



FUNDRAISING SPONSORS GUIDE

This document illustrates the different ways you may add sponsorships to your beautiful publication. You could potentially raise enough funds to cover the cost of your books and return 100% profit from sales.

Businesses like to support their local community. Magazines and newspapers are usually thrown away after reading. Cookbooks and storybooks are saved and treasured. This means that advertisements are viewed many times over many years. Advertising in a book created by, and sold within the community is a rewarding local area marketing campaign, targeting real customers. We create ads for your sponsors at no cost and give them the files to use as they please in future advertising campaigns.

It is recommended that you charge your sponsors according to the size, type and position of their advertisement as well as the number of books that you plan on printing. The next few pages are specifications and examples of pricing, depending on the size of your book and the type of advertisement.

DIRECTORY LISTING

HALF & QUARTER PAGE ADVERTISEMENT

FULL PAGE ADVERTISEMENT

A

AMCM Electrical
2020 Master Electrician Finalist. Service & quality electrical work that you can rely on!
0449634794
amcmelectrical@gmail.com

Architecture Design
We are a boutique firm based in Melbourne servicing the wider Victorian community.
0412 345 678
architectsample@gmail.com

C

COUNTRY DOWNS STATION EST 1968
Kurt & Nikki Elezovich
PO Box 11410 Broome WA
countrydowns@skymesh.com.au

Architecture Design
We are a boutique firm based in Melbourne servicing the wider Victorian community.
0412 345 678
architectsample@gmail.com

ODDFISH MEDIA
NEWCASTLE

FULLY ACCREDITED MEDIA AGENCY

WEB DESIGN & SEO | SEARCH MARKETING | SOCIAL MEDIA

Contact us: 0434 166 773 - SGitsham@oddfishmedia.com.au - www.oddfishmedia.com.au

COUNTRY DOWNS STATION

EST 1968

KURT & NIKKI ELEZOVICH
P.O. Box 11410
Broome WA 6725
e countrydowns@skymesh.com.au

NARROW ACCESS SCREWPIILING

SPECIALISING IN TIGHT ACCESS SCREW PILE INSTALLATION!

Screw Piles up to 100kn.
Access as narrow as 1000mm
Utilising 100% Australian made Katana products

McCade
GROUP PTY LTD

Contact us on: M 0408768241
E Narrowaccess@gmail.com

WESTCOAST
NORTHERN LIVESTOCK

We are strongly focused on improving services and increasing competition for northern Australia producers, with a range of marketing options including live exports, station-to-station trading and local processing, as well as finance to assist a range of production opportunities.

OUR BROOME TEAM

Nick Benson 0428 653 767

Tony O'Neill 0455 480 609

Proudly 100% Australian owned

rma network Accredited Member

AuctionsPlus OFFERING QUALIFIED ASSESSORS

Follow us on Twitter @WestcoastWandL

wcw.com.au



Maximise Your Profits!
Sponsors will help cover the cost of printing your books!

FULL PAGE ADVERT IDEAS

Businesses can purchase ad space on the back cover, inside cover or throughout your book. Ads may have a traditional or 'subtle' look such as an advertorial. For example, your green grocer may wish to contribute a recipe to your cookbook that includes items purchased at their store along with their store contact details. Creating a storybook? Why not include a success story about a local business or entrepreneur?

Here are some examples of a variety of full page advertisements.

These examples are more common traditional types of full page adverts.

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Nick Benson 0428 653 767

Tony O'Neill 0455 480 609

wcw.com.au

Derby Lodge

- **Studio Apartments**
Self-contained queen and twin en-suite with full kitchen facilities.
- **Derby Cottages**
Self-contained 1 & 2 Bedroom cottages with full kitchen and lounge area.
- **Lodge Rooms**
Queen en-suite rooms & twin share lodge rooms with share facilities.
- **Free WiFi**
- **Security cameras**
- **Secure parking**

Derby Lodge welcomes you to our Oasis in the heart of the Kimberley's, Western Australia.

For that unique holiday, the Derby Lodge offers quality self-contained studio apartments, cottages, lodge rooms, rooms with share facilities & Neaps Bistro.

Derby Lodge set amongst the extraordinary adventure that is the Kimberley region.

