

ST JOHN'S COLLEGE

RUGBY

2010

FESTIVAL



1st, 3rd, 5th

APRIL 2010

St David Road Houghton

Advertisers' & Supporters' Pack



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In proud association with
First National Bank - a division of FirstRand Bank Limited.



A SHOWCASE OF SCHOOLBOY RUGBY

Introduction

St John's College, in proud association with First National Bank, is delighted to be hosting its 15th Easter Rugby Festival. Eleven visiting high school teams and nine preparatory school teams will join the "Blues" (St John's College 1st XV) and St John's Prep U13 team at the Festival - a *Showcase of Schoolboy Rugby*.

The objectives of the Festival remain essentially true to those of the founding Festival in 1996:

- It promotes the growth and development of school rugby in the widest context
 - Fellowship amongst participants from diverse cultural backgrounds is fostered, as they meet under the unifying and community ethos of sport, contributing to building better relationships and understanding of our rainbow nation
 - Participants compete in body, mind and character in hard-fought contests. They socialise outside of the games during the Festival weekend, with compatriots they might not otherwise meet
 - It promotes the community of St John's College in a single unifying event where boys, parents, staff, Old Johannians, rugby and other supporters of St John's College, can interact in an atmosphere of light, life and love, in a secure and treasured environment
 - A portion of the proceeds of the Festival is applied to internal sports development.
- 60% of the uncommitted surplus from the Festival is dedicated to specific external development projects, with a three-year commitment to support the sports infrastructure at Masibambane College. In 2009 this contribution went towards levelling the playing field at Masibambane College which HSBC completed by grassing the field, as part of their sponsorship of the British and Irish Lions tour.
- St John's College is called to be a *World-class Christian School in Africa*. To meet and sustain this vision, the school bases its curriculum on four pillars:**
- Academic excellence supported by qualified, experienced and gifted teachers
 - Spiritually-rooted in its Anglican tradition heritage from the Community of the Resurrection, challenging boys to live by faith, modeling their lives on Lux, Vita, Caritas – Light, Life and Love
 - A strong extramural programme of sport and cultural activities which enables boys to develop talent, leadership ability and skills of co-operation and communication
 - Social responsibility for the needs of the wider community, sharing our resources and expertise to build our common society and to share in our common humanity.

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Facts and Stats

- St John's College is delighted to have hosted the Easter Rugby Festival since 1996, and in proud association with First National Bank from inception
- The event has been hugely successful as a rugby festival and as a social networking event for the whole family in a safe environment
- Spectators include enthusiastic families and friends, passionate rugby supporters and proud old boys from participating schools
- Attendance is in excess of 20 000 spectators on an annual basis
- The St John's College Easter Rugby Festival earns its well-deserved high profile status as a result of the strength and diversity of participating teams, the superb organisation behind the Festival and the committed support of sponsors, staff, parents and the wider Johannian community
- Paul Roos Gymnasium, from Stellenbosch, one of the foremost rugby-playing schools in South Africa, has participated in every Festival since its inception
- Games played at the Festival are televised as part of the FNB Classic Clashes series, while the Big Screen will be used to televise advertising and games being played
- The 2010 Festival will see continued efforts in the hospitality areas to maintain orderly behaviour. Identification will be required for the purchase and consumption of alcohol.



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Target Market

The Festival will enable you to:

1. Reach the right people in a conducive and relaxed environment
2. Expose your brand and organisation to an influential target market watching a sport they are passionate about, at a school they are passionate about, supporting their sons and their son's friends and team-mates
3. Gain access to decision-makers at all levels at St John's College
4. Receive our Community Directory

