



Early Childhood Education Week 2018 Sponsorship Proposal



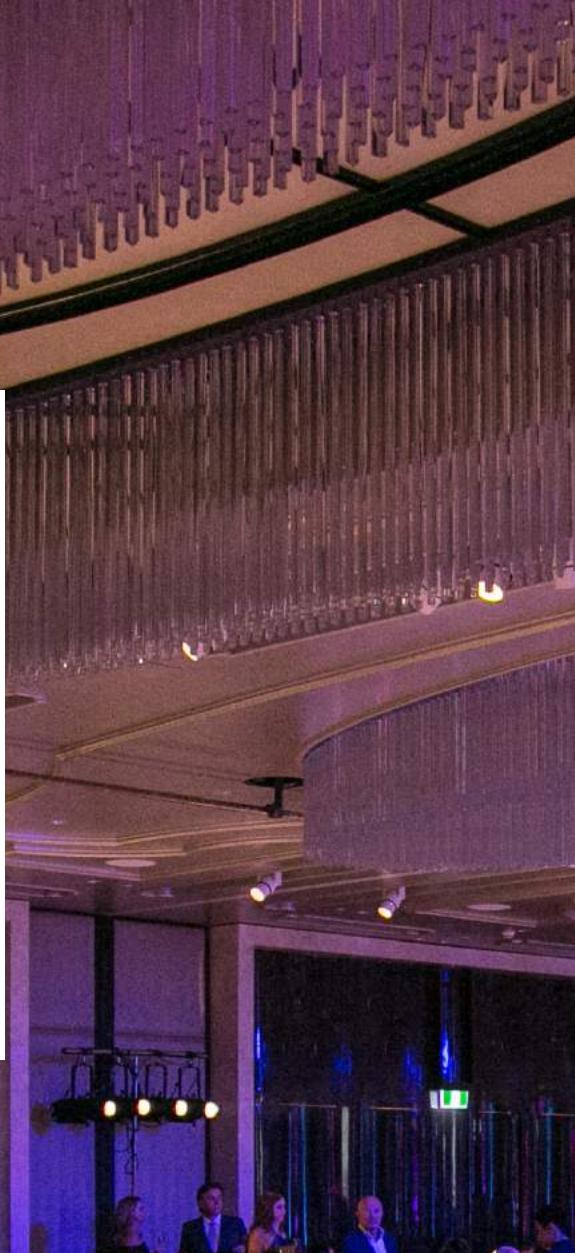
Early Childhood Education Week

The Biggest Celebration

Early Childhood Education Week is the largest acknowledgment and celebration of the early learning industry in New South Wales. The program is an important part of the industry's calendar. The program celebrates hundreds of activities presented by services from throughout the state during the week.