BISTRO NEAPS
MODERN AUSTRALIAN CUISINE

1800 431 186
15-19 Clarendon Street (08) 919 11263

P.O. Box 1317 Derby, WA 6728 Ph: (08) 9193 2924
derbylodge@bigpond.com www.derbylodge.com.au
https://www.facebook.com/derbylodgeapartments

TASK out-of-school hours care (OSHC)

Speers Point TASK offers before & after school care & holiday care - casual & permanent available.

- on site here at school
- TASK is screen free
- healthy meals / snacks
- homework, readers & free play
- first aid & child protection trained staff
- fun & educational programs

CC's rebate available

THE AFTER SCHOOL CLUB

task-kids.com.au 1300 827 500

These examples are more subtle types of adverts that blend in as part of your book.

ANNIE'S BROWNIES
by Annie's Chocolates

You have enjoyed Annie's Chocolate Shop for over 20 years. Now you can purchase her chocolate to make your own choc chunk brownies just like Annie makes them!

Ingredients
1 cup plain flour
3/4 cup Annie's cocoa
3/4 cup brown sugar
1 1/2 cups caster sugar
175g unsalted butter
1 teaspoon vanilla extract
3 eggs
125g Annie's dark chocolate

Method
Place the flour, cocoa, both the sugars, the butter, vanilla and eggs in a large bowl and mix until smooth.

Add the chocolate and stir to combine.
Preheat oven to 160°C (325°F). Lightly grease a 20cm square tin and line with non-stick baking paper.
Spread the mixture into the tin. Bake for 50 minutes to 1 hour or until the brownie is set.
Allow to cool in the tin for 5 minutes before slicing into squares and serving warm, or allow to cool completely in the tin.
Note: The brownie is ready when the top feels set to the touch. Brownies will keep in an airtight container for up to 1 week.

MINI BEEF SLIDERS
by Next Level Catering

Next Level Catering has a great range of hot and cold platters to suit any function. This family business is passionate about the small details, and committed to making your event extra special.

Ingredients
500g lean beef mince
2 small eschallots
2 tbsp finely chopped herbs
1 tbsp tomato sauce
2 tbsp olive oil
3 slices tasty cheese
12 brioche slider buns, split
□ cioli aioli (or mayonnaise)
12 baby cornichons, sliced
30g baby rocket leaves
Cherry tomatoes, halved, to serve.

Method
In a large bowl combine mince, eschallots, tomato sauce and herbs. Season. With wet hands divide mixture into 12 pieces and shape into small patties.
In a large non-stick frying pan heat half the oil over medium heat and cook half the patties for 2-3 minutes on one side. Turn and top each patty with a piece of cheese. Cook for 2-3 minutes or until patties are cooked through and cheese melts. Set aside on a plate loosely covered with foil. Repeat with remaining oil, patties and cheese.
Spread bottom halves of buns with aioli. Top with patties, cornichons and baby rocket. Spread top halves of buns with extra tomato sauce and place on top of patties. Thread a tomato half onto a toothpick and secure slider.

WHEN I GROW UP...
Stewart School Storybook Submission

When I was a boy and adults asked me what I wanted to be when I grew up, the answer was easy. "When I grow up I want to be like my Dad!" I would say.

After migrating from Greece in 1940 my Dad worked as a dishwasher and my Mum worked as a seamstress in a factory. They spent little and saved a lot. They were able to Perth Restaurant in 1946. With very little education and experience they were scared, but willing to work hard. They were warmly welcomed by the beautiful people of Perth Ontario. They brought pizza to the town and their little business was a huge success.

My parents hard work made my siblings and me want for nothing. I learned everything I know about the restaurant business and hard work from my parents. In 1995 I purchased my first business in the picturesque town of Westport. I will never forget that auction. Before that day, the only thing I ever bought was a stereo.

So here I am, 50 years old and I did it. Just like Dad, I have a wonderful family and business! I am proud of. We have enjoy serving the food we love to cook, especially my Dad's pizza.

We look forward to serving you at The Tangled Garden Cafe and The Lost Penny Pub.

TANGLED GARDEN
LOST PENNY PUB

Cheers, Frank

Customise Adverts!

We can design ads for the spaces your sponsors purchase!



A5 FULL, HALF & BUSINESS CARD SIZE ADVERTISEMENTS

Dimensions & Price Suggestions

The specifications for your sponsors will depend on your choice of a landscape or portrait bound book. Here are the measurements for 3 sizes of adverts.

