

Step into the Limelight 2026

Sponsorship Prospectus

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The ACT Government acknowledges the Ngunnawal people as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region. We acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.



About Step into the Limelight

Step into the Limelight is the ACT's flagship public school arts showcase, celebrating the creative achievements of thousands of students from public primary schools, high schools and colleges. The event features an art exhibition and a large scale arena spectacular, providing an opportunity for students to shine through arts disciplines including music, drama, dance, visual art, media and production.

This annual event provides students with a high-profile platform to perform and exhibit their work in a professional setting. It fosters student confidence, collaboration, artistic growth, and a strong sense of community and belonging—affirming the Education Directorate's commitment to equity and excellence in public education.

Why become a Sponsor?

Partnering with Step into the Limelight is an opportunity for your organisation to:

- > support and promote student engagement in the arts and public education
- > build brand visibility and goodwill within a broad and diverse Canberra audience
- > be publicly acknowledged as a supporter of creativity, education and community engagement
- > connect with the ACT Government values of inclusion, innovation and lifelong learning.

All sponsorship must align with the Directorate's values and policies. Potential sponsors will be assessed for public image, social responsibility and alignment with ACT Government standards.

Sponsorship categories and benefits

All acknowledgements will be proportionate to the level of support, consistent with Directorate policies, and subject to a formal written agreement. Sponsorship does not imply endorsement of products or services.

The categories below can be considered for both the Art Exhibition or the Arena Spectacular.

Presenting Partner \$20,000+

- > Recognition as “Presenting Partner” on printed materials and digital promotions
- > Logo displayed prominently at the event and on the Limelight webpage
- > Opportunity to speak at a media launch or networking event (subject to Directorate approval of content and messaging)
- > Verbal acknowledgement by the MC at the event
- > Complimentary VIP tickets and backstage access

Major Sponsor \$10,000–\$19,999

- > Logo included on promotional materials, event program and signage
- > Recognition in media releases and newsletters
- > Verbal acknowledgement during the event
- > Reserved seating and complimentary tickets

Supporting Sponsor \$5,000–\$9,999

- > Logo on selected event materials and the website
- > Acknowledgement in the printed program
- > Verbal acknowledge during the event
- > Complimentary event tickets

Community Sponsor \$1,000–\$4,999

- > Name listed in the printed program and on the Limelight webpage
- > Verbal acknowledgement during the event
- > Discounted tickets for employees or community representatives (subject to ticket availability and event capacity)



Tailored and in-kind contributions

We welcome tailored arrangements aligned with your organisation's values and objectives. Opportunities may include:

- > in-kind support (e.g., transport, catering, media coverage, printing)
- > support for accessibility initiatives or student mentoring programs
- > sponsorship of workshops or masterclasses connected to the event
- > sponsorship of industry experts and skilled professionals (e.g., choreographers, technicians).

All sponsorships must be for a specific purpose and time-limited. Agreements will include provisions for acknowledgement, renewal, or termination in line with Directorate policy.

Impact of your sponsorship

Your support will help:

- > ensure equitable access for students across all ACT public schools
- > provide high-quality, professional arts experiences for participants
- > fund student workshops, mentoring and professional production elements
- > celebrate the talent and potential of young people through the arts.

All sponsorship income will be recorded and reported in accordance with the Directorate's financial management and annual reporting requirements.

All funds must be paid through approved ACT Education Directorate financial systems.

Contact

Joel Copeland
Principal, Instrumental Music Program
Executive Producer, Step into the Limelight
joel.copeland@ed.act.edu.au
(02) 6142 0477

imp.act.edu.au/our_events/step_into_the_limelight

We look forward to partnering with you to support the arts, education, and young people in the ACT.



“Step into the Limelight isn’t just a performance, it’s a celebration of who we are. It gave me the courage to share my story and the joy of seeing others shine too.” Michael, participant, Step into the Limelight 2025





Step into the Limelight 2026

Sponsorship EOI

We invite organisations to express their interest in sponsoring Step into the Limelight 2026, the ACT's premier public school arts showcase. Please complete this form and return it to the contact below. All expressions of interest will be reviewed for alignment with the ACT Education Directorate's values and policies. Selected sponsors will be asked to enter into a formal agreement.

Sponsor information	Organisation _____	ABN/ACN _____ <i>(if applicable)</i>
	Contact _____	Position _____
	Email _____	Phone _____
	URL _____	
	Registered address _____ _____	
Postal address <i>(if different)</i> _____ _____		

Section 2	Which event would you like to sponsor: Art Exhibition Arena Spectacular.
Sponsor offer	Please indicate your preferred sponsorship level or nature of contribution:
	Presenting Partner (\$20,000+)
	Major Sponsor (\$10,000–\$19,999)
	Supporting Sponsor (\$5,000–\$9,999)
	Community Sponsor (\$1,000–\$4,999)
In-kind Support (please specify below)	

In-kind support – details of sponsorship offer. Describe the goods, services or funding you wish to provide and any relevant information.

Educational rationale or intended impact. How will your sponsorship support student learning, engagement, access, or achievement?



Section 3

Sponsorship term

Proposed period of sponsorship

Date (*from*) _____ Date (*to*) _____

Section 4

Recognition

All recognition will be in accordance with ACT Education Directorate policies and proportional to sponsorship level.

Indicate any preferences for recognition or involvement (e.g., signage, website logo, networking opportunities, VIP attendance):

Section 5

Agreement

This section forms the basis of a sponsorship agreement should your offer be accepted.

Education Directorate Obligations (to be completed by organiser upon acceptance):

Outline acknowledgement, visibility, reporting, or involvement to be provided to the sponsor.

Special Conditions (if any):

Section 6

Signature

Conditions of sponsorship

1. The Education Directorate may cancel this agreement at any time if:
 - » government policy changes,
 - » the sponsor is deemed inappropriate,
 - » continuation becomes unfeasible, or
 - » the sponsor becomes insolvent.
2. The sponsor may not represent themselves as acting on behalf of the Education Directorate.
3. Sponsors will have no influence over curriculum, artistic direction, student participation, assessment, or educational decision-making associated with the event.
4. Acceptance of sponsorship does not constitute endorsement of the sponsor's products, services, or business.

I agree to provide the sponsorship described and comply with the conditions above.

Name _____ Organisation _____

Signature _____ Date _____

Section 7

Submit

Submit your Expression of Interest to:

Joel Copeland, Principal – ACT Instrumental Music Program

Executive Producer – Step into the Limelight

joel.copeland@ed.act.edu.au (02) 6142 0477

imp.act.edu.au/our_events/step_into_the_limelight

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