

2025

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# Partnership Opportunities



Department  
of Education



UPDATED MARCH 2025



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## ABOUT THE VICTORIAN TEACHERS' GAMES

The Victorian Teachers' Games (VTG) is a multi-day, multi-sport event on the education calendar and provides an opportunity for education professionals to participate, connect and inspire through a range of sporting, recreation, wellness and social events.

Educators across Victoria view the event as a unique way to build team morale and enhance staff health and wellbeing. On average, more than 2,000 Victorian educators and teams attend year on year.

Educators can participate as individuals and/or as part of a team. The event includes a range of low to high intensity events to choose from, and participants can take part in as many events as they wish.

As an event run by School Sport Victoria (SSV) and the Department of Education, it is through VTG that we aim to build workforce capability and target Victorian educators to enhance Education State and school sport outcomes.



Bowling '24

Lawn bowls '24

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## PARTNERSHIP INTRODUCTION

The VTG, delivered by SSV as part of the Department of Education, would like to partner with suitable Community Partners for future events to establish long-term mutually beneficial partnerships.



**98% of surveyed participants indicated that attending VTG benefited their personal health and wellbeing.**



Strategic alignment and positioning as a key contributor to the health and wellbeing of Victorian teachers in our state and in our community.



Complete VTG event integration through activation spaces, ticketing, and event opportunities facilitating deeper connections with participants.



The opportunity for your team to be immersed in the VTG experience including participating in the sport, recreation and social activities.



Comprehensive suite of marketing benefits connecting with 9.5k Victorian educators and 2k annual participants.

Additionally, opportunities across SSV's digital and social media platforms.



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## WHO CAN PARTICIPATE

Anybody employed by a school in Victoria (gov & non-gov) including:

- VIT registered teachers
- Education support staff
- Casual & retired teachers
- DE corporate staff
- Registered volunteers and sponsors of the event
- Kindergarten educators
- 3rd or 4th year student enrolled in a university education degree
- University education faculty staff



Amazing Race '24



Basketball '24

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# STRATEGY & OBJECTIVES

# "Participate, connect, inspire"

## STRATEGIC LINK

- Providing strategic leadership for Victorian school sport
- Advocating recognition for school sport leadership at all levels
- Promoting school and community partnerships through sport

## EDUCATION STATE

- Target: happy, healthy and resilient kids
- Excellence in Teacher Education reforms

## POSITIONING

A priority event for Victorian educators to participate, connect and be inspired



**PARTICIPATE**

Provide opportunities to participate in a variety of sport, recreation/wellness and social



**CONNECT**

Enable social connection and networking amongst educators and sporting organisations



**WELLBEING**

Enhance morale, health and wellbeing of educators



**FINANCIAL**

Provide an affordable event for participants



**PROFESSIONAL DEVELOPMENT**

Build knowledge and experience to enhance teaching capability and understand the value of school sport in Victoria



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## PARTICIPANT PROFILE

**25 -29 years**

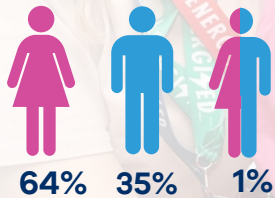
Highest represented  
age group

**68%**

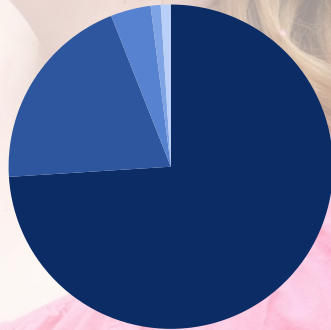
Aged under 35

**33 years**

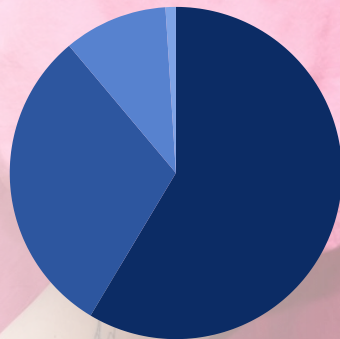
Average age



- Government
- Non Government
- Department Staff
- CRT/Retired
- Sponsor/Volunteer



