



NSW Department of Education

2025 NSW SCHOOL SPORT GAMES

Sponsorship prospectus





NSW SCHOOL SPORT GAMES 2025

The NSW Department of Education's School Sport Unit provides a unique opportunity for students, teachers and school communities to experience connection, inclusion and growth through participation in the 2025 NSW School Sport Games in June. The event will see 15 NSW School Sport Associations from the public, catholic and independent sectors compete across five days at Blacktown, with students attending from all parts of the state. Over 2000 Primary and Secondary student athletes will compete in nine sports with 12 NSW State Champions determined. The Games will also include the inaugural Ten Pin Bowling State Championship for students with disability.



School Sport Games Fast facts

- Monday 2 to Friday 6 June 2025
- Blacktown International Sports Park
- Over 2,000 students competitors
- 300 public, catholic and independent schools
- 12 championships
- 9 sports
- Competitors ranging from 10 to 18 years
- Representing metro, regional, rural and remote schools across NSW
- Live audience of over 4,000
- Many events live streamed
- Countless opportunities to engage



Key audiences

01 STUDENTS

10 to 18 year old students of diverse backgrounds from metropolitan, regional, rural and remote areas of NSW.

02 TEACHERS & SCHOOL STAFF

Directors, principals, teachers, sports coaches, and physical education staff engaged in nurturing student talent.

03 FAMILIES

Engaged supporters on the sidelines, representing a wide range of demographics, who engage with School Sport Unit communication channels.

04 SCHOOLS, COMMUNITY & GENERAL PUBLIC

Broader community members, relatives, spectators, volunteers and the general public who view live streamed events.

Value added by your investment

CONNECTION

INCLUSION

GROWTH



01

INCREASED STUDENT PARTICIPATION

Increasing equity by lowering costs for all participating students while expanding online visibility and connection through live streaming.

02

GREATER SUPPORT FOR PRIORITY POPULATIONS

Supporting involvement of students from priority populations including Aboriginal & Torres Strait Islander students, rural and remote students, and students with disability.

03

EXPANDED SUPPORT FOR SPORTING PATHWAYS

Creating more opportunities for authentic, hands-on experiences that support student pathways toward future study and employment options.

Sponsored initiatives are aligned to the department's [Plan for NSW Public Education](#).



The NSW School Sport Games will provide students, teachers, schools, School Sport Associations and the wider community the opportunity to celebrate sporting and educational achievements. The focus of the Games is on the importance of participating in school sport, building resilience, connecting, and the important role sport and physical activity plays in wellbeing.

Peter Banks, CEO, NSW School Sport Unit





About the NSW School Sport Unit

The NSW School Sport Unit is part of the Student Support and Specialist Programs Directorate within the Department of Education.

This unit offers well-planned, adaptable, and enjoyable physical activities for all students across NSW. Programs are supported by dedicated principals and implemented by highly skilled and motivated teachers, who play a key role in helping young people engage with their communities and lead fulfilling lives through a lifelong connection to sport and physical activity.

Our vision is to set the standard for equitable and inclusive school sport and physical activity initiatives in Australia.

The Representative School Sport Pathway begins at the grassroots level in schools, then progresses through zones and associations, ultimately leading to our state programs and NSW representation at School Sport Australia events.



Est. 1889

School Sport Unit Impact

428,000+ Students 1,354+ Schools 12,500+ department staff Participated in the PSC 10 week Challenge 	13,140+ Members of Yammer community	214,450+ Website users 3,461,700 Page views	12,270+ views of the 10@10 classroom energiser videos
150+ News stories reporting on School Sport Unit programs and events.	800+ State Championships and Association trials held	5,000+ Teachers Participated in professional learning	43,400+ Page visits 127,200+ Audience reach
 150,000+ Students from 1,400+ Schools Enrolled in the School Swimming and Water Safety program	3,120+ Views of 'How to stay safe in and around water' video	10,286 from 618 schools Participated in opportunities for students with disability	
	 31,700+ Page views of the Sport safety guidelines	370,000+ Students involved in Representative School Sport Pathway programs and events	

Sample live stream statistics

Live streaming is utilised in the Representative School Sport Pathway (RSSP) to connect families, friends, and classmates who are unable to attend events in person. This fosters a sense of community and support for our talented athletes.

