



EVENTS & ACTIVITIES

SPONSORSHIP PROPOSAL 2014

STUDENT PARTIES 2014 SPONSORSHIP

STUDENT PARTIES AT THE UNIVERSITY OF WOLLONGONG ARE THE BEST WAY TO PROMOTE TO 18-24 YEAR OLD STUDENTS.

The following student parties gain the most exposure in regards to media across the campus and local community.

The majority of events are held within our UniBar venue with the exception of the Garden Party event which is held across the larger UniHall venue and UniBar.

SPONSORSHIP BENEFITS

MAJOR SPONSOR

- Naming rights to the event
- Promotional staff in attendance at event
- Promotional flyer distribution at event
- Logo on promotional materials
- Recognition in the What's On E-newsletter (distributed to 20,000)
- **Recognition on the UniBar Facebook page (10,000+ likers) and UOW UniCentre Facebook page (1800+ likers)**
- Recognition on UniBar Plasma Screens
- Logo on the UniCentre website



Garden Party



Super Heroes & Villians



Oktoberfest



End of Session Party

STUDENT PARTIES	DATE	AVERAGE ATTENDANCE	MAJOR SPONSOR PRICE
Garden Party	13 Mar	2000	\$4000
Super Heroes and Villains	17 Apr	400	\$1000
Oktoberfest	9 Oct	1200	\$3000
End of Session	5 Jun & 30 Oct	500	\$1000
End of Exam	26 Jun & 20 Nov	500	\$1000

NATIONAL CAMPUS COMPETITIONS 2014 SPONSORSHIP

THE CENTRE FOR STUDENT ENGAGEMENT RUNS A NUMBER OF CAMPUS COMPETITIONS EVERY YEAR WHICH INCLUDE THE MOST SUCCESSFUL BAND COMP IN THE ILLAWARRA AND VERY POPULAR DJ COMP.

This is where local talent is discovered and opportunities are given to the students to then compete against Universities nationally. Attendance for over all these events is 1000+.



National Campus Band Comp

SPONSORSHIP BENEFIT	BC MAJOR PRIZE SPONSOR	BC SECOND PRIZE SPONSOR	BC THIRD PRIZE SPONSOR	DJ MAJOR PRIZE SPONSOR	DJ SECOND PRIZE SPONSOR
Venue	UniBar			Duck Pond Lawn	
Cost	\$3000 value (cash or in-kind)	\$2000 value (cash or in-kind)	\$1000 value (cash or in-kind)	\$800 value (cash or in-kind)	\$500 value (cash or in-kind)
Heat Dates	29 Apr – 20 May			30 Apr – 21 May	
Final	21 Aug			5 Jun	
Recognition on promotional materials	✓	✓	✓	✓	✓
Recognition on UniBar Plasma Screens	✓	✓	✓	✓	✓
Recognition in the What's ON e-newsletter (distribute to 20,000+)	✓	✗	✗	✓	✗
Branding Opportunities at event e.g. signage	✓	✓	✓	✓	✓
Regular announcements during each event	✓	✓	✓	✓	✓
Social Media Acknowledgement during event period across UOW UniBar (10,000+ likers) and UOW UniCentre (1,800+ likers) Facebook pages	x8	x5	x3	x4	x2
Opportunity to run an activity engaging with students	✗	✗	✗	✓	✗

WEEKLY EVENTS 2014 SPONSORSHIP

ARE YOU LOOKING TO ENGAGE WITH STUDENTS ON A WEEKLY BASIS?

This is your opportunity. Weekly events run daily over a 13 week period per academic session.

SPONSORSHIP BENEFITS

- Recognition on promotional materials including the webpage
- Announcement during the event
- Promotional staff in attendance and promotional flyer distribution at the event
- Recognition on the UniBar plasma screens



Acoustic Session



Game On



UniBar Games Night



Trivia Night

STUDENT PARTIES	ACTIVITY	DATE	AVERAGE WEEKLY ATTENDANCE	MAJOR SPONSOR PRICE
UniBar Games Night	Pool Competition, Ping Pong and Bingo	Monday	100	\$100 + GST per event OR sponsorship of all 13 events of the session is available upon request.
Game On	Video game enthusiast attend playing the newest Wii and Xbox games	Tuesday	100	
Trivia Night	Students establishing teams and testing their knowledge at the Unibar	Wednesday	150	
Acoustic Session	Paid acoustic performers play to the Friday happy hour crowd	Friday	200	

UNIBAR LIVE MUSIC NIGHTS 2014 SPONSORSHIP

WOLLONGONG UNIBAR IS THE PREMIER LIVE MUSIC AND ENTERTAINMENT VENUE IN THE ILLAWARRA.

Our venue is the social hub for approximately 14,000 students, and is located in the geographical heart of the region.

In recent years we have hosted some of the biggest acts from Oz and abroad with names like The Rubens, Matt Corby, The Drones, Birds of Tokyo, Hilltop Hoods, Architecture in Helsinki, Art Vs Science, Boy & Bear and Michael Franti!

