Promotional Opportunities

O-Week 2008
19-20 Feb

Contact Details
Marketing Department

Monica Millar – Manager
P: (02) 4221 8022
E: mmillar@uow.edu.au

Helena Scimone – Marketing Officer
P: (02) 4221 8171
E: helenas@uow.edu.au
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.

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.

Who will you Reach?

- Total student population: 19341
- No. of undergraduates: 14627
- No. of postgraduates: 5247
- No. of international students: 4838
- Breakdown male to female: 49% - 51%
- Percentage of local students to non local students: 30.1% - 69.9%
- Percentage of students that commute: 28%
# Table of Contents

UniCentre Promotional Opportunities ........................................... 2

O-Week Festival 2008 partnership packages .................................. 3
Prima Partner ............................................................................. 3
Associate Partner ....................................................................... 4
Gold Premium Partner .................................................................. 4
Gold Corporate Partner .................................................................. 4

O-Week Festival Stalls packages ................................................. 5
Premium stall ............................................................................. 5
Corporate stall ........................................................................... 5

Roaming Sampling ......................................................................... 6

VIP O-Week Festival Bag ................................................................. 6

On-Line Advertising ....................................................................... 7
Website Advertising ....................................................................... 7
Whats On E-newsletter ................................................................. 7
UniBar Plasma Advertising .............................................................. 7

Snapshot of Opportunities ............................................................... 8
Packages ..................................................................................... 8
Individual ................................................................................... 9

Contract ..................................................................................... 10
O-Week Festival

The UniCentre’s O-week festival is a two day event welcoming new and returning students to the University of Wollongong. Taking place on Tuesday 19 and Wednesday 20 February, the campus will come alive with entertainment, stalls, clubs and societies, O-party at Unibar, midday entertainment, markets, competitions, freebies including the student diary and other goodies.

The UniCentre is offering opportunities for external organisations seeking to market their products, services and brand to the students within the University. Promoting your brand during O-Week offers the first possible opportunity to make face-to-face contact with a large portion of the student population at a time when they are most likely to form their purchasing behaviours.

The UniCentre packages are designed to provide prospective sponsors with significant exposure to this captive and receptive audience at this important point of engagement.

First week of session

The first week of University is another prime time to target this student population. Activities are scheduled including clubs and societies, stalls, entertainment, VIP and giveaways.

Prima Partner $10,000 + gst

The Prima Partner package is designed for impact and provides an exclusive presence through promotional channels during O-Week and the first 4 weeks of University session. This partnership ensures the maximum amount of students are communicated to. The partnership is available to one organisation and includes:

- Premium stall at O-Week (19 & 20 February) and first week (26 February)
- Major name sponsor of the O-Week Party at the UniBar
- Recognition at daytime events
- What’s On header banner advertisement x 2
- What’s On middle banner advertisement x 4
- Website advertisement on front page O-week sponsors page
- Plasma advertisement in the UniBar x 4 weeks
- Promotional insert in the O-Week festival bag
- Logo insert on O-Week promotional material
- Signage display opportunities
O-Week 2008 Package Opportunities

Associate Partner $5,500 + gst

The UniCentre Associate partner is limited to 2 companies, and includes:

- Premium stall at O-Week (19 & 20 February) and first week (26 February)
- Major name sponsor of one day time entertainment activity (opportunities Tuesday 19 or Wednesday 20 February)
- Whats On middle banner advertisement x 2
- Website Advertising - O-Week website
- Plasma advertisement in the UniBar x 4 weeks
- Logo insert on O-Week promotional material
- Signage display opportunities

Gold Premium Partner $1,650 + gst

- Premium stall at O-Week (19 & 20 February) and first week (26 February)
- Product/service sales (subject to conditions)
- Plasma advertising in the UniBar x 4 weeks
- Recognition on Whats On E-newsletter
- Website logo recognition on sponsors page
- Logo insert on O-Week promotional material

Gold Corporate Partner $1,350 + gst

- Corporate stall at O-Week (19 & 20 February) and first week (26 February)
- Plasma advertising in the UniBar x 4 weeks
- Recognition on Whats On E-newsletter
- Website logo recognition on sponsors page
- Logo insert on O-Week promotional material
O-Week Festival Stalls

**Premium Stall**

**Date:** Tuesday 19 & Wednesday 20 February, 2008
   Wednesday 26 February - (refer to Gold Premium Partner)

**Time:** 9:00am – 4:00pm

Premium stall holders are are placed to maximise exposure in high traffic positions. The stalls are for two consecutive days.

