



“KERMESSE” School fair

Saturday 21 June 2025

organized by the APE
(Association des Parents d'Élèves)
of the Lycée Français de Prague

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SPONSORSHIP PROPOSAL



OUR ASSOCIATION

“WORKING TOGETHER TO NURTURE THE DEVELOPMENT AND SUCCESS OF OUR CHILDREN”

The Parents' Association within the Lycée français de Prague is a non-profit organization dedicated to supporting the educational community of the school.

Established by parents of the school, the association serves as a bridge between families, educators, and the broader community, fostering a collaborative environment that enriches the educational journey of our students.

The APE currently has 2 salaried employees, 7 permanent volunteers and about 20 punctual volunteers.

OUR ACTIONS

The APE **REPRESENTS** the collective interests of families.

It **PROVIDES**, through its sports and culture club, over 95 hours of weekly after-school activities (run by 35 instructors) and 3 kids camps during the school holidays.

The APE **ORGANIZES** a number of get-togethers and events during the school year such as coffee with parents, talent show, sale of school-branded clothes, subscription for educative magazines, class photo sessions, a charity fundraiser for Telethon, and last but not least, the end-of-year event: **KERMESSE** (school fair).

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OUR FAIR

The **KERMESSE** invites pre-school and primary school pupils and their families to come together for an **afternoon of festivities and entertainment**, including game stalls, sports workshops, refreshments, snacks, and a big raffle! Last time, there were more than 500 prizes!

It is a fantastic community event for everyone to meet up and have a good time. It attracted over **500 people past year**.

We are currently looking for great individuals like you to **help with donations** to make our event a success!

WHY BE A SPONSOR?

As the major organizer, we are counting on the business community to come out strong this year and support us. Your sponsorship helps you to:

- **Gain exposure:** increase your brand recognition
- **Increase reach:** your contribution goes beyond people who attend the Kermesse, since our marketing and advertising campaigns expose your company's name and brand to a large number of new potential customers.
- **Create a positive perception:** people are more likely to purchase from that brand, recommend it to others and become loyal customers.

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HOW CAN YOU SUPPORT US?

- Raffle prizes: cash or donated products and goods
- General sponsorship: supply of food, drinks, or services
- Sponsor a stall: (ex: coffee van, drinks, refreshments, ice cream, barbecue...). Subject to availability. Contact us to discuss a suitable fit.

Sponsoring our school fair enables you to put your business front and centre with your target market.

This is a unique opportunity that gives you brand exposure to a wide range of consumers, professionals, and business owners.

The APE team is grateful for your sponsorship in advance and looks forward to working with you soon.

SPONSORSHIP PACKAGE

*value of prizes / cash donation	BEFORE THE SCHOOL FAIR			AT THE SCHOOL FAIR	
	Logo on the website	Logo on the newsletter (1/month to 1200 emails)	Posters on the school walls	Posters on the school walls	Advertising banner in the school courtyard
Bronze level up to 5000 Kč*	✗	✗	✓	✓	✗
Silver level up to 10 000 Kč*	✓	✗	✓	✓	✗
Gold level up to 15 000 Kč*	✓	✓	✓	✓	✗
Platinum level up to 20 000 Kč or more*	✓	✓	✓	✓	✓

Sponsorship bookings close on June 1st, 2025