UniBar is the venue where artists want to be seen, and where the punters want to see them.



Frenzal Rhomb

Matt Corby



The Rubens



SPONSORSHIP BENEFIT	UNIBAR GIG	UNIHALL GIG
Cost	\$850 + GST	Price on Application
Attendance	200 - 750	1200 - 1700
Recognition on promotional materials including but not limited to digital screens, Social Media, website and posters.	✓	✓
Opportunity for promotional staff to be in attendance x3.	✓	✓
Recognition in the What's On e-newsletter (distribute to 20,000+)	✓	✓
Branding Opportunities at event e.g. signage	✓	✓
Opportunity for product specials to be run on night to increase sales	✓	✓
Social Media Acknowledgement during event period across UOW UniBar (10,000+ likers) and UOW UniCentre (1,800+ likers) Facebook pages	x3	x3
Opportunity to run an activity engaging with students	✓	✓

STUDENT ENGAGEMENT PROGRAMS 2014 SPONSORSHIP

UNICREW

The team of UniCrew volunteers are the most highly recognised group on campus, not to be missed in their bright orange t-shirts at all major campus events and in the community. With over 200 enthusiastic people ranging from first year to PhD students in 2013, the UniCrew volunteers contributed nearly more than 2300 hours towards the UOW student experience across the 8 months of session at UOW. Whether through being on stage at the O-Week events, working at the entry doors for sold out UniBar shows or roaming around campus each week taking photos for the UOW Student Life Facebook page, UniCrew are quickly becoming the next campus phenomenon.

DATE March - October

PARTICIPANT NUMBERS 200+ volunteers and 6 student leaders

SPONSORSHIP VALUE \$1000 + GST **BENEFITS TO SPONSORSHIP**

- Company logo on the program t-shirts worn by all volunteers while on shift (on and off campus)*
- Approximate student interaction: 10,000
- Logo recognition on the UniCrew web page
- Logo recognition on marketing materials
- Regular recognition in the weekly UniCrew mail-out sent to all registered volunteers (200+)

*For logo to be printed on the t-shirts, sponsorship agreements must be finalised by 16 January

UNICREW

AUSTRALIAN STUDENT LEADERSHIP ASSOCIATION (ASLA)

ASLA is Australia's largest network of student leaders, with over 1000 members from across 26 national Universities. The network gives students access to opportunities designed to enhance their personal development and leadership skills through both theoretical knowledge and practical experiences.

The majority of ASLA members are active members on campus and within the wider community, many of whom have gone on to become leaders in their chosen fields.

SPONSORSHIP PACKAGES **\$500 - \$2000 + GST**

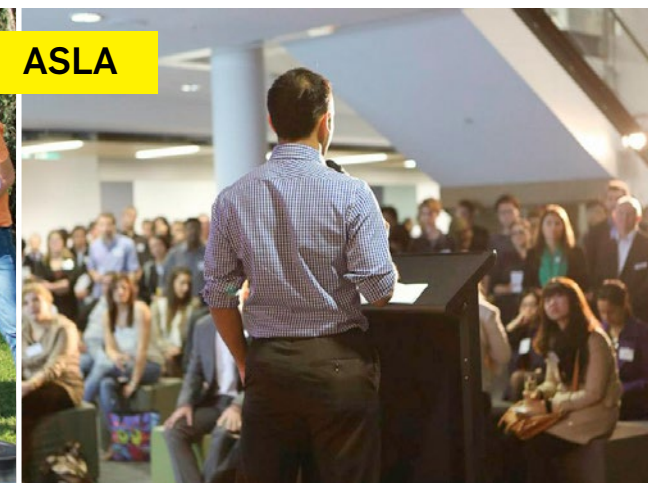
Please contact us for a breakdown of sponsorship opportunities.

BENEFITS TO SPONSORSHIP

- Connect with and increase brand awareness with a highly engaged network of students from around the country
- Opportunities to be involved with specific events such as the National Students for Students Leadership Conference and the ALIVE Leadership Program
- Demonstrate commitment to the communities your organisation operates in by supporting educational leadership programs

ASLA

AUSTRALIAN STUDENT LEADERSHIP ASSOCIATION



STUDENT ENGAGEMENT PROGRAMS 2014 SPONSORSHIP

CLUBS & SOCIETIES (C&S)

Having reached 106 Clubs & Societies at UOW in 2013, the Clubs & Societies program is directly linked to over 6500 active members. The program is a great opportunity to reach highly involved and enthusiastic students from all walks of life; from social and special interest groups, to religious, cultural and community support groups.

DATE March – October

PARTICIPANT NUMBERS 6500+ active members

CLUBS 106

UNICENTRE CUP

Align your brand with the annual sports carnival specifically for UOW Clubs & Societies including lunch and entertainment. With lead-up promotion being sent to a membership of more than 6500 students and alumni, this event is a great way to gain access to the student market both at the event and in C&S communications. The day consists of a range of sports played in a round-robin competition including soccer, OzTag, volleyball and more at the UOW Sports Hub and its adjoining lawns.