- Primary
- Secondary
- P-9/P-12
- Special



## EVENT DATA



**2,211**  
AVERAGE  
ATTENDANCE  
2011 - 2024



**82**  
SESSIONS  
PLANNED



**35**  
UNIQUE  
EVENTS



## MARKETING



**114k +**  
TOTAL ONLINE  
COMMUNITY



**32k +**



**2.4m +**  
TOTAL WEBPAGE  
VIEWS



**5k +**



**4,580**



**55k +**  
SUBSCRIBERS



**1.2k +**



**20.8k +**



**40%**  
AVERAGE  
OPEN RATE



**8,938**  
SUBSCRIBERS



**2,593**

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# ASSET CATALOGUE

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## PACKAGES

VTG has a range of packages available to suit your budget. However, we are flexible and if you're interested in a different bundle of assets please advise and we'll customise accordingly. Note, the package name can be customised to suit your business sector e.g., VTG Car partner.

*Asset descriptions can be found in the catalogue.*

### Inspire Partner \$14,000

#### # ASSET

- 1 Category exclusivity
- 2 Activation site at VTG Central
- 3 Event activation sites
- 4 Trivia
- 5 Barefoot Bowls
- 6 Partners signage
- 7 P/ship announcement video
- 8 P/ship announcement video, SSV
- 10 VTG socials
- 11 VTG eNews banner
- 12 Partners EDM (combined)

#### # ASSET

- 13 SSV eNews
- 14 Programme advertisement
- 15 VTG showbag
- 16 Official programme
- 17 VTG eNews branding
- 18 SSV branding
- 19 VTG infographic
- 20 Website
- 22 Daily wrap up video
- 23 Annual wrap up video

**Total**  
**21 assets**

### Connect Partner \$10,000

#### # ASSET

- 1 Category exclusivity
- 2 Activation site at VTG Central
- 4 Trivia
- 5 Barefoot Bowls
- 6 Partners signage
- 9 VTG P/ship announcement
- 10 VTG socials
- 11 VTG eNews banner
- 12 Partners EDM (combined)

#### # ASSET

- 13 SSV eNews
- 14 Programme advertisement
- 15 VTG showbag
- 16 Official programme
- 17 VTG eNews branding
- 18 SSV branding
- 19 VTG infographic
- 20 Website

**Total**  
**17 assets**



## PACKAGES

VTG has a range of packages available to suit your budget. However, we are flexible and if you're interested in a different bundle of assets please advise and we'll customise accordingly. Note, the package name can be customised to suit your business sector e.g., VTG Car partner.

*Asset descriptions can be found in the catalogue.*

### Participating Partner \$5,500

#### # ASSET

- 1 Category exclusivity
- 2 Activation site at VTG Central
- 9 VTG P/ship announcement
- 10 VTG socials
- 11 VTG eNews banner
- 12 Partners EDM (combined)
- 13 Programme advertisement
- 15 Official programme
- 16 VTG eNews branding

**Total**  
**9 assets**

### Supporting Partner \$3,500

#### # ASSET

- 1 Category exclusivity
- 2 Activation site at VTG Central
- 9 VTG P/ship announcement
- 10 VTG socials
- 13 Programme advertisement
- 15 Official programme
- 16 VTG eNews branding

**Total**  
**7 assets**

### Contributing Partner \$1,500

#### # ASSET

- 1 Category exclusivity
- 2 Activation site at VTG Central
- 9 VTG P/ship announcement

**Total**  
**3 assets**



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# ASSET CATALOGUE

#	ASSET	DESCRIPTION
1	Category exclusivity	Category exclusivity across Victorian Teachers' Games.
<b>ACTIVATION SPACE</b>		
2	Dedicated activation site at VTG Central	Dedicated site at VTG Central where all participants register including 80% on Day 1.
3	Activation sites	Activation space opportunity across the entire event including at VTG Central and / or at targeted events.
<b>TICKETING &amp; EVENTS</b>		
4	Trivia/Bingo	4 * tickets to either of these highly popular VTG events providing the opportunity to experience VTG and engage directly with participants. Also, an opportunity to reward your staff and have them experience VTG.
5	Barefoot Bowls	
<b>SIGNAGE</b>		
6	Partner signage	Partner branding included in the VTG signage which is used throughout the event.