**Sales:**
Premium stall have the opportunity to undertake product or service sales. This opportunity is for approved items. 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 this is additional & booked separately. Products on sale must offer VIP card holders a 10 per cent discount.

**Size:**
Stalls are 2.4m x 2.4m with basic power available on request.

**Benefits**
- Product/service sales (subject to conditions)
- Signage display on the Premium Corporate Stall
- Listing on the O-week website
- Access to the UOW Campus for the above event

$1,250 + GST (two consecutive days)

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**Corporate Stall**

**Date:** Tuesday 19 & Wednesday 20 February, 2008 (O-Week)
   Wednesday 26 February, 2008 (first week)

**Time:** 9:00am – 4:00pm

Corporate stalls offer companies a strong presence among the many activities taking place during the O-Week Festival.

**Sales:**
The corporate stall does not allow sales but you are welcome to provide promotional product give-aways or flyers.

**Size:**
Stalls are 2.4m x 2.4m with basic power available on request.

**Benefits**
- Signage display on the Corporate Stall
- Listing on the O-week website
- Access to the UOW Campus for the above event

$950 + GST (two consecutive days)
$600 + GST (one day)

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**Own Stall**

Organisations who wish to bring their own branded stall requiring an area from 3 x 3 and larger are welcome to. There will be an additional cost for larger stalls depending on size and nature of the business.

**Price on request**
Other O-Week Opportunities

Roaming Sampling
A unique opportunity to take your staff on campus for face to face contact with students. Several areas are designated high traffic for samplers. Time slots will be 3 hours and all sampling activity must conform to UniCentre’s policies and guidelines. (max. four staff)

Date: Tuesday 19 & Wednesday 20 February, 2008 (0-Week) Wednesday 26 February, 2008 (first week)

Benefits
- Recognition on O-week website
- Access to campus

350 + GST  3 Hours on Campus

VIP O-Week Festival Bag
3,000 VIP Festival Bags will be distributed during both enrolment week and O-Week. The bags will also contain the student diary which is a must for all new and returning students. Opportunity for inserts into the bag is available. The fee is for one information brochure or product sample, the cost includes insertion and distribution.

Benefits
- Brochure or product sample inclusion

3000 Bags distributed
$1,000 + GST
On-Line Advertising

The UniCentre’s recently launched website includes a designated section dedicated to O-Week. All information, entertainment, activities, corporate stalls, sponsors and important information form part of this website and it is marketed to all new and returning students. The website maintains year round information a student needs to know about What’s happening on campus. Prime advertising spots are available.

In addition to website advertising there are also significant opportunities through the What’s on e-newsletter distributed to 21,000 students. This communication mechanism is widely used by students to keep up to date with events and information. Plasmas are also available in the UniBar – the most frequented venue on campus.

Website Advertising


Hits: The UniCentre website has 22,000 hits per month

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Flash Ad Premium Pages (550 w x 88 pixels h)</td>
<td>4 Weeks</td>
<td>$1,000 + GST</td>
</tr>
<tr>
<td>Flash Ad Other Pages (550 w x 88 pixels h)</td>
<td>4 Weeks</td>
<td>$800 + GST</td>
</tr>
<tr>
<td>Website Tile Premium Pages (171 w x 88 pixels h)</td>
<td>4 Weeks</td>
<td>$600 + GST</td>
</tr>
<tr>
<td>Website Tile Other Pages (171 w x 88 pixels h)</td>
<td>4 Weeks</td>
<td>$400 + GST</td>
</tr>
</tbody>
</table>

What’s On E-Newsletter

The newsletter provides real value and is distributed to 21,000 students weekly.

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Banner (630 w x 150 pixels h)</td>
<td>1 Week</td>
<td>$250 + GST</td>
</tr>
<tr>
<td></td>
<td>4 Weeks</td>
<td>$800 + GST</td>
</tr>
<tr>
<td>Secondary Banner (150 w x 150 pixels h)</td>
<td>1 Week</td>
<td>$125 + GST</td>
</tr>
<tr>
<td></td>
<td>4 Weeks</td>
<td>$400 + GST</td>
</tr>
</tbody>
</table>

Plasma Advertising

Plasmas are prominently positioned in the UniBar, the most frequented venue.