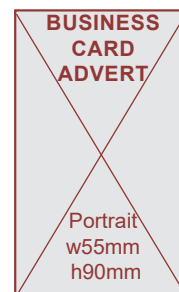
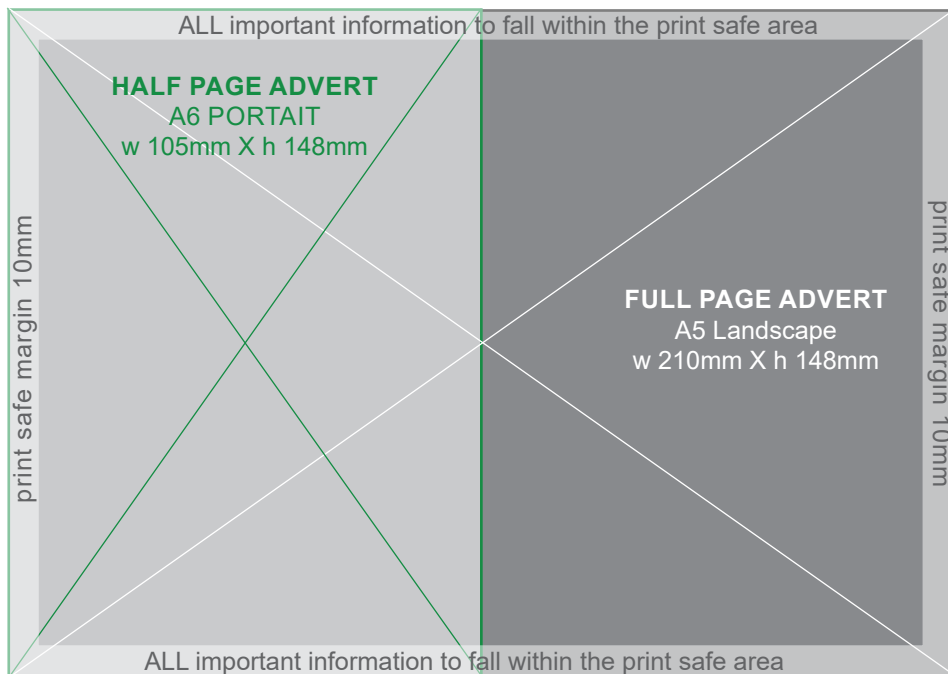
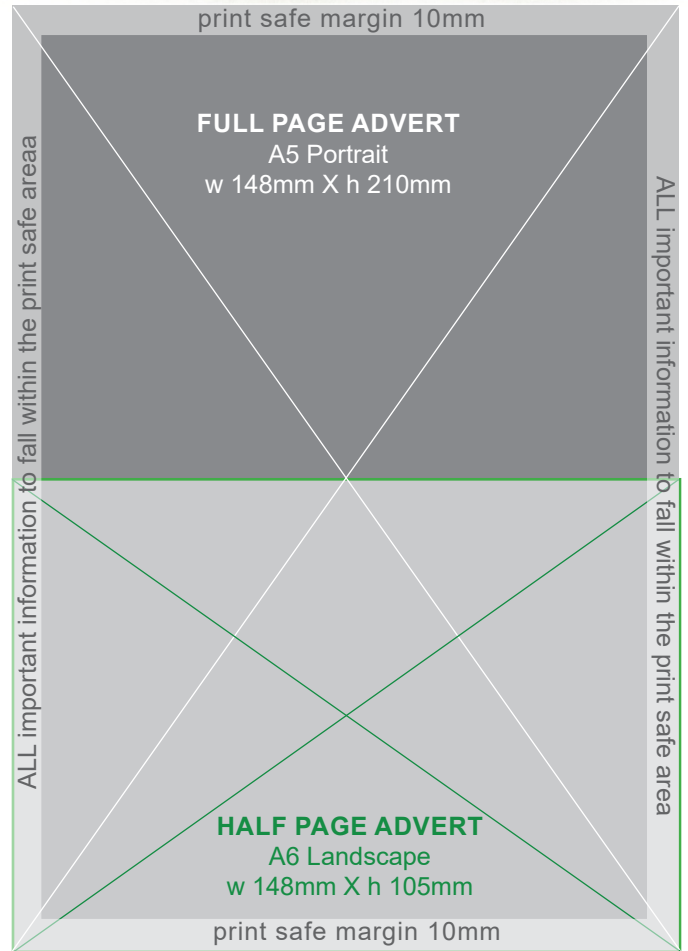
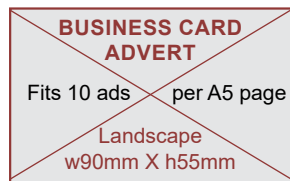
The prices you charge may also depend on the number of books you print. Sponsors are usually willing to pay more for larger quantities of book printed.

