



PRG RIGHTS HOLDER ASSETS

PAUL ROOS GYMNASIUM (PRG), FOUNDED IN 1866, IS A BOYS SCHOOL KNOWN FOR ITS RICH HISTORY, TRADITION AND ALL ROUND EXCELLENCE IN SPORT, CULTURE AND ACADEMICS.



PAUL ROOS
GIMNASIUM | GYMNASIUM

PAUL ROOS ASSETS ESTABLISHED PLATFORMS

PRG Annual Report

2 500 readers per
publication

Ad rate: R4 000 - R10 000

PRG Semper Publication

2 500 readers per publication

2 - 3 Publications p/a

PRG Quarterly Newsletter

1 250 readers

Branding/Signage

Branding at point of
participation

PRG Open Day

Attendees: ±2 500

Potential new parents &
learners

Annual Intake

Gr. 8 learners (±260) &
parents - constant flow of
new audience

Website

58 936 page views

4 862 monthly views

Parent Communicator

1 474 active users

Ad rate: R1 500 p/m

Facebook

16 529 Followers

14 550 Total pages likes

Instagram

17 600 Followers

Twitter

6954 Followers

YouTube

1760 Subscribers & growing

Roosinbosch Cafeteria

4 x TV's

Attendees p.a: ±3 500

PAUL ROOS ASSETS

A MATTER OF ASSOCIATION

PRESTIGE OF PROPERTY

Heritage, authenticity, trust, uniqueness and tradition of PRG.

LOYALTY

Old Boys and parents' affinity for PRG.

RECOGNISABILITY

South Africans are aware of PRG.

PROTECTION FROM AMBUSH

Protection from association by non-sponsors.

CATEGORY EXCLUSIVITY

Other brands from the same category (direct competitors) not permitted within the portfolio of sponsors.

DEGREE OF CLUTTER

Total number of other sponsors that the brand is competing against for exposure opportunities.

ESTABLISHED TRACK RECORD

Paul Roos values partnerships and long term relationships with sponsors.

ABILITY TO ACTIVATE

Opportunities to run cross-promotions with co-sponsors. Unique content and opportunities for turn-key promotions, that will engage audiences in a value-added manner.

NETWORKING OPPORTUNITIES

Offers a sponsor the opportunity to meet valuable people through PRG-related networking.

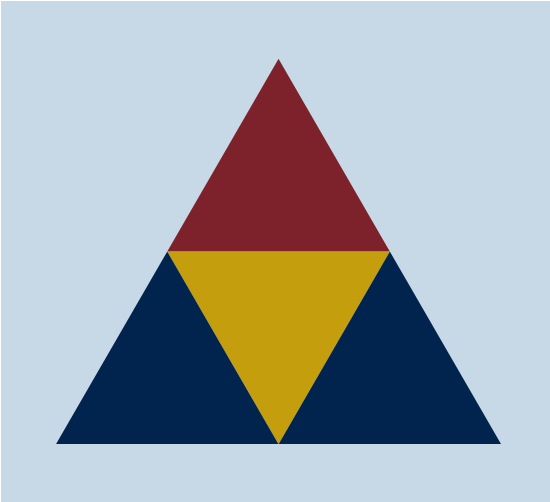
MEDIA COVERAGE POTENTIAL

PRG's likelihood of enjoying media coverage, based on its inherent interest to media journalists plus effort to gain media coverage & exposure for PRG and sponsor/s.



PAUL ROOS
GIMNASIUM – GYMNASIUM

SPONSOR CATEGORIES



TAILOR-MADE PACKAGES

Tiered sponsorship approach.

Rights package determined by sponsorship value.

Categories acknowledged on the website and Rector's quarterly newsletter:

- Maroon Sponsor: from R250 000+
 - Premium Sponsor
- Gold Sponsor: from R125 000+
- Navy (Sub-sponsor): from R75 000+

AGREEMENT TERMS

- PRG believes in long-term partnerships.
- Duration of contract: 3-year agreement.
- Sponsors, other than sole mandate packages, will allow PRG to secure supporting sponsors.
- Sponsor partners and rights will be managed so as not to infringe on one another and based on the sponsorship tier selected.
- No competing brands within a specific sponsorship package.

IN CONCLUSION

CONTACT PERSONS

Marketing & Sponsorships

Luna Paige

CONTACT DETAILS

+27 (0)82 859 2420

media@paulroos.co.za

"At PRG we pride ourselves on longstanding partnerships and continuously aim to uphold the high standard of PRG's brand of excellence.

PRG's community, consisting of 1 300 learners, parents and Old Boys, are the backbone of our school and loyal and passionate supporters of our endeavours and partners."

**ANDRÉ VAN STADEN, RECTOR
PAUL ROOS GYMNASIUM**



THANK YOU / DANKIE



PAUL ROOS
GIMNASIUM – GYMNASIUM