

Sponsorship Opportunities Booklet

2024/25



West Kirby
Grammar School





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About Our School

Every parent wants the very best educational experience for their child, and at West Kirby Grammar School, we passionately believe in providing just that. As an accredited High Performance Learning World Class School, we're committed to the principle that every student has the potential for exceptional achievement. Academic success is not reserved for a select few; with the right opportunities and support, each child can excel.

Beyond the classroom, our vibrant extracurricular program equips students with confidence, resilience, and new skills that complement their academic growth. Events and activities are integral to our holistic approach, nurturing our students into innovative, empathetic, and globally-minded individuals ready to contribute positively to the world.

This booklet offers unique opportunities for our community to support these transformative experiences directly. By investing in sponsorship or advertising, you are not only promoting your business but also joining a collective effort to expand possibilities for our students. Your support helps us create meaningful events, ensure broad participation, and maintain the nurturing, high-performance environment that sets West Kirby Grammar School apart.

We invite you to explore how your involvement can make a real difference in the lives of our students. Thank you for considering this impactful partnership.

Mr S Clarke
Headteacher





School Productions & Concerts

We put on a number of exciting and high-quality productions during the academic year. Upcoming productions and concerts include:

- **Arabian Nights** - November 20th to 22nd 2024
- **Christmas Service** - takes place every December in St Andrew's Church, West Kirby – Thursday 19th December 2024
- **Six the Musical** – March 5th to 7th 2025
- **Spring Music Concert** – May 7th 2025

Our productions and concerts attract a sell-out audience of parents, carers and members of the local community.

Programme Adverts

Full colour A5 advert - £90

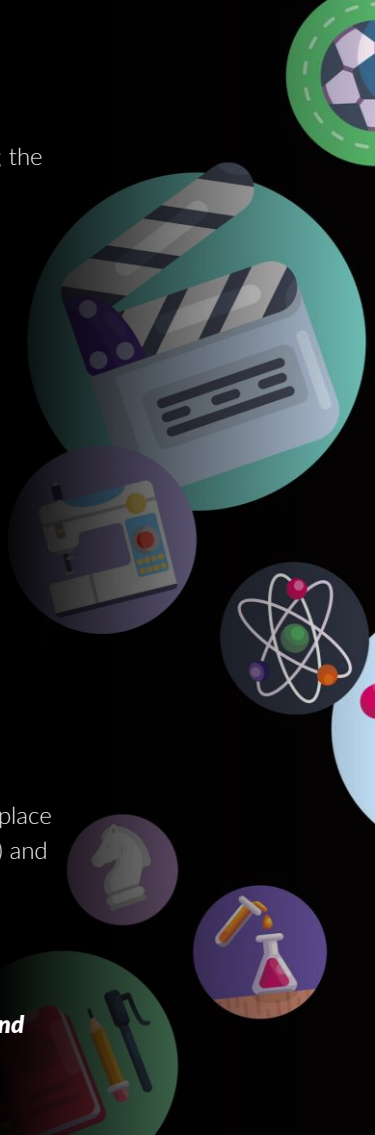
½ page colour advert - £50

¼ page colour advert -£25

Overall Sponsor per Performance - £250

Full colour advert on the back page of the programme, sponsor can place pop up banners in the School Reception (provided at their own cost) and 'Thank You' from senior staff at the end of the performance.

Sponsorship income raised will be used to support the cost of staging productions and to continue the investment into our lighting and sound systems.





Minibus Sponsorship

The school has a modern 16-seater minibus that is used for attending sports fixtures, school trips and events. The minibus travels across the Wirral and sometimes nationally for sporting competitions.

We spend nearly £5,000 per annum to operate the minibus for our students comprised of:

- £2,000 on insurance, vehicle safety checks, servicing and MOT
- £500 on minibus safety training
- £2,000 on fuel, tolls and parking

We offer a 24-month sponsorship package which provide the ability to engage with audiences on the move across Merseyside and beyond.

Full colour vinyl graphics can be applied to either the sides or the rear of the minibus. Our 24-month sponsorship plans represent a weekly advertising cost of less than £30 per week.

Included in the fee is the design of the advertisement and the production and application of the vinyl.

