

**PUBLIC  
EDUCATION  
AWARDS  
2025**



A GUIDE FOR  
**SPONSORS**

Recognising excellence and equity  
in public education



**Government  
of South Australia**

Department for Education

# Acknowledgement of Country

This document has been created on the sacred lands of the Kurna people.

We acknowledge and respect the Kurna people's spiritual relationship with Country, their cultural beliefs and the history and heritage of Kurna people on this land.

## 2025 Key Dates

### 11 April

Sponsorship commitment confirmed

### 1-30 June

Award nominations open, nomination guides and promotional posters distributed

### August

Platinum sponsors are invited to take part in judging nominations.

### 3 October

Sponsor payment due

### 7 November

Awards ceremony

# 2025 Public Education Awards sponsorship opportunities

The Department for Education proudly employs over 30,000 staff who serve communities across South Australia. Our diverse and dedicated workforce play a crucial role in enhancing learning outcomes and shaping the future of our children and young people.

We are committed to acknowledging the dedication and exceptional contributions of our staff which is why we run the Public Education Awards. This unique opportunity celebrates the innovation, passion and expertise that drives our public education system.

With the Public Education Awards nomination process soon to commence, we invite you to show your support for South Australia's educators, leaders, support staff and central employees by sponsoring the 2025 Public Education Awards.

We offer a variety of sponsorship options that can profile your organisation to different audiences and cater for all budgets, or we can work with you to create a bespoke sponsorship package.

Join us in celebrating the outstanding contributions of our employees, who empower children and young people to thrive across South Australia, by participating in the 14th year of the Awards. Discover sponsorship opportunities that align with your organisation's purpose and maximise advertising potential.

This guide includes our sponsorship options, an acceptance form and our terms and conditions. If you require additional information, please reach out to the Organisational Development team by emailing [PublicEducationAwards@sa.gov.au](mailto:PublicEducationAwards@sa.gov.au).





## Why get involved?

With more than 180,000 children and young people enrolled in over 900 public preschools and schools in communities across the state, we want every one of our current and future learners to be at their best and thrive regardless of their background.

The reach of the Public Education Awards program is state-wide, providing you the opportunity to raise your organisation's profile both within and beyond the education community.

Our promotional activities will ensure your organisation's name and contribution will be visible to and recognised by the department's 30,000 staff and by the families and communities of 180,000 children and young people across the state.

Further coverage of the Awards reaches the South Australian community through media coverage, including the department's own popular social media accounts. Below is a breakdown of the people that actively engaged with the 2024 Public Education Awards.

### Engagement - 2024 Public Education Awards



More than

**400**

people at the live event



A total of

**24.6K**

live stream viewers across the night



Organic social media posts

**3,686**

average engagement

**6,562**

average reach across all posts

# About the Awards

The 2025 Public Education Award categories focus on learner agency, equity, inclusion, reconciliation and wellbeing, reflecting our commitment to these key areas. Learn more about our strategy for Public Education see [education.sa.gov.au/our-strategy/](https://education.sa.gov.au/our-strategy/)

The Awards provide an opportunity to celebrate public education, share our stories of excellence and equity in practice and inspire others. Categories\* are open to any individual or team working within the department for education across the state in schools, preschools, education and central offices.

Our 2025 categories are:

- Excellence in equity and education
- Innovation in teaching and learning
- Excellence in learner agency
- Inclusive practices in education
- Excellence in collaborative partnerships
- Community impact award
- Aunty Josie Agius award
- Excellence in the support of early career teachers
- Outstanding safety initiatives
- Excellence in collective wellbeing
- Outstanding reconciliation initiatives
- Excellence in leadership

Page 8 outlines our sponsorship terms and conditions.

\*The Aunty Josie Agius Award is open to aboriginal employees of the department for education.

\*The Community Impact Award is open to our community members, individuals or teams, who have made a significant contribution to the site community.

# Your investment

**There are 4 levels of sponsorship available: Platinum, Gold, Silver and Bronze. Each level has limited places.**















A partnership with the Awards will align your company with the inspirational work of Department for Education employees who play a vital role in helping children and young people to learn and thrive.

