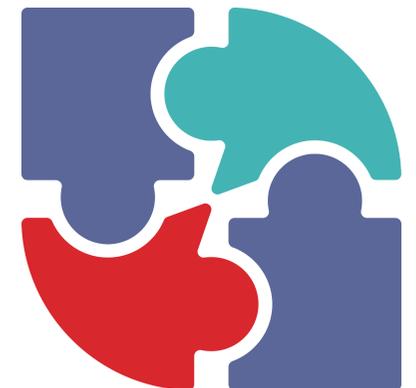


Montessori Schools and Centres Australia Limited (MSCA) is a non-profit organisation that unites and serves the Australian Montessori community in its endeavour to advance Montessori education.

Marketing Packages

MONTENESSORI
SCHOOLS & CENTRES AUSTRALIA



About Us

A PROFESSIONAL ORGANISATION SERVING THE COMMUNITY

Montessori Schools and Centres Australia prides itself on becoming Australia's only not-for-profit, national, Montessori representative body. MSCA was established in response to continuous requests from across Australia for an organisation to support and protect authentic Montessori practice and education in Australian Montessori schools and centres. This includes connecting Montessori communities, uniting schools and centres, serving the needs and interests of our members, representing and advocating for Montessori in Australia and providing rich resources to advance and help grow Montessori education. MSCA has essential values that guide our operations, service, and strategic planning; our members and the Montessori community are at the core of our organisation.

MSCA has already created a truly professional body, with a Board elected by its members and committees working to improve the broad interests and wishes of the Montessori community. Events and professional development have been a key focus of our first year, with wonderful Australian speakers and connections for your business managers, educators of all ages, centre directors, and school leadership teams. Excellent attendance and global interest in these events have exceeded our expectations; we are excited to deliver an even more extensive events schedule in 2021!

Our Values

It is important to us that organisations advertising through MSCA are aligned with our vision and values. We have established a Third Party Marketing Policy and Application Process to ensure that our marketing partners provide products and services that are relevant and valuable for our community.

MISSION

To advance education by promoting the pedagogical principles and practice formulated by Dr Maria Montessori for the full development of the human being.

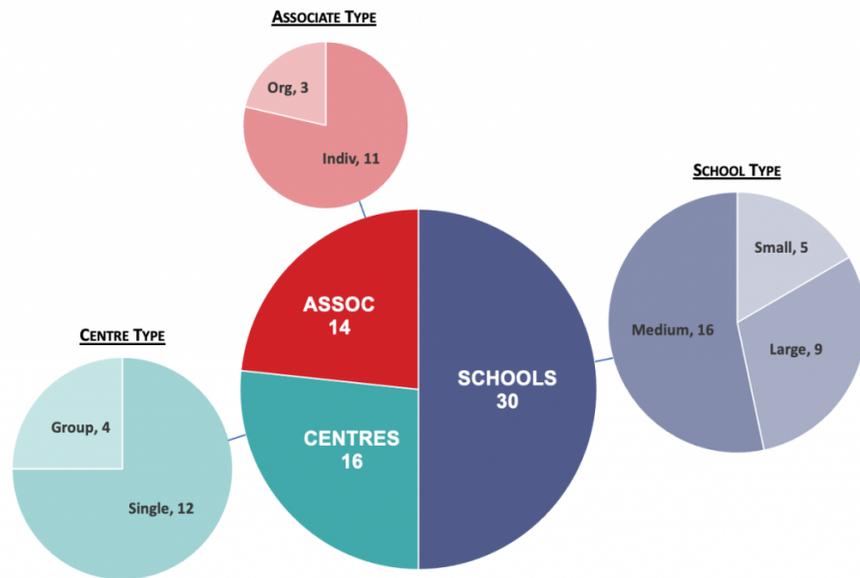
VISION

To unite & serve the Montessori community in its endeavour to educate for peace.

VALUES

*Respect & Caring
Trust, Integrity & Patience
Transparency & Accountability
Collaboration & Consultation
Inclusive & Openness*

Audience



WE CURRENTLY HAVE 60 MEMBERS

- 30 Schools
- 16 Child Care Centre organisations, comprising a total of 30 individual centres.
- 14 Associates



Over 30 events planned for 2021 with varied audiences.



Email database with ~700 marketing contacts

GROWING ONLINE PRESENCE:



Events

Access the most up-to-date Event Schedule on our website.

