



MELBOURNE SCHOOLS

SPONSORSHIP KIT

ABOUT MELBOURNE SCHOOLS

Choosing a school for your child can be overwhelming.

Aside from academic information, there is a dearth of unbiased information online about individual schools. Despite these institutions being the environment that our children will grow up in, parents tend to choose schools with very little information or know how.

Melbourne Schools was created to give parents insights into schools and education so they can choose a school that best suits their child.

Melbourne Schools was started early 2023 and currently has the following assets:

- **Melbourne Schools Discussion Group** on Facebook - over 24 800 Melbourne parents and growing by about 1000 members every week
- **www.melbourneschools.com.au** website - >7000 pageviews per month and growing
- **Melbourne Schools Newsletter** - 2500 subscribers and growing
- **Melbourne Schools Podcast** (upcoming)

REACH ACROSS ASSETS

FACEBOOK GROUP



Over 24800 highly engaged Melbourne parents on FB all focused on schooling and education



Strictly moderated group with no spam



Group grows by about 800-1000 members each week

WEBSITE



High quality articles that are highly engaging and targeted to Melbourne parents



SEO optimised website and articles



7000 organic pageviews last month and growing

TYPICAL INTERESTS OF AUDIENCE

- Tutoring
- Selective schools
- Private schools
- Neurodiversity supports
- Professional health services for children – OT, psychology, other therapies
- Extracurricular activities
- Careers counselling
- and more

MELBOURNE SCHOOL GOALS

- Give insights into schools across Melbourne to help parents make an informed choice about schooling.
- Reach more parents via the Facebook group, website and newsletter especially those in the Western and Northern suburbs which currently have less coverage
- Create content with experts in child development, child psychology, education experts and other specialists to understand what is important to look for in schools
- Create content with leadership of schools to understand their philosophy and thinking behind their organisation and how it influences culture at their school

SPONSOR MELBOURNE SCHOOLS

SPONSORSHIP PARTNERS

Melbourne Schools aims to achieve its goals with the aid of business partnerships.

- Sponsorship will only be offered to partners that have a product or service that is valuable to the audience
- There will be only limited number of sponsorship positions available as I want to limit advertising (4-6 partners)
- Sponsors are encouraged to create content that is helpful to the audience, rather than pure advertising

SPONSORSHIP BENEFITS

- Exclusive access to the Melbourne Schools audience - similar businesses will not be allowed to advertise
- Weekly promotions by MS admin team promoting sponsors
- Free to promote business and services with Facebook posts including sales, events, webinars etc. (please do not spam the group - 1-2 times per week or as reasonable)
- Free to promote your business and expertise with answers to questions in the group.
- Free to DM group members any time if they ask for information about your services
- Logo on homepage and on sponsor page of website
- Sponsors mentions in monthly newsletter
- Articles published on melbourneschools.com.au with SEO guidance
- Articles will feature on homepage of website
- Full authorship and bio attributed to your business
- Backlink to your business
- Articles regularly circulated in Facebook Group
- Content will be sent out in newsletter
- Advertising in newsletter
- First guests on podcast when it is launched

SPONSORSHIP COST

\$1000 ex GST per month with 3 month commitment