All sponsorship packages include tickets to attend the Awards ceremony where you can help celebrate all our finalists and winners. The evening includes a 3-course dinner, beverages and entertainment - a great way to reward your outstanding staff or valued clients.

For more information on how to be involved, please get in touch with the Organisational Development team at [PublicEducationAwards@sa.gov.au](mailto:PublicEducationAwards@sa.gov.au).

# Sponsorship categories

BENEFITS	PLATINUM \$20,000	GOLD \$15,000
Speak and present an award at the Awards ceremony	✔	
Participate on the final judging panel for the Awards	✔	
Specifically sponsor one of a select number of the selected award categories (eg Excellence in Leadership sponsored by ABC Enterprise)	✔	
The option to provide a short video to be played during the livestream of the Awards ceremony	✔	✔
Your logo and an advertisement space in the Awards ceremony program	<b>1 page</b>	<b>1/2 page</b>
Tickets to the Awards ceremony	<b>x6 tickets</b>	<b>x6 tickets</b>
The option to provide a pull-up banner for display at the Awards ceremony	✔	✔
Opportunity to provide branded material in a celebratory pack presented to finalists at the Awards ceremony	✔	✔
Your logo displayed on the presentation at the Awards ceremony	✔	✔
Acknowledgement at your sponsor level on the Awards website, including your logo, a 200-word profile, and a link to your website	✔	✔
Your logo on promotional material distributed to more than 900 sites across the state for staff, students, and school communities	✔	✔
Acknowledgement of your sponsorship in all awards press releases and internal communications to all staff	✔	✔
Tagging of your organisation in relevant awards-related social media posts	✔	✔

BENEFITS	SILVER \$5,000*	BRONZE \$2,500*
Speak and present an award at the Awards ceremony		
Participate on the final judging panel for the Awards		
Specifically sponsor one of a select number of the selected award categories (eg Excellence in Leadership sponsored by ABC Enterprise)		
The option to provide a short video to be played during the livestream of the Awards ceremony		
Your logo and an advertisement space in the Awards ceremony program	<b>1/4 page</b>	<b>1/4 page</b>
Tickets to the Awards ceremony	<b>x4 tickets</b>	<b>x2 tickets</b>
The option to provide a pull-up banner for display at the Awards ceremony		
Opportunity to provide branded material in a celebratory pack presented to finalists at the Awards ceremony		
Your logo displayed on the presentation at the Awards ceremony		
Acknowledgement at your sponsor level on the Awards website, including your logo, a 200-word profile, and a link to your website		
Your logo on promotional material distributed to more than 900 sites across the state for staff, students, and school communities		
Acknowledgement of your sponsorship in all awards press releases and internal communications to all staff		
Tagging of your organisation in relevant awards-related social media posts		







# Public Education Awards 2025

## Sponsorship acceptance form

Sponsor details

Company	<input type="text"/>		
Contact name*	<input type="text"/>		
Position	<input type="text"/>		
Address	<input type="text"/>		
Telephone	<input type="text"/>	Mobile	<input type="text"/>
Email (please print)	<input type="text"/>		

\* All correspondence will be forwarded to the contact person listed.

Level of sponsorship (please tick)

- Platinum sponsor \$20,000 inc GST
- Gold sponsor \$15,000 inc GST
- Silver sponsor \$5,000 inc GST
- Bronze sponsor \$2,500 inc GST

Your signature below is taken as acceptance of the relevant sponsorship entitlements as listed in this document, together with the acceptance of the terms and conditions overleaf.

I am aware of and acknowledge the relevant sponsorship entitlements for my nominated level of sponsorship and agree to the terms and conditions of the sponsorship arrangement

Signed	<input type="text"/>	Print name	<input type="text"/>
		Date	<input type="text"/>

Please return this completed form to email [PublicEducationAwards@sa.gov.au](mailto:PublicEducationAwards@sa.gov.au). On receipt of this form a confirmation letter will be sent.