Date	Event	Audience	Duration	Cost		Presenter
				Members	Public	
Wed Feb 24 th	DUC Hub Group	Deputy/ Vice/ Assistant Principals	1.5 hours	Free	-	Susan Harris Evans (The Hills MS, SA)
Tues Mar 2 nd	LEAD4M Hub Group	New Principals	1.5 hours	Free	-	Vanessa Atkins (Rockingham MS, WA)
Thurs Mar 2 nd	MSCA Education series: DME	0-6 Educators	Half day - 3 hours	975	\$100	Mixi Wasi
Tues Mar 9 th	BM Hub Group	Business Managers	1.5 hours	Free	-	David Anderson (Southern MS, SA)
Wed Mar 10 th	D2D: Director to Director Forum	Childcare Centre Directors	One full day	\$50	\$100	Fellow Directors
Thurs Mar 10 th	Ed4All: MSCA Webinar	0-18 Educators & Leaders	Twilight session 1.5 hours	\$50	\$100	Marcia Behrenbruch
Fri Mar 10 th	MSCA Education Series: DAN: Marketing	Leaders & Marketing	1.5 hours	\$50	\$100	Carolyn Tate
Sat May 8 th	MSCA Education Series: DME	0-6 Educators	Half day - 3 hours	975	\$100	Amy Krishnam
Thurs May 13 th	Ed4All: MSCA Webinar	0-18 Educators & Leaders	Twilight session 1.5 hours	\$50	\$100	TBC
Fri May 21 st	H2H: Head to Head Forum	Principals	One full day	\$50	\$100	Fellow Principals
Tues May 25 th	LEAD4M Hub Group	New Principals	1.5 hours	Free	-	Appointed Facilitator
Wed May 26 th	DUC Hub Group	Deputy/ Vice/ Assistant Principals	1.5 hours	Free	-	Appointed Facilitator
Thurs Jun 3 rd	MSCA Education Series: DME	6-12 Educators	Half day - 3 hours	975	\$100	TBC
Wed Jun 9 th	MSCA Education Series: DMP	Parents	Twilight session 1.5 hours	\$20 per parent OR \$30 per school or centre for 20 tickets (\$17 per ticket)	-	Dr Tom Nehmy
Tues Jun 10 th	D2B: Down to Business Forum	Business Managers	One full day	\$50	\$100	Fellow Business Managers
Sat Jun 19 th	MSCA Education Series: DML: Governance	Board Members & Leaders	Saturday morning 3 hours	\$100	\$200	David Spear
Sat Jul 14 th	MSCA Education Series: DME	0-6 Educators	Half day - 3 hours	975	\$100	TBC
Tues Jul 27 th	LEAD4M Hub Group	New Principals	1.5 hours	Free	-	Appointed Facilitator
Wed Aug 4 th	DUC Hub Group	Deputy/ Vice/ Assistant Principals	1.5 hours	Free	-	Appointed Facilitator
Thurs Aug 5 th	MSCA Education series: DME	6-12 Educators	Half day - 3 hours	975	\$100	TBC
Tues Aug 10 th	BM Hub Group	Business Managers	1.5 hours	Free	-	Appointed Facilitator
Wed Aug 11 th	MSCA Education Series: DMP	Parents	Twilight session 1.5 hours	\$20 per parent OR \$30 per school or centre for 20 tickets (\$17 per ticket)	-	Andrew Lines
Thurs Aug 10 th	MSCA Education Series: DME	0-6 Educators	Half day - 3 hours	975	\$100	Laurie Ewert-Facilitator
Fri Aug 20 th	MiM: Meeting in the Middle Forum	0-18 Educators	One full day	\$50	\$100	Fellow 0-18 Educators
Tues Aug 31 st	Ed4All: MSCA Webinar	0-18 Educators & Parents	Twilight session 1.5 hours	\$50	\$100	Free entry schools or education services
Wed Sep 1 st	Grassroots Forum - Discussion Groups	0-6 Educators	Twilight session 1 hour	Included in webinar fee	Included in webinar fee	Appointed Facilitator
Wed Sep 1 st	Grassroots Forum - Discussion Groups	0-6 Educators	Twilight session 1 hour	-	-	Appointed Facilitator
Thurs Sep 2 nd	Grassroots Forum - Discussion Groups	0-6 Educators	Twilight session 1 hour	-	-	Appointed Facilitator
Thurs Sep 2 nd	Grassroots Forum - Discussion Groups	Leaders - Principals & Directors	Twilight session 1 hour	-	-	Appointed Facilitator
Wed Oct 20 th	DUC Hub Group	Deputy/ Vice/ Assistant Principals	1.5 hours	Free	-	Appointed Facilitator
Fri Oct 22 nd	H2H: Head to Head Forum	Principals	One full day	\$50	\$100	Fellow Principals
Tues Oct 26 th	LEAD4M Hub Group	New Principals	1.5 hours	Free	-	Appointed Facilitator
Tues Nov 9 th	BM Hub Group	Business Managers	1.5 hours	Free	-	Appointed Facilitator



EDUCATION SERIES

Developing Montessori Educators (DME)

2 x Half-day PD sessions throughout the year for each plane of development

- o Amy Kirkham, Laurie Ewert-Krocker, Michael Waski, Hali Halphen, and more!