24 Month Sponsorship Advertising Package

The amount quoted is for one side, or the rear of the minibus.

- Year 1 – Initial payment of £1,500
- Year 2 – Annual payment of £1,300

We will recognise your sponsorship across our social media platforms and in the weekly newsletter.

Presentation Evenings

A Level Presentation Evening - £500

This event takes place each December when we present the A Level certificates to the students who sat their examinations during the summer. It is one of our most prestigious events.

Sponsorship Package includes:

Opportunity to mix with our parents and students during the drinks reception prior to the awards ceremony

Full colour A5 advert in the souvenir programme

Thanks and recognition across our social media platforms and sponsor details included in the weekly newsletter

Opportunity to present a short speech to the audience, allowing you to connect with our school community

GCSE Presentation Morning - £250

This event takes place each November when we present our Year 12 students with their GCSE certificates.

Sponsorship Package includes:

Full colour A5 advert in the souvenir programme

Thanks and recognition across our social media platforms and sponsorship details included in the weekly newsletter



Sports Awards & Sporting Teams

Sports Awards Evening - £500

This event takes place each June when we recognise the commitment of students throughout the school who take part in sports. This is a wonderful event and is attended by students and their families from every year group.

Sponsorship Package includes:

- Full colour A5 advert in the souvenir programme
- Thanks across our social media platforms and sponsorship details included in the weekly newsletter
- Opportunity for a representative from the organisation to speak to the audience at the start of the event, thus giving a platform for your organisation
- We can also accommodate leaflets on chairs etc for our guests to take away

Sports Teams

Our sports teams compete in a range of sports across the region and nationally. Find out more about the teams that are available for sponsorship on X/Twitter @WKGS_PE

We can work with local businesses to develop bespoke sponsorship packages that will acknowledge your valuable contribution to our school community.

These can include, but are not limited to, sponsorship on team equipment and uniforms, thanks across our social media platforms, and sponsorship details included in the weekly newsletter.

School & House Events

There are many opportunities to sponsor house events, sports teams or departments at WKGS and we recognise that local businesses may have an affinity with a particular area of our curriculum. Examples of these events can be found below.

School Events

GCSE / A Level Art Exhibition - June

Sports Day - July

House Events

House Bake-off - September/October

House Music - October

House Pumpkin Carving Competition - October

House Christmas Card Competition - November

House Gymnastics - December

House Dance - January

House Rugby - March

House Science - March

House Swimming Gala - March

House Quiz - April

House Drama - May

Departments

Some ideas of things that you may wish to sponsor for our academic departments are:

Equipment for the Science department

Books for the Library and English department

Materials for the Art & Design departments

Sports equipment for PE

Equipment and materials for our extra-curricular clubs and activities

School & Community Fund

We invite contributions from parents, carers and the wider community.

Donations received are used to pay for the 'little extras' that we wouldn't otherwise be able to provide for our students. This funding pays for various activities including visiting speakers, master classes, workshops, specialist resources for departments to enrich their curriculum and for treats and celebrations of student success.

We may also use some of this funding to allow us to act quickly to support students, staff, parents, carers and members of our West Kirby alumni, who need support and who would otherwise have nowhere to turn to for help.

Please take a look at our 2023/24 report to gain an insight into the activities and equipment that we were able to support last year

https://wkgs.org/files/uploads/2023_24_School_Community_Fund_Report.pdf

We would be delighted if you were able to contribute to the WKGS School and Community Fund. Please use the link below to visit our GoFundMe to do so:

<https://gofund.me/b2be5a3e>

Be Part of School Life

We also welcome guest speakers from industry to share their experiences with our Sixth Form students and there are opportunities to provide Work Experience and Mock Interview practice for our students to raise your company's profile within our school.

It is important to us that our sponsors receive good value-for-money and we are keen to work with the wider community to ensure that any sponsorship is valuable to our local business community.

To discuss your individual requirements please complete this form and one of our team will contact you to understand how we can work with your business.

Sponsorship Opportunities Contact Form

To get in touch about any of the advertised opportunities or to discuss other options, please scan the QR code or follow the link below and complete the short online form. You can also visit our website or email our Finance Team for further information.



<https://forms.office.com/e/xDa7u7zXzA>

www.wkgs.org

finance@wkgs.net