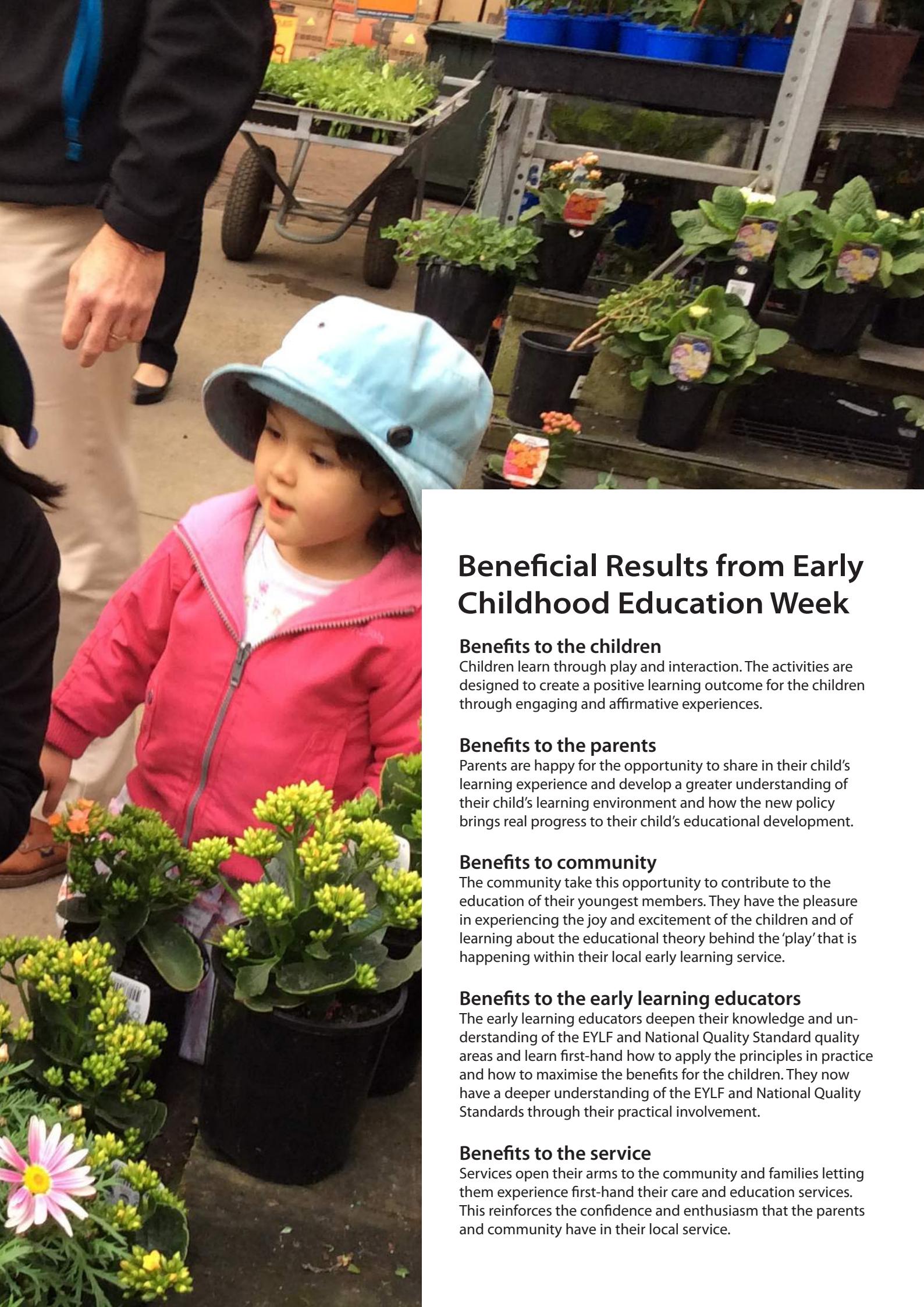
The program brings the industry together with services, the association, dignitaries and sponsors collectively acknowledging the commitment of services, their staff, families and communities serving our young children.

This is your opportunity to be involved in the largest and most celebrated event on the early learning industry's calendar.









Beneficial Results from Early Childhood Education Week

Benefits to the children

Children learn through play and interaction. The activities are designed to create a positive learning outcome for the children through engaging and affirmative experiences.

Benefits to the parents

Parents are happy for the opportunity to share in their child's learning experience and develop a greater understanding of their child's learning environment and how the new policy brings real progress to their child's educational development.

Benefits to community

The community take this opportunity to contribute to the education of their youngest members. They have the pleasure in experiencing the joy and excitement of the children and of learning about the educational theory behind the 'play' that is happening within their local early learning service.

Benefits to the early learning educators

The early learning educators deepen their knowledge and understanding of the EYLF and National Quality Standard quality areas and learn first-hand how to apply the principles in practice and how to maximise the benefits for the children. They now have a deeper understanding of the EYLF and National Quality Standards through their practical involvement.

Benefits to the service

Services open their arms to the community and families letting them experience first-hand their care and education services. This reinforces the confidence and enthusiasm that the parents and community have in their local service.

Why Be Involved?

This program is designed to acknowledge the strength of the industry, with many industry leaders interacting to create a positive outcome.