# Terms and conditions

## How do we use your investment?

As a not-for-profit event, all proceeds go directly to the Public Education Awards program. Sponsorship funds can be used for any aspect of the Awards program, for example the Awards ceremony event or the money awarded to winners and finalists for professional development or the purchase of site resources.

## Acceptance and allocation

The Department for Education reserves the right to accept or reject any applications for sponsorship. Sponsorship packages are limited and will be generally allocated to those organisations who apply earliest; however, allocation of sponsorship packages is at the discretion of the Department for Education, whose decision will be final.

## Applications and payment

Complete the acceptance form and return it via email to [PublicEducationAwards@sa.gov.au](mailto:PublicEducationAwards@sa.gov.au). On receipt of the form a confirmation letter will be sent with a tax invoice following later in the year for the total amount. Please note that returning an acceptance form does not guarantee a place at the requested level. A confirmation letter will be sent to confirm your level of sponsorship.

## Deadlines

The deadlines for delivery or supply of materials, information or artwork are not negotiable. If materials, information or artwork are not received by the Department for Education by 11 April 2025, use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case. The Department for Education requirements for logos, specifications and delivery details for pull-up banners or other opportunities will be confirmed in writing.

## Cancellation policy

In the case of sponsorship cancellation, notification in writing must be sent to the Department for Education. If the cancellation is received within 30 days of signing the sponsorship agreement, an administration fee of 25% of the total value will be retained. If the cancellation is received more than 30 days following signing of the agreement or collateral has been printed and distributed, no refund is applicable.

## Exceptional circumstances

The Department for Education reserves the right to change the Awards or ceremony event if exceptional circumstances demand. In the event of changes the agreement to participate will remain unless the sponsor benefits cannot be met by the Department for Education. The Department for Education will use reasonable endeavours to negate the impact of exceptional circumstances. The Public Education Awards ceremony is scheduled to be held at the Adelaide Convention Centre on Friday 7 November 2025. If deemed necessary, the Department for Education reserves the right to postpone the ceremony, or to hold it as a virtual or hybrid event.

## Consequential damage

The Department for Education will not be liable for any indirect or consequential damages arising from a breach of the sponsorship agreement.

## Responsibility

The Department for Education and the Awards event venue accept no responsibility for any act, accident, omission on the part of the service providers, the accuracy or content of any written or verbal statements by speakers in connection with this event, delay, damage, personal injury or death.

## Sponsorship variation

Please refer to the sponsorship categories as outlined on pages 4 and 5. Variations to the description of each package must be agreed in writing with the Department for Education by 11 April 2025.

## Exclusivity

Sponsorship package prices do not secure industry exclusivity. To discuss exclusivity please contact the Organisational Development team.

## Award categories

Platinum sponsors can choose to sponsor one of the following award categories\*:

- Excellence in equity and education
- Innovation in teaching and learning
- Excellence in learner agency
- Inclusive practices in education
- Excellence in collaborative partnerships
- Excellence in the support of early career teachers
- Outstanding safety initiatives
- Excellence in collective wellbeing

Your chosen category will be shown with 'sponsored by' your business name and/or logo on all printed materials and online content including the trophy and certificates, conditional to the sponsorship agreement being entered into prior to production dates.

\*Where appropriate to the department's strategic objectives.

## Unavoidable occurrences

In the event the Public Education Awards ceremony is cancelled or delayed through no fault of the event venue or the Department for Education, including but not limited to public health advice, fire, flood, labour disputes, natural disasters, civil disorders, riots, insurrections, work stoppages, slow-downs or disputes, or other similar events, the sponsor shall not be entitled to any refund or claim any loss.





**For further information  
please contact:**

**Organisational Development**

GPO Box 1152

Adelaide SA 5001

Kaurna Country

(08) 8226 3667

[PublicEducationAwards@sa.gov.au](mailto:PublicEducationAwards@sa.gov.au)

[www.education.sa.gov.au/awards](http://www.education.sa.gov.au/awards)