# ASSET CATALOGUE

#	ASSET	DESCRIPTION	PRICE
<b>ANNOUNCEMENT</b>			
7	Partnership announcement video (individual)	Video announcement produced by SSV and shared across VTG eNews, VTG website, and VTG social media channels.	
8	Partnership announcement video, SSV	An opportunity to have the video announcement included in the SSV eNews (subscription list approx. 50k) and the SSV LinkedIn page.	
<b>COMMUNICATIONS</b>			
9	VTG partnership announcement	Partnership announcement included in the VTG eNews.	
10	VTG social media partners announcement	Partnership announcement on VTG socials with a focus on your organisation's support of VTG and the participants.	
11	VTG eNews banner	Banner in the VTG eNews including hyperlink to website / campaign.	
12	Partners EDM (combined)	An article / advertisement in the VTG Community Partners eNews released approximately 2 weeks prior to the event.	
13	SSV eNews Article	An article / advertisement in the SSV eNews to over 55k subscribers	
14	Official Programme advertisement	Half page advertisement providing the opportunity to advertise your business / product to the VTG audience.	



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# ASSET CATALOGUE

#	ASSET	DESCRIPTION	PRICE
<b>BRANDING</b>			
15	VTG Showbag	An opportunity to include an item in the VTG Showbag which all participants receive. Note, marketing collateral (e.g., brochure) is complementary to the item.	
16	Official Programme	Branding in the Official Programme.	
17	VTG eNews branding	Branding in each VTG eNews.	
18	SSV branding	Opportunity to have your brand as part of the SSV partner's hierarchy which is included in the Annual review, Annual School Sport Program, Annual Participation and Performance Infographics, and the SSV eNews.	
19	VTG infographic	The VTG infographic will be shared across various social and digital medial platforms in addition to being included in SSV's Annual Review and annual Participation and Performance Infographic.	
20	Website	Website branding ( <a href="http://www.victeachersgames.com.au">www.victeachersgames.com.au</a> ) on the VTG home page and your organisation profile on the 'Partners and Sponsors' page ( <a href="http://www.victeachersgames.com.au/partners-sponsors">www.victeachersgames.com.au/partners-sponsors</a> )	
<b>VIDEOS</b>			
21	Annual launch video	End frame branding	
22	Daily wrap video	End frame branding	
23	Annual wrap up video	End frame branding	



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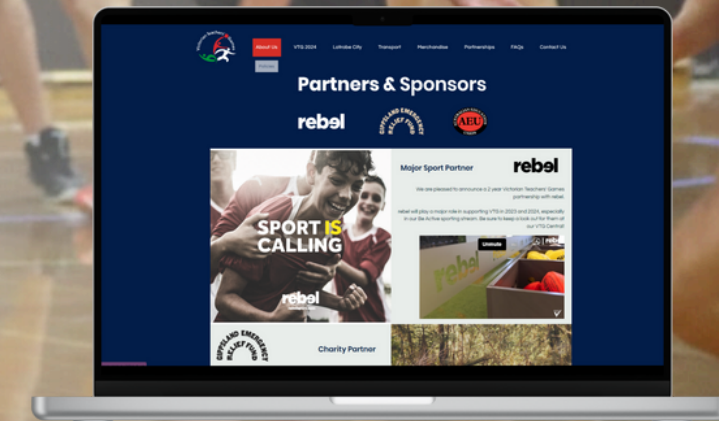
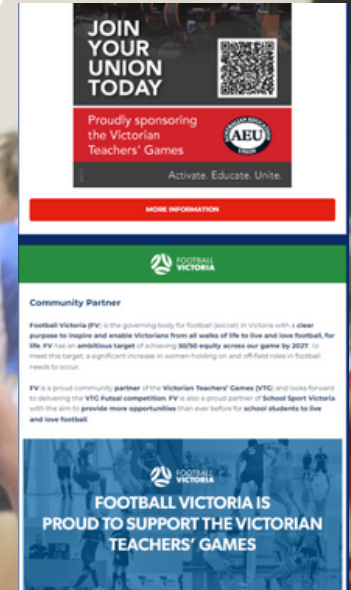
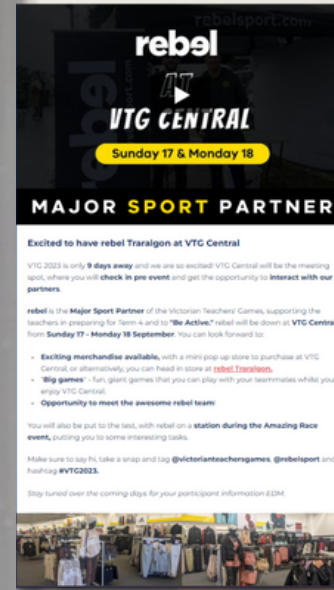
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# PARTNER ASSET EXAMPLES