Material Requirements

- Advertising wedges: size 800 mm X 3 000 mm landscape. Supply in high resolution pdf format with 10mm bleed all round. Production and the costs are your responsibility. We suggest you contact Kevin McKenzie of Class Signs (Pty) Ltd, Johannesburg. (Contact details: telephone 011 434-3936; fax 011 434-4953; e-mail graphics@classsign.co.za)
- Community Directory and Festival Brochure:
 - Full page: 210 mm X 148,5 mm (A5 portrait)
 - Half page: 105 mm X 148,5 mm (landscape)
 - Business Card: 65 mm X 45 mm (landscape)
 - Alphabetic entry in Community Directory: 2 lines of 10-point text to fit A5 portrait; line 1, names of organisation and contact person; line 2, contact addresses and/or telephone and e-mail addresses
- Big Screen Adverts: 30 seconds, to be supplied on DVD

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Participating Teams

The senior school teams participating in the 2010 Festival are:

Afrikaanse Hoër Seunskool ("Affies") – Pretoria
FNB Invitation XV – Western Cape
Golden Lions Invitation XV – Gauteng
Helpmekaar Kollege – Braamfontein
Hoërskool Nelspruit - Nelspruit
Hoërskool Outeniqua – George
Jeppe High School for Boys – Kensington
Paarl Boys' High School – Paarl
Paul Roos Gymnasium – Stellenbosch
Pretoria Boys High School – Pretoria
St John's College – Harare, Zimbabwe
St John's College – Houghton

The junior school teams participating in the 2010 Festival are:

Clifton Preparatory – Durban
Cordwalles Preparatory – Pietermaritzburg
Cornwall Hill Preparatory – Irene
Generaal De La Rey Laerskool – Johannesburg
Leeuwenhof Akademie – Germiston
Pridwin Preparatory – Melrose
The Ridge – Westcliff
St Benedict's – Bedfordview
St John's Preparatory – Houghton
Waterkloof House Preparatory – Pretoria

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Packages

Should you wish to use additional promotional material at the Festival, prior written agreement from St John's College is required. It is likely that under these circumstances a Customised Participation Package will be entered into.

All fees are inclusive of VAT.

Alphabetic Entry in Community Directory R 250

This package is designed for parents and community members
The fee may be charged to school accounts

Business Card Entry in Community Directory R 600

This package is designed for the smaller business, parents and community members
The fee may be charged to school accounts

Community Directory or Festival Brochure

Alphabetic entry plus full-page (A5) or half-page advert: Full page:	R 5 700
Half-page:	R 3 500

Perimeter Advertising during Festival – Standard Packages

(excluding cost and supply of advertising wedges)

- 1 X Perimeter advertising wedge; half-page advert in Community Directory; Alphabetic Entry R 8 000
- 2 X Perimeter advertising wedges; half-page advert in Community Directory; Alphabetic Entry; 3 X Big Screen spots per day R 14 500
- 3 X Perimeter advertising wedges; full page advert in Community Directory and Festival Brochure; Alphabetic Entry; 5 X Big Screen slots per day R 22 000

Customised Participation Packages

We would be delighted to tailor a package appropriate to your needs. Separate contractual arrangements will be made. For more information on customised packages please contact Peter Theunissen, e-mail: ptheunissen@telkomsa.net or cell: 082 852 2195.

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Invoicing and Contractual Arrangements
All packages except Customised Participation Packages

Name of Organisation / Contracting Person or Party:

Contracting Person & Department:

Invoicing Details:

Name of Person / Department: _____

VAT Registration: _____

Order Reference: _____

Contact Details: Land-line: _____ Fax: _____ Cell phone: _____

e-mail: _____

Package Selected: _____

Invoice Address: _____

_____ Postal Code: _____

St John's College VAT Registration No: 4920238120

Declaration: I/we the undersigned accept that this document constitutes the whole of our agreement with St John's College for the 2010 Easter Rugby Festival, in proud association with First National Bank.

Signed: _____

Date: _____

Banking Details:

Bank: First National Bank

Account Name: St John's Rugby Festival

Branch code: Killarney – 256205

Account Number: 62032859433

Reference: *Name of Contracting Party*