Developing Montessori Leaders (DML)

2 x Workshops for Board Members & Leaders - 1.5 to 3 hours

- o Carolyn Tate (Marketing)
- o David Spear (Governance)

Developing Montessori Parents (DMP)

2 x Twilight sessions for parents - 1.5 hours

- o Dr Tom Nehmy
- o Andrew Lines

Ed4All: Webinar Series

3 x Twilight PD - 1.5 hours

- o Marcia Behrenbruch
- o TBC
- o Alfie Kohn



COLLABORATION SERIES

Forums

Full day forums for Principals, Centre Directors, Business Managers, and Educators.

- o H2H = Head to Head
- o D2D = Director to Director
- o D2B = Down to Business
- o MiM = Meeting in the Middle
- o Grassroots

Hub Groups

Support groups meeting once a term for MSCA members.

- o DUC = Deputies Unite & Collaborate
- o BM = Business Managers
- o LEAD4M = Learn, Enthuse, Assist, Develop for Montessori (New Principals)

Event Sponsorship

GOLD:

Gold event sponsorship is available for all events and limited to a maximum of three Gold sponsors per event. Event choice is first-in-best-dressed.

This is one of our BRONZE Package options and costs \$180 per event.

Your logo is displayed at the bottom of event flyers and on the event page.

PLATINUM:

Events are limited to only one PLATINUM Sponsor per event.

These are only available to our Platinum Package subscribers and event choice is first-in-best-dressed.

Your logo is displayed and given prominence on the event flyers and event page. An additional social post announcing your sponsorship is included as part of the event marketing campaign.



Marketing Packages

Monthly Terms:

Package terms are calculated by calendar month. This is the period from a day of one month to the corresponding day of the next month (eg. January 3 to February 3). If no corresponding date exists, the term is calculated as the period to the last day of the next month (eg. January 31 to February 28).

Bronze

Our BRONZE Package
comprises individual
advertising opportunities to
best suit your needs.

SOCIAL MEDIA ONLY:

You provide us with a photo/graphic and 2-3 sentences of text. We then share this on our Facebook and Instagram pages.

\$50 PER POST

WEBSITE ONLY:

You provide us with a photo/graphic and 2-3 sentences of text. Your promotion will be included on the Advertisements page of our website.

1 MONTH **\$100**
6 MONTHS **\$500**
12 MONTHS **\$900**

GOLD EVENT SPONSORSHIP:

Your logo is displayed at the bottom of event flyers and on the event page.

\$180 PER EVENT

Silver

Our SILVER Package provides all of the basics at a fantastic price.

INCLUDES:

2 x Social Media Posts

You provide us with a photo/graphic and 2-3 sentences of text. We then share this on our Facebook and Instagram pages.

1 x Email Inclusion

Choose a post to include in the next Community News Email that goes out to our database of contacts.

DURATION & COST:

Social Media & Email - Unlimited

To ensure your promotion is seen, this package includes a \$25 Facebook boost. You are able to spend more on sponsoring the post if you like and can specify the intended audience.

\$120
PER MONTH

Gold

Our GOLD Package comprises all of the Silver Package inclusions with the addition of a listing on our website.

INCLUDES:

SILVER
PACKAGE

+

1 x Website Listing

You provide us with a photo/graphic and 2-3 sentences of text. Your promotion will be included on the Advertisements page of our website.

DURATION & COST:

Social Media & Email - Unlimited
Website - One Month

\$195

PER MONTH

To ensure your promotion is seen, this package includes a \$25 Facebook boost. You are able to spend more on sponsoring the post if you like and can specify the intended audience.

GOLD DISCOUNT:

Includes two social posts and one email inclusion per month, for six months. Plus the website listing for six months.

\$1000

6 MONTHS

Platinum

Our PLATINUM Package comprises all of the Gold Package inclusions, plus an exclusive Platinum Event Sponsorship – only available to our Platinum Package Subscribers!

INCLUDES:

**GOLD
PACKAGE**

+

1 x Platinum Event Sponsorship

Exclusive platinum event sponsorship with your logo displayed and given prominence on the event flyers and event page. An additional social post announcing your sponsorship is included as part of the event marketing campaign.

DURATION & COST:

Social Media & Email – Unlimited
Website – One Month
Platinum Sponsorship – One Event

\$295
PER MONTH

To ensure your promotion is seen, this package includes a \$25 Facebook boost. You are able to spend more on sponsoring the post if you like and can specify the intended audience.