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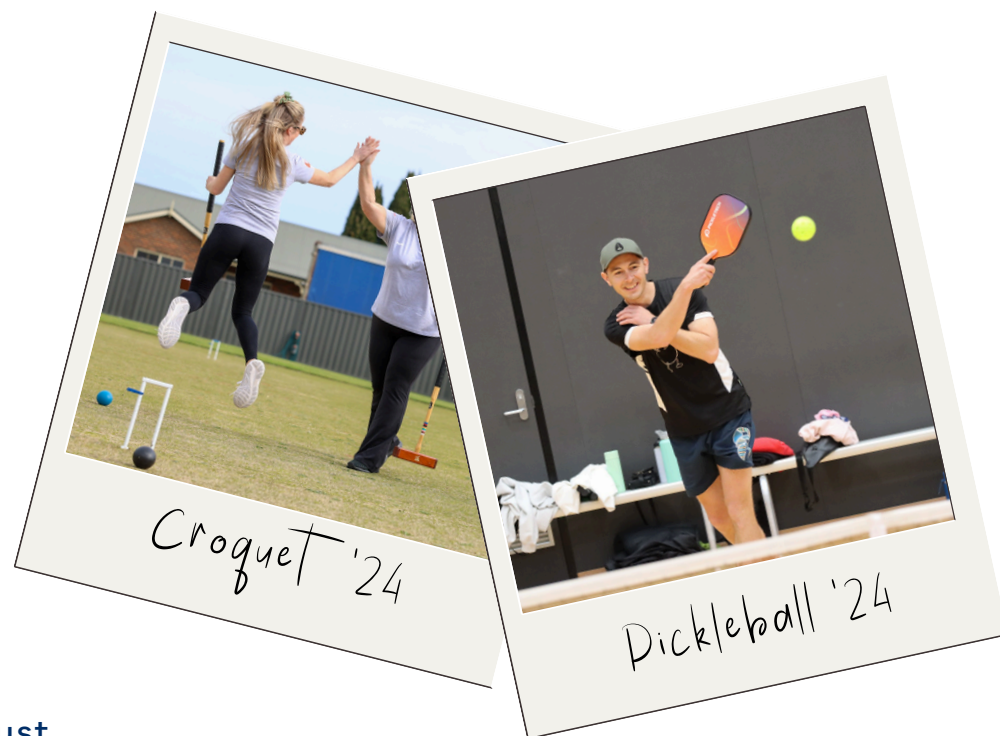
## RULES OF ENGAGEMENT

We are now accepting interest for 2025 VTG Community Partners so please contact us to discuss the various options we have available.

The VTG Community Partnership opportunity is an open market approach.

Upon receiving interest or identifying a prospective partner, VTG will seek approval from DE to engage and progress discussions with the organisation including ensuring adherence to applicable government policies.

Organisations interested in a community partnership must submit an expression of interest via [the online form](#).



## CONTACT

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