UniCentre
at the University of Wollongong

Partnership Opportunities

Events & Activities 2008

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UniCentre Partnerships

Make your mark. Squeeze the juices of the developing minds to your advantage and your product and services will have guaranteed success.

Who are Gen Y’s? Sharp thinkers, inquisitive minds, witty humour, aspiring talents and the future of our country – these are the vivid expressions used to describe the generation Y group. Organisations are faced with incredible opportunities when marketing to Gen Y’s as they are knowledgeable, informed and have a disposable income. This group wants to be communicated to, and they like brands they can engage with.

But how does one find the appropriate channels to market to such an audience? The answer is simple, access this group of intelligent minds through the UniCentre at the University of Wollongong. UniCentre specifically supports and creates experiences to enhance university life for this demographic and has done so for 30 years. We believe that the key to success is for organisations to build relationships with these consumers, as loyalty and trust in the brand will prevail in the years to come.

Who Will You Reach?

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total student population</td>
<td>19341</td>
</tr>
<tr>
<td>No. of undergraduates</td>
<td>14627</td>
</tr>
<tr>
<td>No. of postgraduates</td>
<td>5247</td>
</tr>
<tr>
<td>No. of international students</td>
<td>4838</td>
</tr>
<tr>
<td>Breakdown male to female</td>
<td>49% - 51%</td>
</tr>
<tr>
<td>Percentage of local students to non local students</td>
<td>30.1% - 69.9%</td>
</tr>
<tr>
<td>Percentage of students that commute</td>
<td>28%</td>
</tr>
</tbody>
</table>

UniCentre Partner Opportunities

The New Year opens the door of opportunity for partners of the UniCentre. We have taken a new direction in our commercial operations and developed innovative e-channels for communication with students as well as other unique sponsorship and advertising options, allowing you to market to this captive and receptive audience. Our promotional packages provide the perfect opportunity for organisations to become involved and communicate your product or service to this lucrative group.

Why target UOW students? As a regional campus our students have less exposure to promotional activities than students of metro campuses, this means UOW students are more likely to be receptive to new products or special deals on services – a real plus for any company getting involved with the UniCentre’s promotional partnerships.
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The UniCentre's facilities and services are a vital component of campus life with the sole purpose being, to enhance the student’s experience.

UniCentre exists to create a dynamic, inspiring and unique environment for students of the University of Wollongong (UOW). We complement academic life with activities, programs and facilities that create value to a student’s time at UOW. We offer a variety of services such as entertainment, skills, and training, on campus facilities such as health care, hairdressers, retail outlets, food courts, computer access and space for relaxation and ‘time out’. UniCentre is a social hive of activity with the goal of building the university environment to create a social and interactive space for students alongside their academic needs. We create the link between study and the reality of life for the student. We can help your organisation to communicate your service/products to a large number of students in a fun, relaxed and receptive environment.

The University of Wollongong

UOW is recognised as a University of International standing. Twice named Australia’s University of the Year in 1999 -2000 for its outstanding research and development partnerships and in 2000-2001 for preparing its students for the e-world – Wollongong has also been ranked the nation’s top university for educational experience and graduate outcomes for the last five years. To add to the list, UOW was recently awarded the 2006 Times Higher Education Supplement (THES) inaugural award as “Commonwealth University of the Year”.

Regionally located yet globally connected. The University of Wollongong (UOW) puts knowledge into action. UOW’s history, size and setting have fostered a multi-disciplinary research culture, one that is founded upon strong relationships with local communities, industry partners and other institutions around the world.

This dynamic regional campus and its student population contribute heavily to the local community in both a cultural and economical sense.
How to Get Involved

Garden Party

Garden Party is the focal point of the session one calendar offering live entertainment and spanning over four areas. Throughout the night live bands and DJs play smooth sounds to the overt students which fill the dance floor all night.

Date: 06 March, 2008
Venue: UniBar & University Hall
Attendance: 1200

Benefits to Sponsorship

**Major Sponsor** $15,000 + GST
- Naming rights to event
- Tickets
- Announcement promotion during the evening
- Promotional staff in attendance
- Promotional flyer distribution
- Logo on promotional material prior to and during event
- Promotion in the Whats On E'newsletter distributed to 20,000
- Promotion on UniBar Plasma Screens
- Recognition on the UniCentre Website

**Secondary Sponsor** $7,500 + GST
- Secondary sponsorship promotion at the event
- Tickets
- Promotional flyer distribution
- Logo in promotional material prior to and during event.
- Logo placement on the UniCentre website.
Band Comp

UniCentre Band Comp is held every year at the UniBar and is the local event of the National University Band Competition. Open to bands with at least one UOW student/UniCentre member the local competition always attracts over 40 of the Illawarra’s best bands to battle it out on the UniBar Stage.

6 heats will take place during July and August followed by a Campus final at the end of August.

