



St Thomas More College
CRAWLEY WESTERN AUSTRALIA

CAMBODIA COLLABORATION MARKET DAY

SPONSORSHIP GUIDELINES

PLANTS | BAKE SALE | CRAFT STALLS
| OP SHOP | COFFEE | SAUSAGE
SIZZLE | & MORE

48 Mounts Bay Road, Crawley WA 6009
Sunday 17 March 2024
10.00am - 2.00pm



ABOUT THE MARKET

The Tommy More Market invites stallholders to participate in our 2023 community event to raise funds for vulnerable children in Cambodia. This is your opportunity to market your product to students, alumni, and the Chapel Community at Tommy More.

Funds raised from the event will go directly to the Arrupe Centre and Lidy house Welcome Centre in Cambodia (a partner institution of St Thomas more College). These places provide care, education and life skills to children who are disabled, often as a result of landmine accidents or live in vulnerable family situations.





EVENT DETAILS

VENUE:

St Thomas More College *Front Carpark*
48 Mounts bay Road, Crawley, WA 6009

DATE:

Sunday 17 March 2024

TIME:

10.00AM - 2.00PM

FEES:

Single 3X3 Unpowered Site \$50

CONTACT:

Casandra Sarjit
Manager of Marketing and Community Relations
c.sarjit@stmc.uwa.edu.au

CHECK OUT OUR VIDEO!





WHY SPONSOR THE EVENT?

SOCIAL MEDIA

The event will be promoted on the St Thomas More College Facebook and Instagram pages as well as listing the event on various event websites. Stallholders are welcome to post on the event page promoting their products and services however, Tommy More will also ensure you're appropriately promoted.

WEBSITE

If you have any photographs of your products and a logo, please email them to c.sarjit@stmc.uwa.edu.au to be included within the event web page.

MAXIMISE YOUR EXPOSURE

- Promote on your social media channels multiple times.
- Ensure your stall has adequate signage, clearly displaying your business name, social media handles, and any details of where people might be able to find you after the event (e.g. business cards).





SPONSORSHIP OPTIONS

IF YOU CHOOSE TO SPONSOR THE EVENT, YOU WILL RECEIVE:

	SILVER	GOLD
Logo on the market webpage	✓	✓
Promotion and acknowledgement through the St Thomas More social media channels	✓	✓
Logo on Tommy Market marketing materials (Posters etc)	✓	✓
Photo opportunity with students to use for your own website and press releases	×	✓
Opportunity to display a banner at the market	×	✓
A4 signage at a particular stall 'Sponsored by'	✓	✓
Company logo displayed on sponsorship wall at the market	✓	✓
Opportunity to provide students with an offer in the student newsletter*	×	✓
	\$250	\$399

*Subject to Head of College approval

THE CAMBODIA COLLABORATION

WHAT YOU WILL BE RAISING FUNDS FOR

We support two ventures in a Cambodian Province called Battambang. Both ventures come under the auspices of the Apostolic Prefecture of Battambang, administered by the Jesuits and currently under the leadership of Bishop Kike.

The diocese has a number of action areas including pastoral accompaniment, education, agriculture and rural development, support for people with disabilities, improving health, and the promotion of Cambodian culture.

The first venture is to get disabled and landmine-affected children to the Angkor Wat International Half Marathon where they compete over various distances in wheelchairs and on crutches. The event is held in support of those affected by anti-personnel devices. It gives the children a much needed lift and assists in keeping the government on track to clear the country of landmines by 2025.

The second venture is to assist with the funding of the Lidy House Welcome Centre (Lidy House). This is a home for vulnerable young people who, without the assistance of the Prefecture, would be destined for unemployment or precarious employment with the increased risk of falling into people trafficking.

FACTS ABOUT CAMBODIA

Cambodia is one of the poorest countries worldwide, ranked 139 out of 187 countries by the human development Index (United Nations). During the regime of the Khmer Rouge (1975-1979) at least a quarter of the population was killed:

75% of teachers
96% of University students
67% of school students

As a result, currently, 40% of the population is under 18 years of age.

A high number of landmines remain from the civil war that followed the ousting of the Khmer Rouge. In Battambang, the worst affected province, one in ninety people have been injured or killed by landmines.

Cambodia is mainly rural - 80% of the population lives in the countryside and 40% of its population works in the agricultural sector.



THE LIDY HOUSE WELCOME CENTRE

The welcome centre began in the 80s. It was initially managed by Om Parom who was later helped by her niece, Mom, who currently manages the boys' house.

Om Parom comes from a Catholic family and witnessed the murder of both her parents and her husband by the Khmer Rouge. Her daughter passed away from measles.

After so much sadness she became inspired by the spirit of solidarity and the generosity of her Aunt Lidy evoking her to open the welcome centre to give an opportunity to less fortunate kids.

WHAT DOES THE LIDY HOUSE DO?

Lidy House is neither an Orphanage nor a Boarding School, but it does provide care and education to children in vulnerable situations in Cambodia.

These are children whose families can no longer support them, and who may otherwise be sold or forced to work instead of going to school.

Lidy House takes these children in and has the following objectives:

- Provides a stable familiar environment
- Follows up on each individual's studies
- Reinforces education with extra-curricular lessons
- Provides a healthy and complete diet
- Provides hygienic assistance
- Promotes sporting activities to reinforce teamwork and discipline
- Strengthens the knowledge and appreciation of the Cambodian culture



HOW YOU CAN CONTRIBUTE

There are many ways that you can contribute to the cause whether it be by attending the event, donating items such as prizes and food, sponsorship, or a cash donation, we are grateful. The event each year has made its way to where it is now. Without these contributions, the Tommy More Market wouldn't have grown to be what it is.

Would you like to provide a cash donation?

Often individuals will provide donations rather than businesses, and request little to no recognition or return on investment, as the nature of the funds provided is different. If this applies to you, please contact us to discuss.

Would you like to provide goods in return for sponsorship?

We will be running a raffle and possibly a silent auction. We also have a number of expenses associated with the market, such as prizes and food costs. If you can assist us in reducing our expenses, this would also be graciously received. However, we are sure you will understand that an in-kind sponsorship is quite different from a cash sponsorship in the overall value that this would provide us in terms of helping us achieve our fundraising goal, and therefore, benefits and sponsorship return should be discussed on an individual basis.

How much are you hoping to raise?

We have an ambitious target of just over \$20,000 annually.

Can I provide a cash donation to help you reach this target?

Yes, you can find out further information on providing a cash donation towards this collaboration on our website.

How can I be sure that the money raised will go directly to the ventures described?

St Thomas More College works directly with the Prefecture that runs the Arrupe Centre for those with disabilities and the Welcome Centre for vulnerable children and young adults. The College provides the funds directly to the Prefecture to ensure that they are not diminished through red tape and agencies. In this way, the funds have a direct and meaningful impact.

Each year, selected students and staff from St Thomas More College travel to Cambodia to compete in solidarity with the disabled children from the Arrupe Centre and visit the young people living at the Lidy House Welcome Centre.

Will the money raised be used toward student travel?

No. All those traveling to Cambodia are self-funded. Further, each traveller must raise \$750 each to attend. The shortfall in funding for the two ventures is raised through community donations, the Tommy Garage Sale, and the Quiz Night (a Joint venture between St Thomas More College and Eddie Rice Camps).

To find out more information or to sign up...

Contact Casandra at c.sarjit@stmc.uwa.edu.au and we will arrange the next steps and forward more information. The sooner you come on board, the sooner we can start to promote you!

WE ENSURE THE MONEY RAISED GOES DIRECTLY TO THE VENTURES DESCRIBED.



St Thomas More College

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