



TPA

TASMANIAN  
PRINCIPALS  
ASSOCIATION

SPONSORSHIP  
PROSPECTUS

On behalf of the Tasmanian Principals Association (TPA) we invite you to consider the TPA community as a unique and targeted marketing opportunity to build awareness for your brand.

A partnership with TPA provides you with opportunities to promote your goods or services across Tasmania to education leaders who are the key decision makers in public primary and secondary schools and colleges.

Our individually crafted packages allow you to market your organisation in a variety of ways, depending upon your specific needs. We're always excited to work with our sponsors to come up with tailored solutions to connect you with our audience.

**Benefits of being a TPA partner include:**

- + Opportunities to create and/or enhance a statewide profile
- + Cost effective marketing exposure and branding
- + Opportunities to promote and profile your company
- + Contact and linking opportunities with key education decision makers
- + Extensive exposure of your organisation's logo
- + Advertisement of new products and services to a targeted audience
- + Demonstrated support of public school leaders

Your support is highly valued as the TPA strives to support principals and other school leaders in the vital enterprise of public education.

Yours sincerely,

Malcolm Elliott  
TPA President

Tamara Clark  
TPA Business Manager

## About TPA

The Tasmanian Principals Association is a highly respected professional association which exists to provide support to public school leaders and a thriving public education system. The TPA focuses on the highest quality leadership development. The association is recognised as a pivotal group in the formation of policy and strategic direction at departmental and government levels. All sections of the media respect the professional, balanced voice of the Tasmanian Principals Association.

We have strong presence in, and links to, the national associations of principals: Australian Primary Principals Association (APPA), Australian Government Primary Principals Association (AGPPA), and Australian Secondary Principals Association (ASPA).

### The TPA

- + Communicates views on major issues to the wider education community
- + Facilitates regular meetings, forums, conferences and seminars for the advancement of education and the professional development of members
- + Networks with organisations and individuals who share a common commitment to Government Education
- + Is recognised by Government, Department of Education, media, the non-Government school sector and community organisations as the respected voice of primary and secondary education

### Our Mission

The TPA exists to develop and support government school leaders in Tasmania through

- + Professional support
- + Professional learning
- + Professional advocacy

### Our Vision

TPA wants all Tasmanian government school leaders to be highly skilled and work with a prime focus on developing the finest quality teaching in our schools.

We want our school leaders to be healthy, highly valued, strongly supported people who are key to the social and economic development of Tasmania.

We want to be influential in educational decision making and will create productive alliances in Tasmania, nationally and internationally.

### Our Beliefs and Values

The TPA believes that high quality public education for all is a foundation for our state. Public education underpins democracy, mitigates against social inequities, builds robust communities and enhances an individual's life chances.

High quality public education leaders must be supported systemically, collectively and individually.

The TPA believes that it can play a vital role in educational policy design, planning and implementation. We value fairness, integrity, trust, equity, teamwork and collaboration, humour, fun and a strong work ethic in the context of a healthy, happy life/work balance

TPA offers three levels of annual sponsorship, individually designed, offering varied levels of benefits to market your organisation.

The Platinum Business Sponsorship offers exclusive product recommendation as "Preferred Supplier", meaning that the sponsor will be the exclusive supplier to the TPA of the product and or services for the term of the agreement.



# Platinum Business Sponsorship \$15,000

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- + Exclusive product recommendation as Preferred Supplier to TPA members for the period of the agreement
- + Prominent Logo recognition as a “Platinum Business Sponsor”
  - printed on electronic and printed media
  - on the President’s and Business Manager’s email signature, with a direct link to the Sponsor’s website
  - on the TPA website homepage, with a direct link to the Sponsor’s website
  - on the TPA website Sponsors page, with a direct link to the Sponsor’s website and company profile
  - in the e-Newsletter with a direct link to the Sponsor’s website
- + Prominent Logo recognition as a “Platinum Business Sponsor” printed on the TPA banner to be displayed at all TPA events
- + Advertising in the TPA eNewsletter to members, including hyperlinks, attachments, videos, photos. Unlimited content. Eight issues emailed per year.
- + Opportunity to submit sales and marketing material to the TPA for distribution to its members
- + Opportunity for direct access to two TPA State Executive meetings per annum with the opportunity to address the Executive with a 10 - 15 minute presentation
- + Insight briefings on the, context of Tasmanian Schools, with the TPA President. One meeting per term
- + Access to the TPA Membership database and to member schools and their communities
- + Access to attend and address members at the Annual General Meeting (AGM)
- + Exclusive sponsor rights at the TPA conference (if held)