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Week</td>
<td></td>
<td>$100 + GST</td>
</tr>
<tr>
<td>(640 w x 480 pixels h)</td>
<td>4 Weeks</td>
<td>$350 + GST</td>
</tr>
<tr>
<td></td>
<td>(640 w x 480 pixels h)</td>
<td></td>
</tr>
</tbody>
</table>
# Snapshot of Opportunities

## Packages

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Prima</th>
<th>Associate</th>
<th>Gold Premium</th>
<th>Gold Corporate</th>
</tr>
</thead>
<tbody>
<tr>
<td>O-Week Festival Premium Stall (2 days) *</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>O-Week Festival corporate Stall (2 days)</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>First Week Premium Stall (1 day)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>First Week Corporate Stall (1 day)</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Major Name Sponsor of O-Week Party Event</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major Name Sponsor of Day Activity Entertainment</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>'What’s On' Major Banner Advertisement</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>'What’s On' Middle Banner Advertisement</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Advertising</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Advertisement Logo Recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Plasma Advertising on Screens within UniBar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotional Insert in O-Week Festival Bag</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Recognition in O-Week Festival Promotional Material</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Signage Display Opportunities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$10,000</td>
<td>$5,500</td>
<td>$1,650</td>
<td>$1,350</td>
</tr>
</tbody>
</table>

The above prices do not include GST
Sales of Products or Services *conditions apply
# Snapshot of Opportunities

## Individual

<table>
<thead>
<tr>
<th>Service</th>
<th>Per day</th>
<th>Two consecutive days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Stall *</td>
<td>on request</td>
<td>$1250</td>
</tr>
<tr>
<td>Corporate Stall</td>
<td>$600</td>
<td>$950</td>
</tr>
<tr>
<td>VIP O-Week Festival Bag Insert</td>
<td>3000 Bags</td>
<td>$1,000</td>
</tr>
<tr>
<td>Roaming Sampling</td>
<td>Per 3 hours</td>
<td>$350</td>
</tr>
<tr>
<td>Website Advertising</td>
<td>Package 4 weeks</td>
<td></td>
</tr>
<tr>
<td>Flash Ad Premium</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Flash Ad Other</td>
<td>$800</td>
<td></td>
</tr>
<tr>
<td>Website Tile Premium</td>
<td>$600</td>
<td></td>
</tr>
<tr>
<td>Website Tile Other</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>Whats On Newsletter</td>
<td>Per Week</td>
<td>Package 4 weeks</td>
</tr>
<tr>
<td>Major Banner</td>
<td>$250</td>
<td>$800</td>
</tr>
<tr>
<td>Minor Banner</td>
<td>$125</td>
<td>$400</td>
</tr>
<tr>
<td>Plasma Advertising Unibar</td>
<td>Per Week</td>
<td>Package 4 weeks</td>
</tr>
<tr>
<td></td>
<td>$100</td>
<td>$350</td>
</tr>
</tbody>
</table>

The above prices do not include GST
Sales of Products or Services *conditions apply
Partnership Agreement

Company Name:

Agency: Please specify who this on behalf of

ABN:

Contact Person:

Address:

Telephone: Mobile: Fax:

Email:

Packages

☐ Prima Promoter $10,000 + GST

☐ Associate Promoter $5,500 + GST

☐ Gold Premium $1,650 + GST

☐ Gold Corporate $1,350 + GST

☐ Roaming Sampling (3 hour block) $350 + GST
  - please circle preferred day Tuesday or Wednesday

☐ Plasma Advertising Unibar 1 week $100 + GST

☐ Plasma Advertising Unibar 4 weeks $350 + GST

☐ VIP O-Week Festival Bag Insert $1,000 + GST

☐ Individual Stall $600 + GST
  - circle preferred day/s Tue 19 Feb or Wed 20 Feb
  or Wed 26 Feb

☐ Premium Stall (2 consecutive day booking) $1,250 + GST

☐ Corporate stall (2 consecutive day booking) $950 + GST

What's On E-newsletter major banner

☐ One Week $250 + GST

☐ Four weeks $800 + GST

What's On E-newsletter minor banner

☐ One Week $125 + GST

☐ Four weeks $400 + GST

Website Advertising

☐ Premium Flash Ad $1,000 + GST

☐ Other Flash Ad $800 + GST

☐ Premium Website Tile $600 + GST

☐ Other Website Tile $400 + GST

Terms and Conditions

50% deposit is required to secure your sponsorship. Payment is required no later than 14 days from date of invoice. 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 mcicero@uow.edu.au within three days of booking confirmation. Deposit will be withheld in the event of cancellation two weeks prior to the event. O-week will proceed during wet weather and refunds are not available.

Please fax form to Helena Scimone 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