*Sponsorship limited to 1 company for this event.

CLUBS & SOCIETIES TRIVIA NIGHT AT THE UNIBAR

This event has quickly cemented itself as one of the most anticipated social events for UOW Clubs & Societies to take part in. Held within the UOW UniBar, the event has consistently reached an attendance of over **250 C&S members** each year since it was introduced.

SPONSORSHIP BENEFIT	UNICENTRE CUP	CLUBS & SOCIETIES TRIVIA NIGHT
Cost	\$1500 + GST	\$1000 + GST
Attendance	300	250
Event Date	11 Apr	29 Aug
Naming rights to the event	✓	✓
Logo Recognition on the event web page and Facebook page	✓	x
Promotional stall at the event	✓	x
Attendance and promotion at the event	✓	✓
Signage display opportunities at the event	✓	x
Verbal Recognition	✓	✓



SNAPSHOT OF EVENTS 2014 SPONSORSHIP

MAJOR EVENTS

27 Feb	O-Party
13 March	Garden Party
17 April	Super-Heroes & Villains Party
11 April	UniCentre Cup
29 April – 20 May	National Campus Band Comp
30 April – 21 May	National Campus DJ Comp
5 June	End of Session Party
26 June	End of Exams Party
28 August	Clubs & Societies Trivia Night
9 October	Oktoberfest
30 October	End of Session Party
20 November	End of Exams Party

REGULAR EVENTS (DURING SESSION)

UniBar Live Music Nights
UniBar Games Night
Game On
Trivia Night
UniBar Acoustic Sessions



UniBar Live Music Nights



Game On



Super Heroes & Villains



National Campus Band Comp



End of Exams Party



Student Engagement Programs

PACKAGES 2014 SPONSORSHIP

STUDENT PARTIES

<input type="checkbox"/> Garden Party	\$4000 + GST
<input type="checkbox"/> Super Heroes and Villians	\$1000 + GST
<input type="checkbox"/> Oktoberfest	\$3000 + GST
<input type="checkbox"/> End of Session	\$1000 + GST
<input type="checkbox"/> End of Exams	\$1000 + GST

NATIONAL CAMPUS BAND COMP

<input type="checkbox"/> Major Prize Sponsor	\$3000 + GST
<input type="checkbox"/> Secondary Prize Sponsor	\$2000 + GST
<input type="checkbox"/> Third Prize Sponsor	\$1000 + GST

NATIONAL CAMPUS DJ COMP

<input type="checkbox"/> Major Prize Sponsor	\$800 + GST
<input type="checkbox"/> Secondary Prize Sponsor	\$500 + GST

WEEKLY EVENTS INDIVIDUAL SESSION

13 week program sponsorship, available on request.

<input type="checkbox"/> Unibar Games Night	\$100 + GST per event
<input type="checkbox"/> Game On	\$100 + GST per event
<input type="checkbox"/> Trivia Night	\$100 + GST per event
<input type="checkbox"/> Acoustic Sessions	\$100 + GST per event

UNIBAR LIVE MUSIC NIGHTS

<input type="checkbox"/> Unibar Gig	\$850 + GST
<input type="checkbox"/> Unihall Gig	upon negotiation

STUDENT ENGAGEMENT PROGRAMS

<input type="checkbox"/> Unicrew	\$1000 + GST
<input type="checkbox"/> Australian Student Leadership Association (ASLA). Please send me more details.	
<input type="checkbox"/> Unicentre Cup	\$1500 + GST
<input type="checkbox"/> Clubs & Societies Trivia Night	\$1000 + GST

Your Name:

Company Name:

ABN:

Representing (Advertising Agency only):

Address :

Phone: Mobile: Fax:

Email:

Signature of Partner: Date:

PLEASE FAX FORM TO UNICENTRE MARKETING ON (02) 4221 8001

Partnership Agreement Terms and Conditions

- Full payment is required to secure your booking. Payment is required no later than 30 days from date of invoice. All prices exclude GST.
- UniCentre has the right to refuse any booking based on its Advertising & Sponsorship Policy.
- On receipt of your confirmation we will forward requirements for your artwork/delivery of product.
- All cancellations must be in writing to uc-marketing@uow.edu.au within 3 days of booking confirmation, otherwise 50% of your booking applies.
- Any product or service that is considered to be in direct competition with UniCentre needs to be approved by UniCentre Marketing.
- Advertising by any Telecommunications organisation must be approved by UniCentre Marketing. Organisations are only permitted to promote prepaid services and products sold through UniCentre retail outlets.
- Product sales: Stalls can undertake product or service sales, for approved items only. Sales will be confirmed on a case-by-case basis, but as a general rule food, beverages and offensive material are not eligible. Roaming sampling is not included and must be booked separately.