Date: April/May, 2008
Finals: August 2008
Number of Heats: 6
Venue: UniBar
Attendance: 500 - 700

There are a variety of opportunities available to become involved including:

Major Sponsor
Media Partner

Benefits to Sponsorship

**Major Sponsor** $8,000 + GST
- Naming rights to event
- Tickets
- Announcement promotion during the evening
- Promotional staff in attendance
- Promotional flyer distribution
- Logo on promotional material prior to and during event
- Promotion in the Whats On E’newsletter distributed to 20,000
- Promotion on UniBar Plasma Screens
- Recognition on the UniCentre Website

**Secondary Sponsor** $6,000 + GST
- Secondary sponsorship promotion at the event
- Tickets
- Promotional flyer distribution
- Logo in promotional material prior to and during event.
- Logo placement on the UniCentre website.
B & S Ball
Watch this space! Launching UniCentre's inaugural B & S ball. An event sure to be a winner. It’s so totally old school, it’s too tragic to miss out on! Includes entertainment, sheep shearing plus lots more!

Date: 07 August, 2008
Venue: UniBar
Attendance: 1200

Oktoberfest
Oktoberfest is a fun event on campus with lots of activity in a traditional German style Festival. Bringing students and staff together the evening is spent singing and dancing along with the Oom Pah Pah Band’s traditional Bavarian tunes and participating in the nail hammering challenge, plus lots more.

Date: 09 October, 2008
Venue: UniBar
Attendance: 700

Benefits to Sponsorship

**Major Sponsor** $6,000 + GST
- Naming rights to event
- Tickets
- Announcement promotion during the evening
- Promotional staff in attendance
- Promotional flyer distribution
- Logo on promotional material prior to and during event
- Promotion in the Whats On E'newsletter distributed to 20,000
- Promotion on UniBar Plasma Screens
- Recognition on the UniCentre Website

**Secondary Sponsor** $3,000 + GST
- Secondary sponsorship promotion at the event
- Tickets
- Promotional flyer distribution
- Logo in promotional material prior to and during event.
- Logo placement on the UniCentre website.
End of Session Parties

UniCentre’s End of Session Parties are where students socialise and celebrate together at the completion of the academic period. The events are always hugely popular and feature some of the hottest DJ’s around.

**Date:**
- Session 1 – 29 May, 2008
- Session 2 – 23 Oct, 2008

**Venue:** UniBar

**Attendance:** 720

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End of Exams Parties

UniCentre’s ever popular End of Exams Parties are a place where students go to celebrate after exams and to have one last hurrah before heading off on holidays. The night features some of the hottest DJ’s and are a ‘must attend’ on the social calendar.

**Date:**
- Session 1 – 19 June, 2008
- Session 2 – 13 Nov, 2008

**Venue:** UniBar

**Attendance:** 720

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Major Sponsor $3,000 + GST
- Naming rights to event
- Tickets
- Announcement promotion during the evening
- Promotional staff in attendance
- Promotional flyer distribution
- Logo on promotional material prior to and during event
- Promotion in the Whats On E’newsletter distributed to 21,000
- Promotion on UniBar Plasma Screens
- Recognition on the UniCentre Website

Secondary Sponsor $1,800 + GST
- Secondary sponsorship promotion at the event
- Tickets
- Announcements during the event
- Logo in promotional material prior to and during event.
- Promotion in the Whats On E’Newsletter distributed to 20,000
- Logo placement on the UniCentre website.
Black Opal

The Black Opal Program is a 3 year student leadership development initiative unique to the University of Wollongong; there is no other program like it in Australian higher education. Students are supported in studies while meeting regularly with senior student mentors, conducting community service projects, reflection activities, personal development workshops and event planning and management. Students’ experiences within the program are customized to their interests as they develop their own understanding of leadership within their chosen field or profession. There is extensive support for this program by numerous professional bodies. Past sponsors include the Wollongong City Council and the IMB.

The Program Black Opal has an on-going partnership with the Arizona Blue Chip Program at the University of Arizona in the USA. In the third year of Black Opal, students are encouraged to apply for a one-semester exchange to study at the University of Arizona and participate in Blue Chip, one of the largest and most well respected leadership development programs in the USA. Additionally, Black Opal hosts 5 Blue Chip students for one semester each year.

The objectives of the Program are:

- Develop the leadership potential of students attending the University of Wollongong
- Encourage an ethic of service and community engagement
- Encourage student interaction for the purpose of growth and development
- Develop stronger ties between students and the wider Illawarra community
- Prepare students to a level at which they are highly sought after by potential employers
- Give students the opportunity to participate in an internationally recognised leadership program

Benefits to Sponsorship

- Brand recognition in Black Opal merchandise, marketing material, promotions, media launches and releases.
- Annual market access to thousands of High School Leavers & University Students across NSW and Australia.
- The selection and utilisation of Black Opal students in internships, work experience and research capacities, and employment.
- Direction of volunteer hours on community service projects of the sponsor’s choice.
- International exposure with our Blue Chip Partner in the US, and through Internet profile, International Conferences etc.
- Involvement in the Black Opal Program, i.e. Business Entrepreneur Specialisation.
- Invitations to sponsor specific events, Black Opal activities, UniCentre evenings and the Black Opal Graduation Awards.
- The opportunity to help develop further benefits for your own organisation within the University of Wollongong.