## Gold Business Sponsorship \$5,000

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- + Product recommendation to TPA members for the period of the agreement
- + Prominent Logo recognition as a “Gold Business Sponsor”
  - printed on electronic and printed media
  - on the President’s and Business Manager’s email signature, with a direct link to the Sponsor’s website
  - on the TPA website homepage, with a direct link to the Sponsor’s website
  - on the TPA website Sponsors page, with a direct link to the Sponsor’s website and company profile
  - in the e-Newsletter with a direct link to the Sponsor’s website
- + Prominent Logo recognition as a “Gold Business Sponsor” printed on the TPA banner to be displayed at all TPA events
- + Advertising in the TPA eNewsletter to members, including hyperlinks, attachments, videos, photos. Total of 8 advertisements for the period of the agreement. Eight issues emailed per year.
- + Opportunity to submit sales and marketing material to the TPA for distribution to its members
- + Opportunity for direct access to one TPA State Executive meeting per annum with the opportunity to address the Executive with a 10 - 15 minute presentation

## Silver Business Sponsorship \$3,000

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- + Product recommendation to TPA members for the period of the agreement
- + Logo recognition as a “ Silver Business Sponsor”
  - printed on electronic and printed media
  - on the President’s and Business Manager’s email signature, with a direct link to the Sponsor’s website
  - on the TPA website homepage, with a direct link to the Sponsor’s website
  - on the TPA website Sponsors page, with a direct link to the Sponsor’s website and company profile
  - in the e-Newsletter with a direct link to the Sponsor’s website
- + Logo recognition as a “Silver Business Sponsor” printed on the TPA banner to be displayed at all TPA events
- + Advertising in the TPA eNewsletter to members, including hyperlinks, attachments, videos and photos. Total of 4 advertisements for the period of the agreement. Eight issues emailed per year.

# Business Sponsorship Overview

	Platinum	Gold	Silver
<b>Recognition</b>			
Exclusive product recommendation as Preferred Supplier to TPA members for the period of the agreement	•		
Product recommendation to TPA members for the period of the agreement	•	•	•
Logo recognition as a “Business Sponsor” printed on electronic and printed media	•	•	•
Logo recognition as a “Business Sponsor” on the President’s and Business Manager’s email signature with direct link to Sponsor’s website	•	•	•
Logo recognition as a “Business Sponsor” printed on the TPA banner to be displayed at all TPA events	•	•	•
<b>Website</b>			
Logo recognition as a “Business Sponsor” on the TPA website homepage, with a direct link to the Sponsor’s website	•	•	•
Logo recognition as a “Business Sponsor” on the TPA website Sponsors page, with a direct link to the Sponsor’s website	•	•	•
<b>eNewsletter</b>			
Logo recognition as a “Business Sponsor” including contact details and direct link to Sponsor’s website	•	•	•
Advertising in the TPA digital eNewsletter to members, including hyperlinks, attachments, videos, photos. Eight issues per year – limits apply depending on level	•	•	•
<b>Other</b>			
Opportunity to submit sales and marketing material to the TPA for distribution to its members - One scheduled membership mail out, per year - New members membership pack - Email communication once per term	•	•	
Opportunity for direct access to two TPA State Executive meetings per annum with the opportunity to address the Executive with a 10 - 15 minute presentation	•		
Opportunity for direct access to one TPA State Executive meeting per annum with the opportunity to address the Executive with a 10 - 15 minute presentation		•	
Insight meetings, context of Tasmanian Schools, with the TPA President. Topics and provision of service to schools. One meeting per term.	•		
Access to the TPA Membership database and to member schools and their communities	•		
Access to attend and address members at the Annual General Meeting (AGM)	•		
Exclusive sponsor rights at the TPA conference (if held)	•		

TPA is pleased to acknowledge the support  
of our business sponsors

Platinum Sponsors



Gold Sponsors



Silver Sponsors





[www.tpa.org.au](http://www.tpa.org.au)

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