In 2023, 30 RSSP events were streamed, resulting in an overall total of 371,662 views, including:

- Primary Schools Sports Association events - 267,824 views
- Combined High School Sports Association events - 103,838 views
- CHSSA Combined cross-country event was a standout success, amassing a total of 20,895 views.

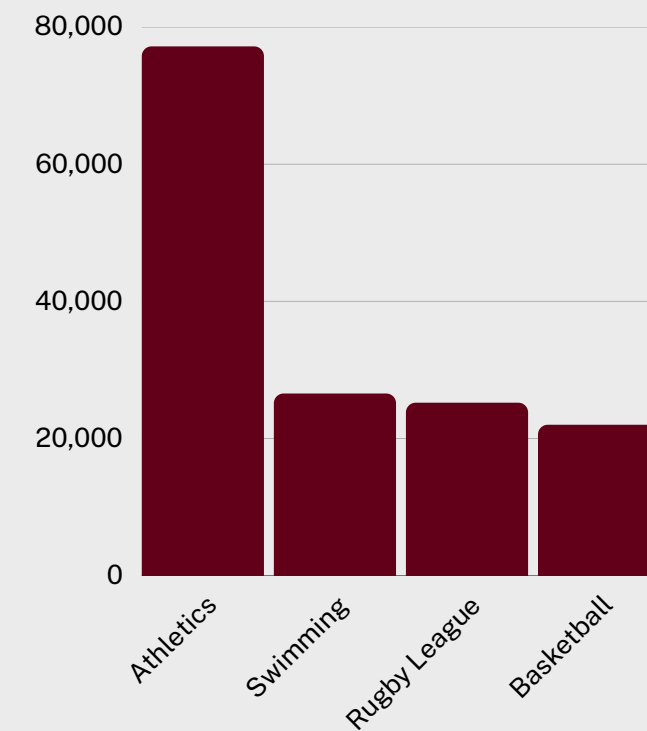


Figure 1 - Top 4 2023 NSWPSA events

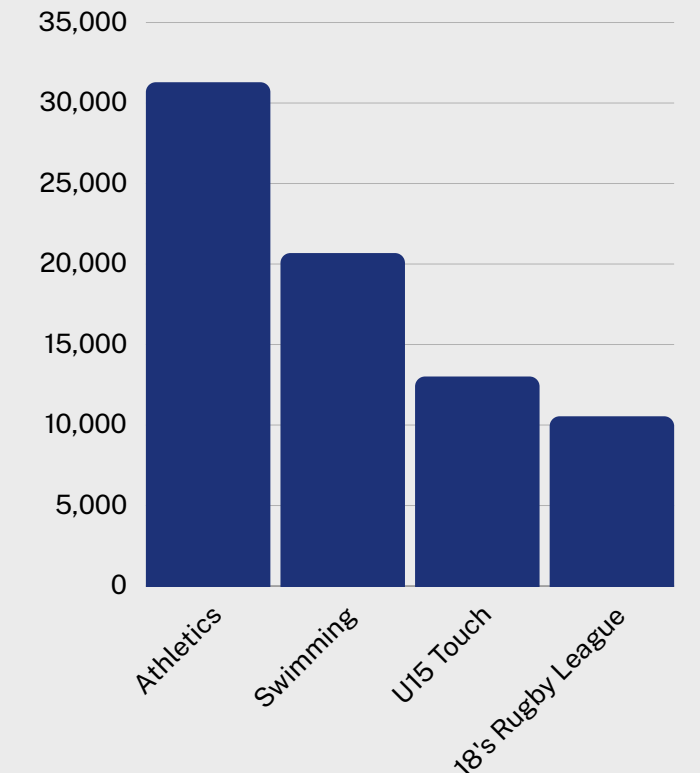


Figure 2 - Top 4 2023 NSWCHSSA events



Major Sponsor

EXCLUSIVE - 60K + GST

Benefit from brand exposure across all aspects of the NSW School Sport Games, a comprehensive communication plan and tailored benefits package including:

OFFICIAL GAMES PROGRAM

- Your organisation's exclusive message, logo and full page ad placed in a prominent position in the program.

GAMES HUB ACTIVATION

- A unique opportunity to promote your brand in a key position in the NSW School Sport Games Hub.

SPEAKING OPPORTUNITY

- An exclusive opportunity to address department executives and attendees at the Opening Ceremony or NSW School Sport Games Dinner.

