Don’t Miss Out on the Opportunity for Your Business to Step Into The Limelight.

Each year, the Education and Training Directorate produces *Step into the Limelight*, the ACT’s largest youth creative and performing arts showcase event. In 2012, *Step into the Limelight* involved over 1600 students from 70 of the ACT’s 83 public schools. In 2013 the Gala Event moves to the AIS Arena allowing greater student involvement and larger audience capacity. This event is unique to the ACT; no other state has an arts showcase event which covers the five art forms of dance, drama, media, music and visual art. The production has been recognised by ACT Children’s Week and the Canberra Area Theatre Awards for the integral role it plays in linking schools with professional arts organisations and providing vocational pathways in the arts for ACT students.

*Step into the Limelight* uses sponsorship funding to create high quality “arts rich” programs for students. These programs utilise the skills of locally and nationally renowned artists to extend students beyond what they can achieve in the classroom. Depending on the nature of the partnership and the number of students involved, these programs cost between $2000 and $8000 to run.

The 2013 *Step into the Limelight* program will bring together the ACT community and as a sponsor your business will gain valuable access and exposure to the community, including:

- high profile brand positioning and image identification
- differentiation from other participating sponsors
- targeted marketing
- pre and post event marketing opportunities
- access to ACT regional markets
- increased exposure

Sponsors will also be able to enjoy a pre-event cocktail party with Ms Joy Burch MLA Minister of Education and Training, as well as complimentary tickets to the show.

**Sponsorship Packages**

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naming Rights Sponsor</td>
<td>$20 000 +</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>$10 000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$5 000</td>
</tr>
<tr>
<td>In Kind to the value of $1000</td>
<td></td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>$2 500</td>
</tr>
<tr>
<td>Category Sponsor</td>
<td>$1 000</td>
</tr>
</tbody>
</table>

*Step into the Limelight* provides your business with a unique opportunity to meet, network with and market to the community, allowing your business to enjoy high level exposure to Canberra families and support ACT public education and the creative arts in our local community.
All enquiries regarding sponsorship opportunities should be directed to Maria Stewart, Production Manager, Step into the Limelight, ACT Education and Training Directorate.

SPONSORSHIP INFORMATION

MAJOR SPONSORSHIP
For sponsorship to the value of $20 000 + Major Sponsors will receive:

- Prominent branding for the event on all promotional material
- Everything included within GOLD SPONSORSHIP

GOLD SPONSORSHIP
For sponsorship to the value of $10 000, GOLD Sponsors will receive:

- Verbal acknowledgement during the performance event by MC
- Logo and sponsors name to appear on paid print advertising
- Logo displayed on Limelight advertisements in schools newsletters
- Acknowledgment in events souvenir program
- Logo displayed on Limelight promotional material, including posters, flyers, and the souvenir program
- Logo on the ACT Education and Training Directorate’s Step into the Limelight website
- 6 invitations to attend a Cocktail Party, hosted by the Minister for Education
- 6 complimentary tickets to the Limelight Gala performance
- Framed Certificate of Appreciation

SILVER SPONSORSHIP
For sponsorship to the value of $5 000, SILVER Sponsors will receive

- Verbal acknowledgement during the performance event by MC
- Acknowledgment in events souvenir program
- Logo displayed on Limelight promotional material, including posters, flyers, and the souvenir program
- Logo on the ACT Education and Training Directorate’s Limelight website
- 4 invitations to attend the official Cocktail Party, hosted by the Minister for Education
- 4 complimentary tickets to the Limelight Gala performance
- Framed Certificate of Appreciation

BRONZE SPONSORSHIP
For sponsorship to the value of $2 500, BRONZE Sponsors will receive

- Verbal acknowledgement during the performance event by MC
- Logo displayed the Limelight invitations and souvenir program
- Logo on the ACT Education and Training Directorate’s Step into the Limelight website
- 2 invitations to attend the Cocktail Party, hosted by the Minister for Education
- 2 complimentary tickets to the Limelight Gala performance
- Framed Certificate of Appreciation

CATEGORY SPONSORSHIP & IN KIND
For sponsorship to the value of $1 000, CATEGORY Sponsors will receive

- Acknowledgement as a sponsor of an Arts category and in the program
- Logo on the ACT Education and Training Directorate’s Limelight website
- 2 complimentary tickets to the Limelight Gala performance
- Framed Certificate of Appreciation