Early Childhood Education Week consists of a number of different elements that provide opportunities for exposure both before and after the Week. These include:

- The marketing campaign, including e-newsletters, media releases and group presentations
- An awards program that encourages services to be recognised for activities they presented
- Early Childhood Education Week, including activities within communities, newspaper coverage and interaction with local politicians and business people
- Celebration Dinner that acknowledges the great commitment by early learning services personnel

Early Childhood Education Week is an effective way to put your name in front of the industry leaders.

Sponsors receive:

- Recognition as a supporter of the industry
- Opportunities to associate with the industry's most dynamic and successful people
- Media exposure throughout the program
- Support for your company's market strategy, allowing you to target your specific market
- Network opportunities with other sponsors and supporters, including child care operators, media partners and government representatives.





How The Program Works

The program begins with an official Early Childhood Education Week Guide and Awards Entry Form being made available through it being distributed via email to services throughout New South Wales.

Services use the Guide to develop activities and events that revolve around the year's themes. Each theme relates to an area of early learning development. Services are encouraged to involve their community, promote their service in the media and create participation with parents and families.

After the successful week, services are invited to submit an application for the Early Childhood Education Week Awards based on the activities conducted. The Awards aim to recognise activities and participation by centres' teams during Early Childhood Education Week.

Key Dates

4 th June	The guides are send to all NSW services
23 rd - 27 th July	Early Childhood Education & Care Week
23 rd August	Entries Close
27 th October	National Celebration Dinner

Awards Celebration Dinner

The Early Childhood Education Week Awards, as in the past, will become a highlight of the program, with a fitting conclusion celebrated in style. Services, staff, sponsors and dignitaries are invited to attend the Awards Celebration Dinner, where winners are announced and the entire industry is brought together to celebrate all things child care.







Services love a week of celebration for the industry

Based on past feedback, services had an overwhelmingly positive response to Early Childhood Education Week. The program has left a positive impact on many aspects of child care services, including:

- Boosting morale and confidence
- Lifting professionalism
- Giving a sense of pride and purpose
- Strengthening teams
- Providing opportunities for staff collaboration
- Providing a sense of achievement







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Early Childhood Education Week

Major Sponsor \$9,500 Plus Gst

Acknowledgement of your support will include:

- Premium logo placement on all marketing materials
- Logo on Early Childhood Education Week promotional e-newsletters
- Link on promotional e-newsletters to your website
- Full page advertisement in the Early Childhood Education Week Guide
- Acknowledgement in media releases
- Logo on invitations for the Celebration Dinner
- Speaking opportunity at the Celebration Dinner
- Logo on award certificates
- Logo on award programs
- Six complimentary tickets to the Celebration Dinner
- Opportunity to present awards at Celebration Dinner

Associate Sponsor \$4,500 Plus Gst

Acknowledgement of your support will include:

- Logo on Early Childhood Education Week promotional e-newsletters
- Half page advertisement in Early Childhood Education Week Guide
- Acknowledgement in media releases
- Logo on award certificates
- Logo on award programs
- Two complimentary tickets to the Celebration Dinner
- Opportunity to present awards at the Celebration Dinner
- Opportunity to give a short speech at the Celebration Dinner

Support Sponsor \$2,000 Plus Gst

Acknowledgement of your support will include:

- Logo on Early Childhood Education Week promotional e-newsletters
- Logo on award certificates
- Logo on award programs
- One complimentary ticket to the Celebration Dinner



Australian Childcare Alliance
New South Wales

Positive Response from Services

Services have indicated that they benefitted from all aspects of involvement from planning their week to implementing their activities.

"Just have a go! The main thing is that services showcase to the wider community the fabulous work that child care educators do, and how the children, families and the local community are all part of their service."

"It is hard to pinpoint the most rewarding part, as the whole week was very enjoyable. The planning was fun, the team work outstanding, the community and family involvement and receiving the recognition, I could go on..."

"The most rewarding aspect was that it placed services on an even keel as we are all in this industry for the love of what we do, and not the pay packet! It is a rewarding career and we all unite together to lift the status of our industry in the community and nationally."

"Our team appreciates the fact that the hard work and effort applied, not just during the week but throughout the year, is being recognised and people are realising the importance of the work our early educators are doing."





Australian Early Childhood Education Week
Presented by



Program Managers

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