| Prices per book X number of book printed | | | |
|--|-----------|-----------|----------|
| Number of Books | full page | half page | bus card |
| 100 books | \$200 | \$120 | \$50 |
| 200 books | \$400 | \$240 | \$100 |
| 500 book | \$1,000 | \$600 | \$250 |

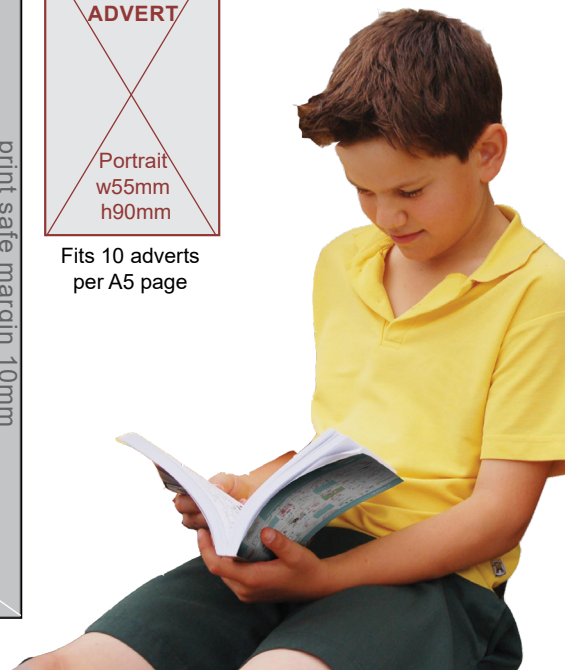
Do your sponsors need help creating their advertisement? Let us design it for them at no cost.

Sponsor to provide:

- high resolution JPEG image/logo
- all text & contact details



Fits 10 adverts per A5 page



Advert Design!

Your sponsors can keep their SYS designed ad to use again!

A4 FULL, HALF & QUARTER PAGE SIZE ADVERTISEMENTS

Dimensions & Price Suggestions

The specifications for your sponsors will depend on your choice of a landscape or portrait bound book. Here are the specifications for 3 sizes of adverts.

