the beloved tunes.

At Downlands College, we aim to bring to life a production of industry standards. We take pride in teaching our students valuable industry skills that will assist them in their future careers. To make this opportunity possible for our students in 2026, we need your support.

Please consider sponsoring this event by choosing a package that suits you best. We offer a variety of options that come with valuable promotional opportunities for your business. With a community of over 12,000, including current students, parents, and past students, this is an excellent opportunity to expose your brand to a vast audience.

Our 2026 musical is a vital event that helps maintain and build our Downlands community. We look forward to discussing your sponsorship of this event with you further. Thank you for your support!

SPONSORSHIP OPPORTUNITIES | MUSICAL

	Gold	Silver	Bronze	Supporters/ Champions/ Mates
Investment <small>(price excluding GST)</small>	\$ 3,000.00	\$ 2,000.00	\$ 1,000.00	\$500-\$1000 (cash/in-kind)
Sponsorship places available	Four	Eight	Twelve	Unlimited
PROMOTION & BRANDING				
Use of Proud Supporter email footer	✓	✓	✓	✓
LOGO RECOGNITION				
Logo on printed event promotional materials distributed prior to the event	✓	✓		
Recognition in all pre and post-event communications	✓	✓		
Logo in event specific EDM <small>(over 1,000 subscribers)</small>	✓	✓	✓	✓
Signage at event as logo on Big Screen	✓	✓	✓	✓
Logo placement on the Margaret Street promotional banner	✓			
On Product Only				
SOCIAL MEDIA EXPOSURE				
Social media STORY on the Downlands College social sites <small>(FB - 8.8k, IG-2.8k)</small>	4 STORIES <small>(Stories are cumulative across all platforms and posting options)</small>	3 STORIES <small>(Stories are cumulative across all platforms and posting options)</small>	1 STORIES <small>(Stories are cumulative across all platforms and posting options)</small>	1 GROUP STORY WITH OTHER SUPPORTERS <small>(Stories are cumulative across all platforms and posting options)</small>
Acknowledgment in the post-event wrap up on LinkedIn	✓	✓	✓	✓
PUBLICITY				
Mention in Media Release	✓	✓	✓	
Opportunity to coordinate promotions in conjunction with the event	✓			
Ability to display signage during event at the Empire Theatre <small>(Banners etc. must be supplied by sponsor)</small>	✓	✓	✓	
Opportunity to provide gift bag fillers or guest gifts in conjunction with the event	✓	✓	✓	✓
Sponsor welcome in the program	300 words			
2-page spread in the program <small>(this can be an advert + an advertorial or a full 2-page advert)</small>	✓			
1/2 page advert in the program		✓		
1/4 page advert in program			✓	
Acknowledgement in the Empire Theatre eCrowd edition featuring Legally Blonde	✓			
Event listed on TRC 'What's on' page	Logo +			
Inclusion in Downlands College Business Directory	✓	✓	✓	✓
STAGE ROLE				
Opportunity to have a representative speak at the event	✓			
Emcee acknowledgment during the event	✓	✓	✓	✓
NETWORKING				
Tickets for event	6	4	2	
POST EVENT				
Downlands College Appreciation Evening tickets	2	2	2	2
Certificate of Appreciation	✓	✓	✓	✓
First right of offer for the 2025 event	✓	✓	✓	✓



CONFIRMATION OF COMMITMENT

To become a sponsor of Downlands College in 2025, indicate below your sponsorship commitment and provide your details as requested. Please return your completed form to Cassandra Hunter. Thank you in anticipation of your generous support.

SPONSORSHIP COMMITMENT

(example: I would like to sponsor the Downlands Musical as a Gold Sponsor)

BUSINESS NAME

ABN

CONTACT NAME

CONTACT EMAIL

PHONE NUMBER

FACEBOOK HANDLE

INSTAGRAM HANDLE

APPROVER SIGNATURE

DATE

For more information, contact: Cassandra Hunter, Events Coordinator - 07 4690 9588
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