PLATINUM DISCOUNT:

Includes two social posts and one email inclusion per month, for six months. Plus the website listing for six months and TWO platinum event sponsorships throughout 2021.

\$1500
6 MONTHS

PACKAGE COMPARISON

BRONZE

SOCIAL MEDIA ONLY:

You provide us with a photo/graphic and 2-3 sentences of text. We then share this on our Facebook and Instagram pages.

\$50 PER POST

WEBSITE ONLY:

You provide us with a photo/graphic and 2-3 sentences of text. Your promotion will be included on the Advertisements page of our website.

1 MONTH **\$100**

6 MONTHS **\$500**

12 MONTHS **\$900**

EVENT SPONSORSHIP:

Your logo is displayed at the bottom of event flyers and on the event page.

\$180 PER EVENT

SILVER

Social Media:	2
Email:	1

INCLUDES:

Two Social Media Posts to our Facebook and Instagram pages

+

Choose a post to include in the next Community News Email that goes out to our database of contacts.

DURATION:

Social Media & Email - Unlimited

To ensure your promotion is seen, this package includes a \$25 Facebook boost. You are able to spend more on sponsoring the post if you like and can specify the intended audience.

\$120
PER MONTH

GOLD

Social Media:	2
Email:	1
Website:	1

INCLUDES:
Silver Package

+

Your promotion will be included on the Advertisements page of our website.

DURATION:

Social Media & Email - Unlimited
Website - One Month

To ensure your promotion is seen, this package includes a \$25 Facebook boost. You are able to spend more on sponsoring the post if you like and can specify the intended audience.

\$195
PER MONTH

PLATINUM

Social Media:	2
Email:	1
Website:	1
Sponsorship:	1

INCLUDES:
Gold Package

+

One Platinum Event Sponsorship for 2021

DURATION:

Social Media & Email - Unlimited
Website - One Month
Sponsorship - One Event

To ensure your promotion is seen, this package includes a \$25 Facebook boost. You are able to spend more on sponsoring the post if you like and can specify the intended audience.

\$295
PER MONTH

COLLABORATIONS NEWSLETTER:

We are happy to review any news about your community for inclusion in COLLABORATIONS, our quarterly newsletter.

FREE!

GOLD DISCOUNT

Includes two social posts and one email inclusion per month, for six months. Plus the website listing for six months.

6 MONTHS **\$1000**

PLATINUM DISCOUNT

Includes two social posts and one email inclusion per month, for six months. Plus the website listing for six months and TWO event sponsorships throughout 2021.

6 MONTHS **\$1500**

How To Apply

MONTESSORI
SCHOOLS & CENTRES AUSTRALIA

Third Party Marketing Application Form

Montessori Schools and Centres Australia ("MSCA") permits named third party organisations ("third parties") to market or promote their activities, services and products within the MSCA community from time to time. A third party wishing to make an application to promote its activities, services or products should read the MSCA Third Party Marketing Policy and then complete this form. No third party may engage in marketing or promotional activity through MSCA unless a Third Party Marketing Application is completed by the third party and approved by the MSCA Board. Once an application is approved, specific terms and fees related to the individual promotion will be included in a Marketing Agreement, which both parties will sign.

1. THIRD PARTY ORGANISATION DETAILS

a) Organisation Name: _____

b) Full name of nominated person acting on behalf of the third party: _____

c) Organisation Address: _____

d) Phone Number: _____ e) Email: _____

If applicable:

f) ABN: _____ g) ACNC Registration Status: _____ h) DGR Status: _____

2. CONNECTION TO MSCA

a) Membership Status: _____
 MSCA Member Board or Staff Member Non-member

b) Please outline how your organisation is connected to MSCA:
Sample wording: "The owner of this business is [name] who is a Montessori materials distributor" or "Montessori Sports is a community facility which MSCA uses on a frequent and regular basis"

3. DECLARATION

I do solemnly and sincerely declare and affirm as follows:

- I have read the MSCA Third Party Marketing Policy.
- The third party organisation I represent promotes/holds values which are aligned to MSCA's values.
- I will not act in a way that is contrary to these values or the principles of the Policy.

Name: _____ Signed: _____ Date: _____

1

Read the Third Party Marketing Policy, complete the Application Form and send it to us via email.

2

Your application is reviewed by MSCA's Communications & Marketing Committee and then sent to the MSCA Board for approval.

3

You let us know which advertising package you would like and a Marketing Agreement is signed. Done!

 : www.msca.edu.au

 : admin@msca.edu.au

    : @mscaedu

- *Third Party Marketing Policy*
- *Application Form*

Contact Us