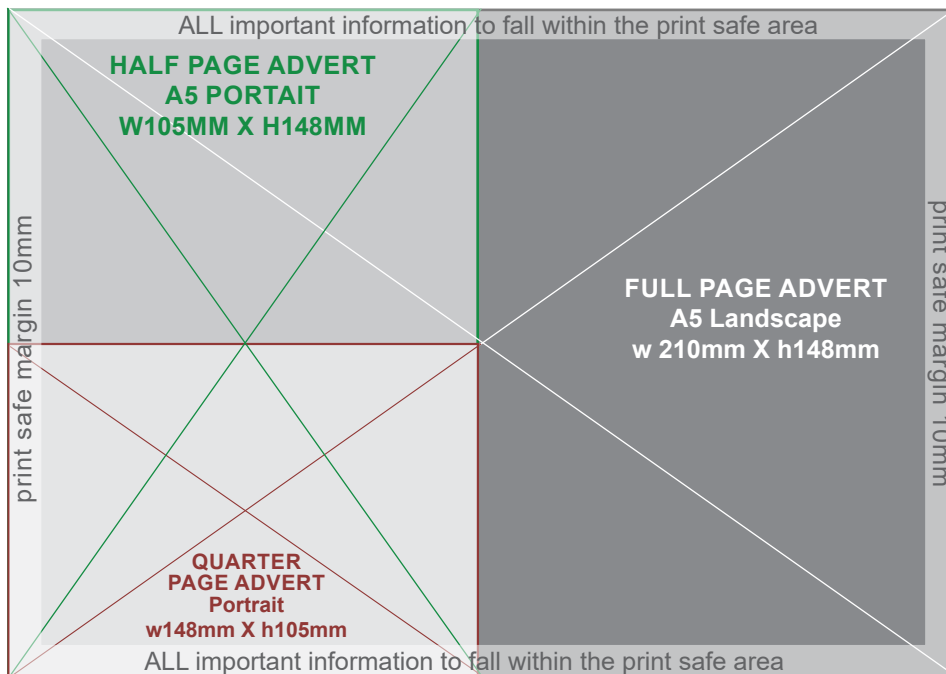
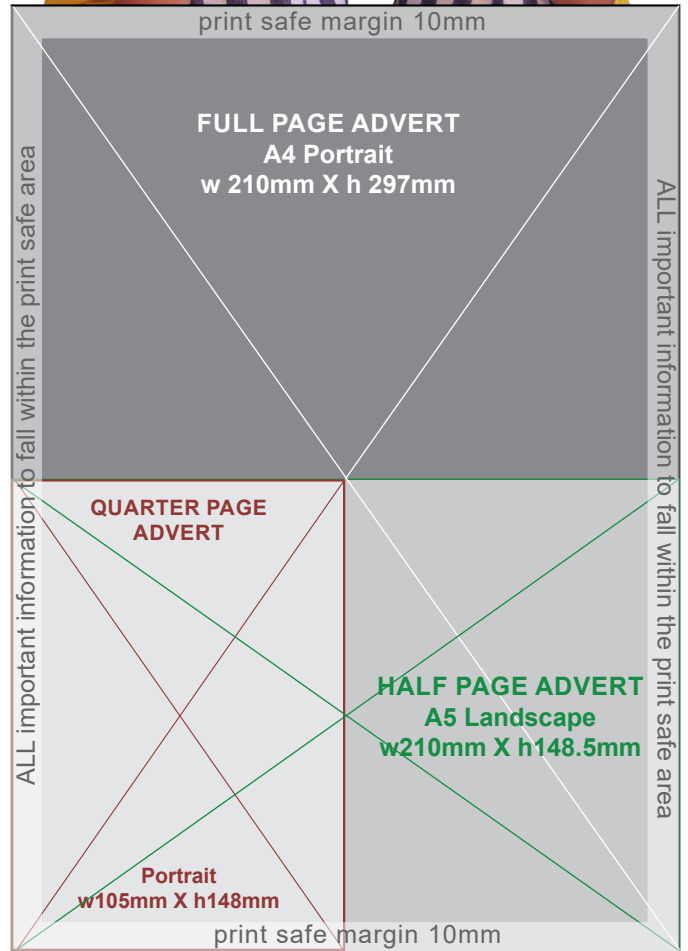
The prices you charge may depend on size and position of the advert as well as the number of books you print. Sponsors are usually willing to pay more for prime positions (eg. front pages) and larger quantities of book printed.

| Prices per book X number of book printed | | | |
|--|-----------|-----------|---------|
| Number of Books | full page | half page | Quarter |
| | \$3.00 | \$1.80 | \$1.00 |
| 100 books | \$300 | \$180 | \$100 |
| 200 books | \$600 | \$360 | \$200 |
| 500 book | \$1,500 | \$900 | \$500 |

Do your sponsors need help creating their advertisement? Let us design it for them at no cost.

Sponsor to provide:

- high resolution JPEG image/logo
- all text & contact details





A-Z Business Directory
 Effective advertisements that small businesses can afford!

DIRECTORY LISTINGS

A-Z listings are a great way to add value to your half and full page sponsors. You can also offer businesses an inexpensive alternative to larger advertisements. Depending on the size of your publication you can fit 12 to 20 listings per page. You may charge a little more to add an image or logo to your sponsors' listings. We recommend \$50 - \$90 per listing.

