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Sponsorship Proposal

Supporting the growth and development of
young men at St Laurence's College



About Us

At St Laurence's College, we proudly offer businesses the opportunity to engage with our dynamic community by sponsoring a variety of College events and activations throughout the year. Every sponsorship secured becomes a powerful act of generosity—nurturing the growth of our College, uplifting students through sport and facilities or opening doors for those in our community who need it most.

A range of sponsorship packages—Platinum, Gold, Black and Purple—are available, allowing organisations to support one or multiple events. This proposal outlines the benefits included in each tier, along with the events available for partnership.

Sponsors will enjoy increased visibility across our digital and print platforms, including access to our social media audience of over 24,000 followers and our broader community of more than 20,000 members. Your support also contributes to charitable initiatives that are central to the College's mission.

Custom sponsorship options are available upon request, including matching support and tailored benefits to suit your organisation's goals.

Spaces for each sponsorship level are limited. To find out more or to secure your sponsorship, please contact:

Ms Helen Turner

Director of Communications, Development & Events

St Laurence's College

(07) 3010 1178

development@slc.qld.edu.au

Thank you for your consideration.

Event Opportunities

Each event and activation hosted by the College throughout the year offers businesses a distinct opportunity to connect with our community in meaningful ways. Detailed information about these individual events can be found below.

Lauries Autumn Lunch

Sunday 29 March 2026

Over 300 guests will enjoy an elegant afternoon featuring a premium lunch and beverage package in the stunning surrounds of Cloudland.

Proceeds support: Lauries Community Committee, St Laurence's Old Boys' Foundation and the St Laurence's College Building Fund.

Lauries Sports Lunch

Friday 5 June 2026

More than 550 guests will enjoy an inspiring afternoon with high-profile sporting personalities and valuable networking opportunities at the Greek Club.

Proceeds support: St Laurence's College Sporting Program.

CQUniversity Confraternity Rugby League Carnival Team Sponsorship

Sunday 28 June - Friday 3 July 2026

Support the College representative team as they compete in Division One of the 46th Rugby League Carnival taking place at Marist College Ashgrove.

Walkathon

Friday 7 August 2026

All students complete a 14km walk throughout Brisbane CBD and surrounds, walking in solidarity with the marginalised.

Proceeds support: Multiple College and House aligned charities.

Lauries Sunset Soiree

Saturday 12 September 2026

An unforgettable afternoon of celebration on our iconic campus oval, with over 550 guests enjoying food, entertainment and community spirit.

Proceeds support: Lauries Community Committee, St Laurence's Old Boys' Foundation and the St Laurence's College Building Fund.

Sponsorship Packages

PLATINUM SPONSORSHIP

\$10,000

Inclusive of the following events:

- Lauries Autumn Lunch
- Lauries Sports Lunch
- CQUniversity Confraternity Rugby League Carnival
- Walkathon
- Lauries Sunset Soiree

Entitlements Include:

- Category exclusivity among sponsors at all levels
- 12 months logo and business name exposure as Platinum Event Sponsor on the College website
- 1/2 page advertisement in Autumn and Spring 2026 Lauries Magazines
- Inclusion of six dedicated advertisements in the College newsletter
- Inclusion in six social media mentions through the College platforms
- Invitation for four representatives to the Donor Thank You Function
- Two complimentary tickets to the Lauries Autumn Lunch, Lauries Sports Lunch and Lauries Sunset Soiree
- Logo exposure on the CQUniversity Confraternity Carnival player shirts or shorts
- Invitation to attend the Walkathon plus event specific activation opportunities

Event specific advertising at the Lauries Autumn Lunch, Lauries Sports Lunch and Lauries Sunset Soiree including:

- Business logo or name on screens throughout the events
- Inclusion in event sponsor acknowledgement social media posts
- MC recognition and promotion at the event
- Company logo on all event promotional collateral listed under a 'Proudly Supported by' banner
- Other recognition opportunities to include but not limited to:
 - Invitations and event table cards
 - Opportunity for display of company signage on stage at event
 - Opportunity for company flyers or business cards to be displayed on a table at the events.

Sponsorship Packages

GOLD SPONSORSHIP

\$7,500

Inclusive of the following events:

- Lauries Autumn Lunch
- Lauries Sports Lunch
- Lauries Sunset Soiree

Entitlements Include:

- 12 months logo and business name exposure as Gold Event Sponsor on the College website
- 1/2 page advertisement in Autumn and Spring 2026 Lauries Magazines
- Inclusion of four dedicated advertisements in the College newsletter
- Inclusion in four social media mentions through the College platforms
- Invitation for four representatives to the Donor Thank You Function
- Two complimentary tickets to the Lauries Autumn Lunch, Lauries Sports Lunch and Lauries Sunset Soiree

Event specific advertising at all events including:

- Business logo or name on screens throughout the events
- Inclusion in event sponsor acknowledgement social media posts
- MC recognition and promotion at the event
- Company logo on all event promotional collateral listed under a 'Proudly Supported by' banner
- Other recognition opportunities to include but not limited to:
 - Invitations and event table cards
 - Opportunity for display of company signage on stage at event
 - Opportunity for company flyers or business cards to be displayed on a table at the events.

Sponsorship Packages

BLACK SPONSORSHIP

\$5,000

Inclusive of two the following events:

- Lauries Autumn Lunch
- Lauries Sports Lunch
- Lauries Sunset Soiree

Entitlements Include:

- 6 months Business name exposure on the College website
- 1/2 page advertisement in Autumn OR Spring 2026 Lauries Magazines
- Inclusion of two dedicated advertisements in the College newsletter
- Inclusion in two social media mentions through the College platforms
- Invitation for two representatives to the Donor Thank You Function
- Two complimentary tickets per event selected.

Event specific advertising at two events including:

- Business logo or name on screens throughout the events
- Inclusion in event sponsor acknowledgement social media posts
- MC recognition and promotion at the event
- Company logo on all event promotional collateral listed under a 'Proudly Supported by' banner
- Other recognition opportunities to include but not limited to:
 - Invitations and event table cards
 - Opportunity for display of company signage on stage at event
 - Opportunity for company flyers or business cards to be displayed on a table at the events.

Sponsorship Packages

PURPLE SPONSORSHIP

\$2,500

Inclusive of one the following events:

- Lauries Autumn Lunch
- Lauries Sports Lunch
- Lauries Sunset Soiree

Entitlements Include:

- Invitation for one representative to the Donor Thank You Function
- One complimentary ticket to the sponsored event.

Event specific advertising at the event including:

- Business logo or name on screens throughout the event
- Inclusion in event sponsor acknowledgement social media posts
- MC recognition and promotion at the event
- Company logo on all event promotional collateral listed under a 'Proudly Supported by' banner
- Other recognition opportunities to include but not limited to:
 - Invitations and event table cards
 - Opportunity for display of company signage on stage at event
 - Opportunity for company flyers or business cards to be displayed on a table at the events.

Get In Touch

If there are any questions regarding the packages or how St Laurence's College can support your marketing goals, please do not hesitate to contact us via the details below.

development@slc.qld.edu.au

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