

SIGN UP AS A MAJOR PARTNER

School Sport Victoria (SSV), as part of the Department of Education, is excited to release its 'Major Partnership' prospectus including calling for **prospective partners** to **discuss partnership opportunities**.

At **SSV**, we enable students to **PLAY** school sport, we champion the **VALUE** of school sport, and we **CONNECT** school and community sport.

OUR PURPOSE

- Develop young people through school sport.
- Support schools to maximise opportunities for all students to play sport.

PARTNERSHIP APPROACH

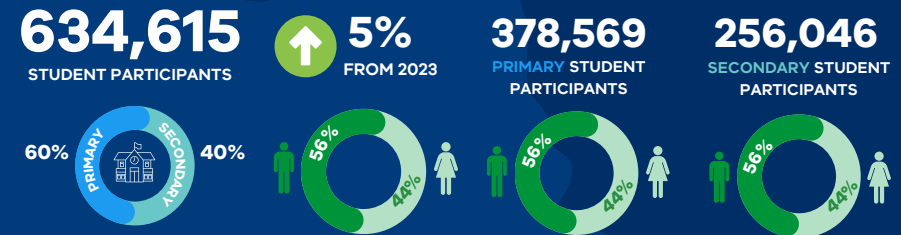
SSV employs a **balance theory approach** to partnerships ensuring a **strategic** and **congruent alignment** with partners with regards to **Audiences, Aims, and Attributes**.

MAJOR PARTNERSHIP OPPORTUNITIES

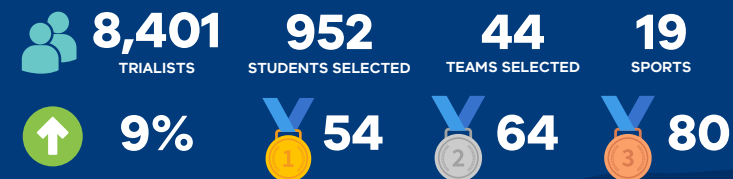
1. **Primary interschool sport** which provides 380k participation engagement opportunities for Victorian students Years 4 – 6.
2. **Secondary interschool sport** which provides 256k participation engagement opportunities for Victorian students Years 7 – 12.
3. **Team Vic state representative program** with approximately 1k students selected from 8k triallists to represent Victoria at the School Sport Australia Championships.
4. **Victorian Teachers' Games** is a four-day multi-sport event held during the Term 3 schools holidays with 2.2k average per year participants (2011 – 2024)

CONNECT WITH **26k** TEACHER EMAILS
& **2.57k** VICTORIAN SCHOOLS

INTERSCHOOL SPORT



STATE REPRESENTATION



VICTORIAN TEACHERS' GAMES



PARTNERSHIP BENEFITS

- Advertising and promotion with Victorian schools, teachers, parents etc.
- Building brand equity
- Brand awareness
- Demonstration platform and event integration and immersion
- Image transfer
- Product trials and sales
- Relationship and experiential marketing
- Team development and strengthening employee morale

PARTNERSHIP ASSETS

An extensive suite of assets is available when partnering with SSV, including:

- Category exclusivity
- Activation spaces and ticketing at events
- Branding on marketing collateral, merchandise, apparel
- SSV News (55k subscribers), Coordinators Update (SSV's 355 Coordinators), VTG News (9k subscribers) articles, banners, and standalone EDMs.
- SSV social media (Facebook, Instagram, and LinkedIn) posts.

Importantly, SSV is willing to working with partners to identify additional assets.

LET'S CONNECT

SSV looks forward to connecting with prospective partners:

Robbie Coyle, Business & Partnerships Manager, robert.coyle@education.vic.gov.au

Zac Jennings, Partnerships Marketing Officer, zac.jennings2@education.vic.gov.au

115k TOTAL DIGITAL COMMUNITY

 33K
  22K
  2.7K
  55k
  54% AVG OPEN RATE
  2.5m TOTAL WEBPAGE VIEWS



ALTERNATIVELY

SCAN THE QR CODE TO REGISTER YOUR INTEREST