A

All North Helicopters
KIMBERLEY PILBARA

Safety is our highest priority

Servicing The Kimberley Region, WA

p 08 9191 5034
 m 0428 253 483 (Chief Pilot)
 f 08 9191 5359
 e helidoc@outlook.com

Derby
 Airport WA 6728 

AMCM Electrical
 2020 Master Electrician Finalist
 Service & quality electrical work that you can rely on!
 0449634794
 amcmelectrical@gmail.com

Architecture Design
 We are a boutique firm based in Melbourne servicing the wider Victorian community.
 0412 345 678
 architectsample@gmail.com

C

CHAMBERS BUILDING SERVICE

- ✓ Commercial
- ✓ Industrial
- ✓ Residential
- ✓ Additions
- ✓ Alterations
- ✓ Repairs
- ✓ Bathrooms
- ✓ Glazing

P 8651 2188
F 8651 3067
M 0417 875 189
E dkchambers@bigpond.com

COUNTRY DOWNS STATION EST 1968
 Kurt & Nikki Elezovich
 PO Box 11410 Broome WA
 countrydowns@skymesh.com.au



COUNTRY DOWNS STATION

EST 1968
KURT & NIKKI ELEZOVICH
 P.O. Box 11410 Broome WA 6725

E

Elders

Elders Peterborough
 113 Main Street
 Peterborough SA 5422
 Office number 08 8651 8800
 Contact us for enquiries regarding:
 Livestock, Wool, Merchandise,
 Finance, Insurance & Rural Bank
Always in your corner!

Elders Peterborough
 113 Main Street
 Peterborough SA 5422
 Office number 08 8651 8800
 Always in your corner!

F


Full Lock Fabrication
 1a Railway Street,
 Peterborough SA 5422
 Ph: 0438832326
 PURVEYORS OF
 Fine Steel Fabrication
 4wd Accessories & LED Lighting

M

MJ Plumbing & Maintenance Pty Ltd
 Local Family Operated
 Plumbing, Drainage, Gasfitting
 Commercial & Residential
 Mitch@mjplumbing.or
 0423 593 151

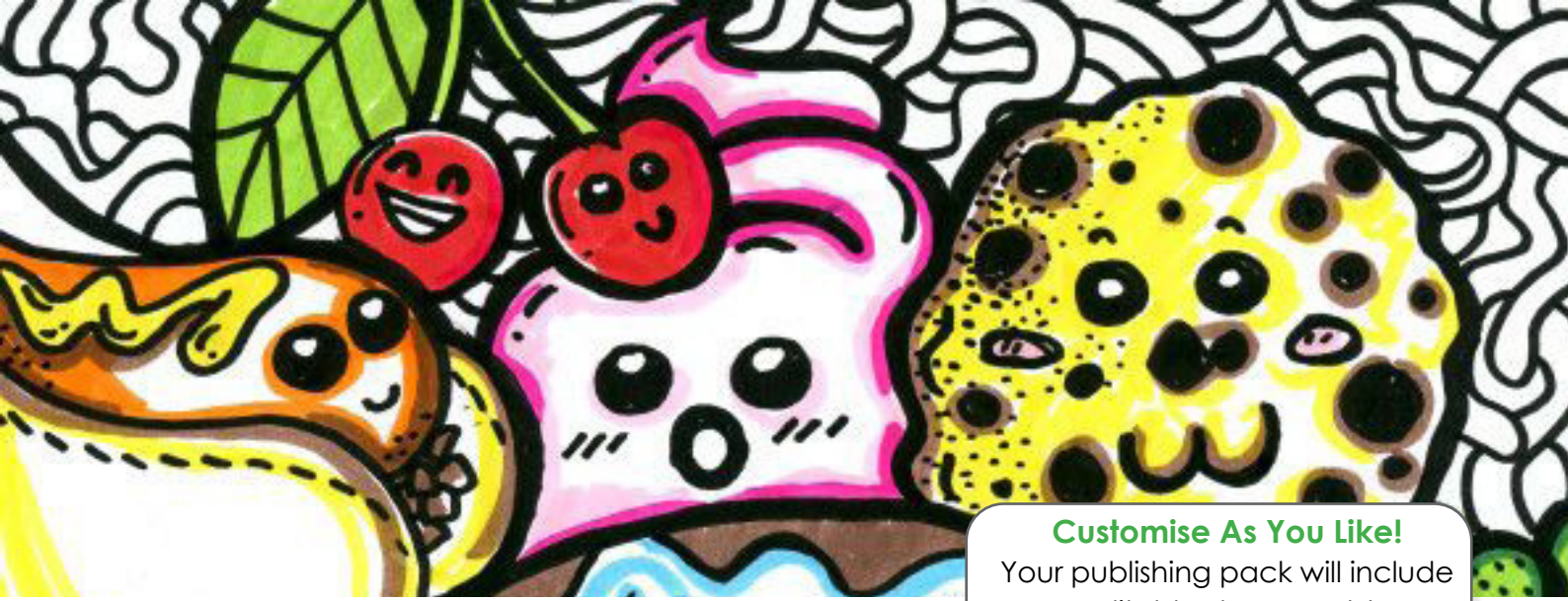
T

Tin Smiths Cottage



**74 Main St
 Peterborough**

Tiler Greg Carman
 Over 30 years experience
 Fully qualified in all aspects of
 Residential, Commercial &
 Pool TILING
 Mob: 0450 536 406



Customise As You Like!