LIVESTREAM TVC

- A 30 second ad spot throughout livestreamed events for one sponsor produced video package.

Associate and supporting sponsorship levels



Associate sponsor

EXCLUSIVE - 40K + GST

Be a featured brand across the event and receive a tailored benefits package including:

- branding on certificates, media walls, program
- full page colour advertisement in printed program
- large activation space in the NSWSSG Hub.



Supporting sponsor

EXCLUSIVE - 20K + GST

Receive brand exposure and acknowledgement across a range of collateral and communication channels including:

- logo on certificates
- half-page colour advertisement in printed program
- small activation space in the NSWSSG Hub

SPONSOR BENEFIT EXAMPLES

Benefits offered vary based on level of sponsorship contribution.

BRAND EXPOSURE INCLUDED ON

- Certificates
- Digital screens
- Media walls
- Program
- Poster
- Teachers welcome bag
- Teachers event manual
- Website

SPONSOR ACKNOWLEDGEMENT & CONTENT

- Announcer acknowledgements
- Event attendance & ticketing
- Social media acknowledgement
- Program message
- Speaking opportunity
- Sponsor message on screen / live stream
- Sponsor social media content

ADVERTISING, PROMOTIONS & ACTIVATIONS

- Livestream ad
- Digital screen ad
- Program ad
- Tailored activations
- Teachers' welcome bag inserts



HELP US SPREAD OUR IMPACT A LITTLE FURTHER

Offer value-in-kind support by providing:

- First aid kits, equipment and/or services
- Golf cart or buggy hire
- Marquee hire
- Photography or videography
- Screen hire
- Shuttle buses
- Signage including giant letters
- Sporting equipment
- Stage hire
- Sunscreen and dispensers
- Volunteer apparel

VIK SUPPORTER BENEFITS

- Acknowledgement on School Sport Unit website and in 'Special Thanks' section of official program
- Logo on giant screen in NSW School Sport Games Hub
- Hashtag included in sponsor social media posts
- Supporter memento certificate

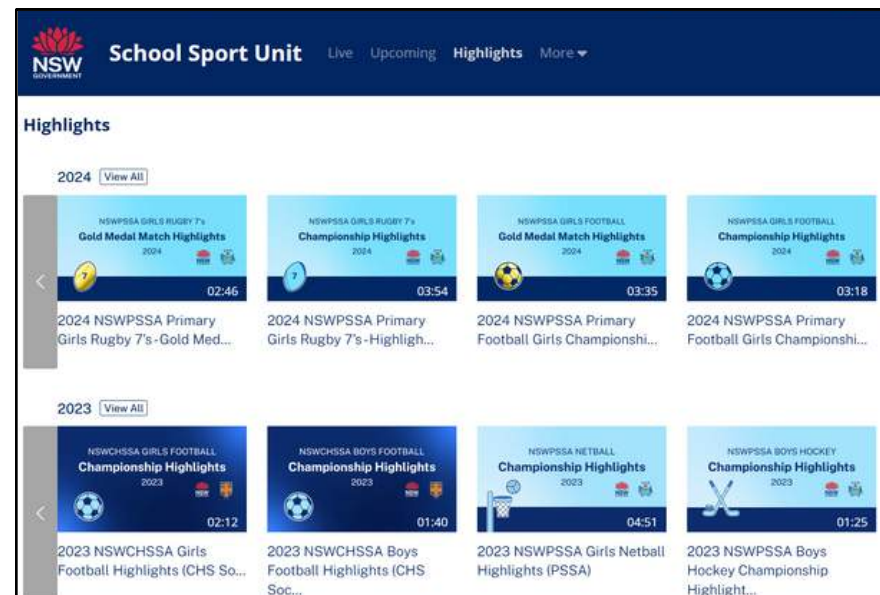


Digital

SCHOOL SPORT GAMES LIVESTREAM TVC \$2,000 + GST

One 15 or 30-second advertisement included in live stream, timeslot to be negotiated.

The School Sport Unit website hosts a range of live streamed events available for public viewing.



GAMES HUB SCREEN - VIDEO MESSAGE \$1,000 + GST

One 30-second video message displayed in arena during preshow.

