



## NORWICH SCHOOL

### Norwich School sponsorship packages valid for 2023

#### Corporate sponsorship:

Corporate sponsorship opportunities at Norwich School for your business during 2023 are now available. We would be delighted to have your support and feel sure this would be of mutual benefit.

Sponsors will receive:

- Advertisement of your company and brand to the Norwich School community comprising parents, pupils, staff and alumni (called Old Norvicensians - ONs) through our high quality, coffee-table style hard copy ON Magazine distributed to over 4,700. This will next be published in spring 2023. A half page colour advert is included;
- Your company name will be made visible on a Sponsors' Board on the school website and TV screens situated around the school;
- We will feature your name and logo in the programmes for some high-profile school events such as school musicals and plays as well as the school's showpiece Gather Festival at the end of the summer term, subject to Covid-19 guidelines. Events are traditionally well attended, of very high quality and the audience is well engaged and supportive;
- We will support you on social media, reflecting our thanks;
- During the year, we will send you periodic invitations to special school events, including concerts, exhibitions and a thank you tea-party event with Head, Steffan Griffiths.

Funds raised will go towards school priorities, namely: (i) **bursaries** to support aspiring pupils requiring means-tested financial support in order to secure a transformational Norwich School education as part of our "*Changing Lives / Transforming Futures*" campaign; (ii) the procurement of equipment and facilities for pupils to help promote **talent and creativity**; (iii) supporting a fund run by the Head dedicated to the school's key aims, including its **outreach agenda** in the local community.

**Cost: A one off cost of £1,000 + VAT will cover the 2023 calendar year period**



Spaces will be limited on a first come first served basis, so do book early. Invoices will be sent out shortly after your commitment to become a sponsor is confirmed.



**Other support packages available:**

Bespoke packages are also available for other sponsorship opportunities, including:

- Naming opportunities, including naming a bursary, buildings, rooms and other on-site facilities
- Outreach marketing opportunities, including the annual Norfolk Summer School for pupils from local state schools and Easter Revision Camps
- Branding opportunities at sports pitches, sports kit and equipment sponsorship
- Whole event sponsorship: musicals, plays, concerts, lectures
- Businesses may also consider donating prizes for charity raffles at our very popular ON Day event in the summer and at the ON Annual Dinner in December. All funds raised at these events support means-tested school bursary provision.

Other creative ideas from businesses wanting to be involved are always very welcome.

**Notes and conditions:**

- Timings and whether programmes will be generated for each event will be at the school's absolute discretion. Putting on or cancellation of events will strictly follow Government Covid-19 restrictions. Additional events may put on during the year.
- Sponsorship marketing is not appropriate or possible for some school events including those with a predominantly religious content or focussed only on an internal audience eg: Norvicensian magazines, Prizegiving, House Music Festival, Carol Service etc.
- Sponsorship for Friends of Norwich School events are handled separately, available directly through the Friends of Norwich School and is not therefore included here.
- Advertising does not automatically include free admission to events, but details of all events will be circulated to a named representative of any sponsor and many will be free to attend.
- Sponsors will be responsible for providing appropriate quality copy to Norwich School's Marketing Dept and for ensuring any changes and corrections are notified in a timely manner.

**Please contact us with queries and to take your 2023 sponsorship forward:**

Jonathan Pearson (Development Director)

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