Your publishing pack will include
editable documents!

SPONSOR REQUEST LETTER

<Organisation Name> is publishing a book of <short stories/recipes> created by our <students/families/community>. This professionally bound book will also include artwork and images to capture the spirit of our community. Our book will be delivered and launched in <month-year>.

By steering clear of typically unhealthy fundraisers, our aim is to promote <literacy/healthy eating> and unite our community, while raising much needed funds. We hope to print XXX copies.

This is an exciting local area marketing opportunity for your business targeting customers in <community/suburb name>. By making a contribution, you will help offset printing costs and your business will gain the goodwill generated through sponsorship. The personalised community <stories/recipes> featured in this beautiful book will become a cherished keepsake and all advertising will be viewed for years to come.

The book is of the highest quality and lends itself to exceptional advertising space throughout. **Optional:** Because of the limited room available we will restrict our sponsors to the first <number> local businesses expressing interest.

Please refer to the sponsor [price guide](#) for the types of sponsorship opportunities your business can be involved in.

Kind Regards,

<Name of Coordinator>

<Position>

<Name of Organisation>

<email>

SPONSOR PRICE GUIDE

The following prices are suggested based on previous A4 and A5 size publications. You are the best judge of the demographics in your area. We suggest you adjust the pricing accordingly.

Please note that Schoolyard Stories Publishing does not collect any money from your sponsors. We work through you to design advertisements for your sponsors if needed. We provide you a high resolution file of each advert. You may send this to your sponsor for use in future marketing campaigns.

Sign up today
and we will guide you through all your sponsor options!

| A5 (148mm x 210mm) size book -portrait or landscape bound | | | | | | | |
|--|-----------|---------------|----|----------------|---------------|----|------------|
| ADVERTISING OPTIONS | SIZE | PORTRAIT BOOK | OR | LANDSCAPE BOOK | COST PER BOOK | OR | SET COST |
| Double Page Spread includes A-Z Listing | A5 x 2 | portrait | | landscape | \$4.00 | | \$1,200.00 |
| Full Page | A5 | portrait | | landscape | \$2.00 | | \$ 600.00 |
| Half Page | A6 | landscape | | portrait | \$1.20 | | \$ 350.00 |
| Business Card | 55 x 90mm | landscape | | portrait | \$0.50 | | \$ 175.00 |
| A-Z Image & Text | | | | | \$0.40 | | \$ 90.00 |
| A-Z Text Only | | | | | \$0.25 | | \$ 50.00 |

| A4 (210mm x 297mm) size book -portrait or landscape bound | | | | | | | |
|--|----------------|---------------|----|----------------|---------------|----|------------|
| ADVERTISING OPTIONS | SIZE | PORTRAIT BOOK | OR | LANDSCAPE BOOK | COST PER BOOK | OR | SET COST |
| Double Page Spread includes A-Z Listing | A4 x 2 | portrait | | landscape | \$6.00 | | \$1,600.00 |
| Full Page | A4 | portrait | | landscape | \$3.00 | | \$ 800.00 |
| Half Page | A5 | landscape | | portrait | \$1.80 | | \$ 500.00 |
| Quarter Page | A6 | portrait | | landscape | \$1.00 | | \$ 300.00 |
| Business Card | 55 x 90mm | landscape | | portrait | \$0.50 | | \$ 175.00 |
| A-Z Image & Text | 150 characters | | | | \$0.40 | | \$ 90.00 |
| A-Z Text Only | 150 characters | | | | \$0.25 | | \$ 50.00 |

Sponsor Contact Sheet

Print multiple copies to help keep track of your sponsors and payments.