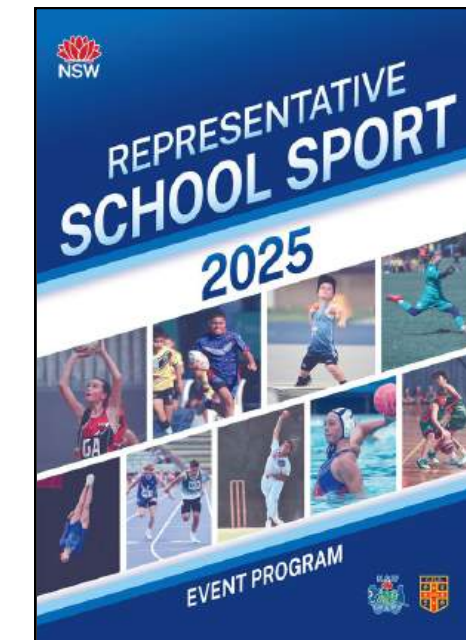
Printed program

SCHOOL SPORT GAMES OFFICIAL PROGRAM - Colour ad

- Full page \$1,250 + GST
- Half page \$750 + GST



Full page



Program example



Half page

Activations

NSW SCHOOL SPORT GAMES HUB - Wednesday 4 June

- The centrally located hub will provide students, families, friends and all audience members with a space to chill out, catch-up, and enjoy the atmosphere.
- The precinct will offer food, shade and a range of student-centred activations.
- Unpowered activation space is offered free of charge.





Contact details

CONTACT

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WEBSITE

[School Sport Unit](#)

SOCIALS



EXPRESS INTEREST

[Online EOI form](#)

APPENDIX 1 : Competition schedule

SPORTS

- Australian Football
- Bowls
- Football
- Gymnastics
- Rugby League
- Rugby 7s
- Softball
- Ten Pin Bowling
- Touch Football

VENUES

- Blacktown International Sports Park (BISP)
- Blacktown Workers Sport Club
- Sydney Gymnastics & Aquatic Centre
- Zone Bowling West HQ

2025 NSW SCHOOL SPORT GAMES							
CHAMPIONSHIP	VENUE	DATES	Mon 2 Jun	Tues 3 Jun	Wed 4 Jun	Thurs 5 Jun	Fri 6 Jun
Primary Girls Australian Football	BISP - AFL Stadium	Mon 2 - Tues 3 June	√	√			
Primary Boys Rugby League - 11 yrs	Blacktown Workers Sport Club	Mon 2 - Wed 4 June	√	√	√		
Secondary Boys Football	BISP - Football Park	Mon 2 - Wed 4 June	√	√	√		
Secondary Girls Touch Football	BISP - Anna Aquilina Reserve	Mon 2 - Wed 4 June	√	√	√		
Secondary Mixed Gymnastics	Sydney Gymnastics & Aquatic Centre	Mon 2 - Wed 4 June	√	√	√		
Primary Girls Softball	BISP - Softball NSW	Mon 2 - Thurs 5 June	√	√	√	√	
Inclusive Sport Ten Pin Bowling	Zone Bowling West HQ	Tues 3 - Wed 4 June		√	√		
Secondary Mixed Lawn Bowls	Blacktown Workers Sport Club	Tues 3 - Thurs 5 June		√	√	√	
Primary Boys Australian Football	BISP - AFL Stadium	Wed 4 - Fri 6 June			√	√	√
Secondary Boys Touch Football	BISP - Anna Aquilina Reserve	Wed 4 - Fri 6 June			√	√	√
Secondary Girls Football	BISP - Football Park	Wed 4 - Fri 6 June			√	√	√
Primary Girls Rugby 7s	Blacktown Workers Sport Club	Thurs 5 - Fri 6 June				√	√

APPENDIX 2: Competing Associations

PUBLIC SCHOOL ASSOCIATIONS

- Barrier SSA
- Hunter SSA
- North Coast SSA
- North West SSA
- Riverina SSA
- South Coast SSA
- Sydney East SSA
- Sydney North SSA
- Sydney South West SSA
- Sydney West SSA
- Western SSA
- West Darling SSA



**WEST DARLING
SCHOOL SPORT
ASSOCIATION**

CATHOLIC AND INDEPENDENT SCHOOL ASSOCIATIONS

- MacKillop (Catholic Schools NSW)
- Polding (Catholic Schools NSW)
- NSW Combined Independent Schools