Cohort Sponsor
3 years \( \$75,000 + \text{GST} \)
Per year \( \$25,000 + \text{GST} \)

Primary Scholarship
10 Students – 1 year \( \$6,000 + \text{GST} \)

Secondary Scholarship
5 Students – 1 year \( \$3,000 + \text{GST} \)
Green Team

Green Team provides UOW students the opportunity to participate in local environmental conservation efforts.

Experiences range from one to three day excursions offering benefits through meeting new people and volunteering on critical environmental sites. The Green Team includes approximately 6 opportunities per session. Typical locations include Jervis Bay, Kangaroo Valley, the Shoalhaven River and the UOW Wollongong and Shoalhaven Campuses. Students and staff at UOW.

The objectives of the Program are:

• Encourage UOW students to actively conserve & care for the local environment
• Hands-on education & teamwork skills
• Experience the beauty of the Illawarra
• Particular emphasis on International students and interaction with the local environment

Benefits to Sponsorship

• Recognition as a major sponsor of the Green Team
• Logo placement on UniCentre Website
• Logo placement Green Team printed promotional material
• Recognition on the What’s On e-newsletter distributed to 21,000 students.

Green team Sponsorship
Per event $1,500 + GST
On Campus Stalls

On campus stalls are the perfect way to target students through one-on-one interaction and establish a lasting relationship with consumers. Throughout the year there are opportunities during Clubs and Societies days and market days stall holders which provide access to the maximum amount of students.

**Clubs and Societies Days**

Clubs Day provides access to both International and Domestic students with an estimated attendance rate of approximately 5000 students.

**Market Days**

Market Day provides access to both International and Domestic students with an estimated attendance rate of approximately 5000 students.

Benefits

- Exposure and access to a market of 18-24 year old students.
- Logo placement Green Team printed promotional material
- Recognition on the What’s On e-newsletter distributed to 21,000 students.

**Clubs & Societies Days***

| Cost Per Stall (4 hours) | $300 + GST |

**Market Days***

| Cost Per Stall (4 hours) | $300 + GST |

*O-week and First week not included

Unicentre Annual Dinner

September, 2008

Roll out the red carpet as this is the night of nights. The UniCentre annual dinner is a highlight of the entertainment calendar. The dinner brings the University community together in a social environment attracting over 400 academic and general staff, students, life members and representatives from the local community. The night will reveal a special guest combined with presentation of the UniCentre Service Awards.

Benefits to Sponsorship

| Sponsor | $2,000 + GST |

- Sponsorship Recognition on all marketing materials
- 4 x tickets to the event
- Sponsorship Recognition and logo placement at the event
- Promotional material on tables
- Advertisement on dinner menu
- Recognition on UniCentre website

**Table Gift Sponsor**

| $1,000 + GST |

- Brochure and gift on each place setting
Partnership Agreement

Company Name:

Agency: Please specify who this on behalf of

ABN:

Contact Person:

Address:

Telephone: | Mobile: | Fax:

Email:

Packages

- □ Graden Party Major $15000 + GST
- □ Garden Party Secondary $7500 + GST
- □ Band Comp Major $8000 + GST
- □ Band Comp Secondary $6000 + GST
- □ End of Session Party Major $3000 + GST
- □ End of Session Party Secondary $1800 + GST
- □ End of Exams Party Major $3000 + GST
- □ End of Exams Party Secondary $1800 + GST
- □ B & S Ball Major $6000 + GST
- □ B & S Ball Secondary $3000 + GST

Octoberfest Major $6000 + GST

Octoberfest Secondary $3000 + GST

Black Opal

- □ Co-Hort Sponsor 3 years $75,000 + GST
- □ Co-Hort Sponsor 1 year $25,000 + GST
- □ Primary Scholarship $6000 + GST
- □ Secondary Scholarship $3000 + GST

Green Team Sponsorship $1500 + GST

Clubs & Societies Day Stall $300 + GST

Market Day Stall $300 + GST

Annual Dinner Sponsorship $2000 + GST

Table Gift $1000 + GST

Terms and Conditions

50% deposit is required to secure your sponsorship. Payment is required no later than 14 days from date of invoice. Full Payment is due prior to the event. All prices exclude GST. UniCentre has the right to refuse any booking based on its Sponsorship Policy. On receipt of your confirmation we will forward requirements for your artwork/delivery of product. All cancellations must be in writing to mmillar@uow.edu.au within three days of booking confirmation. Deposit will be withheld in the event of cancellation two weeks prior to the event. Events will proceed during wet weather and refunds are not available.

Please fax form to UniCentre Marketing on (02) 4221 8081

Signature of Partner: ____________________________

Company Name: ________________________________

Date: ____________________________

Cheques Payable to: Wollongong UniCentre PO Box U100 Northfields Avenue, University of Wollongong 2500
Ph: 02 4221 8000 Fax: 02 4221 8081 Email: unicentre@uow.edu.au