| | | |
|--|--------------|-----------|
| Business Name | Contact Name | |
| Email | Phone Number | |
| Type of Advert | Total Cost | Date Paid |
| | | |
| Business Name | Contact Name | |
| Email | Phone Number | |
| Type of Advert | Total Cost | Date Paid |
| | | |
| Business Name | Contact Name | |
| Email | Phon Number | |
| Type of Advert | Total Cost | Date Paid |
| | | |
| Business Name | Contact Name | |
| Email | Phone Number | |
| Type of Advertq | Total Cost | Date Paid |
| | | |
| Business Name | Contact Name | |
| Email | Phone Number | |
| Type of Advert | Total Cost | Date Paid |
| | | |
| Business Name | Contact Name | |
| Email | Phone Number | |
| Type of Advert | Total Cost | Date Paid |
| TOTAL FUNDS COLLECTED Per Sheet | | \$ |

MARKETING TIPS FOR BEST SALES RESULTS

Maximise Your Profits!

Ways to make your publishing project bigger & better!

Promoting your book is a vital step to the success of your fundraising project. In our experience, it is best to promote the sales of your book, while you are promoting recipe or story submissions. It is a good idea to send a link to your payment portal along with the link to your submissions form. While logged on to submit a recipe or story, we find that many people will click to order a book when completing their submission.

We strongly suggest that you pre-sell most of your books. Pricing is based on volume, the more you order the more affordable each book is. It is best to order the optimum number of books. You don't have to finalise numbers until we go to print, but collecting pre-order will help you decide on quantities. Keep in mind that some people will forget to order or wish they had ordered extra books for gifts. You may also want extra copies if you are holding a book launch or special event. It is a good idea to order 10-20% more books than what your pre-orders suggest. We can always do another print run, but this is a more costly option because the price per book is based on the quantity of each print run.

We will help you promote your book throughout the publishing process.

Your book cover is an excellent marketing tool. We like to start with your book cover design. This is not mandatory, but it is nice to include your book cover on all promotional material, such as posters, order forms, newsletter adverts and social media posts.

We can design all this marketing material for you at no extra cost.

Bring your order forms to work day and make it a game!

Encourage the members of your community to collect book orders at their work place. You can even have a prize for the most orders collected.

We have created [a form](#) for you to copy and email to your community members. They can use this to collect and keep track of orders. Remember that once you sign up with us, all these forms will be customised or editable as part of your publishing pack.

Check out our Community Cookbook

It is full of delicious family recipes & stunning artwork.

There still time to order your personalised cover!



Example of a social media post

Media and advertising is a great way to promote your book.

Your local paper is always looking for happy, innovative, community based stories with a good cause. Invite local media to your school, club or book launch. Ask them to take photos of your book and contributors. In their story of your fundraising goals, ask them to include instructions on how to buy your book.

Once in the paper, you can share the story on social media and in your newsletter along with a link to the payment portal. Including a delivery option is always a good idea.

Display posters in your local cafe, supermarket, bank, bakery and pharmacy. Include instructions on how to buy your book and information on what you will be using the funds you raised for.

Display your book in your local book store and cafe along with order forms and contact details.

Sell your book at your local book store. Ask your book store if they can keep a few copies of your book on display.

Some book stores will sell them for you. The easiest way is to generate a QR code with a direct link to your payment portal. Once payment is made, the customer can show the book store the payment receipt and take a copy of the book with them.

Alternatively, you can simply leave a display copy with a stack of order forms for customers to take away and order at their convenience. It is a good idea to including a delivery options or a “pick up at your local books store” option.

Ensure you include all details on your order form.

Contact SYS today

to receive your publishing pack
and get started!



Book Order Collection Form

<Organisation Name> is publishing a book of <short stories/recipes> created by <students/families>. This professionally bound book will also include artwork and images to capture the spirit of our community. Our book will be launched in <month-year> and cost \$XX each. By steering clear of typically unhealthy fundraisers, the aim is to promote <literacy/healthy eating>, while raising much needed funds. All profits from book sales will go back to <Organisation Name>. By buying a book you will be helping our cause.

| Full Name | Email | Phone number | Number of books | Total \$\$ Owing | Signature | Date Paid | Date Delivered |
|---|-------|--------------|-----------------|----------------------|--|-----------|----------------|
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| Please keep for your records: Inform your book project coordinator of the | | | TOTAL ORDERS | TOTAL \$\$ COLLECTED | Please collect all funds and return to your coordinator by <day-month> | | |