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Marketing Department

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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>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total student population</td>
<td>18,557</td>
</tr>
<tr>
<td>No. of undergraduates</td>
<td>11,794</td>
</tr>
<tr>
<td>No. of postgraduates</td>
<td>4,715</td>
</tr>
<tr>
<td>No of international students</td>
<td>5,263</td>
</tr>
<tr>
<td>Breakdown of male to female</td>
<td>50.5% - 49.5%</td>
</tr>
<tr>
<td>How many students are local or commute</td>
<td>57% - 43%</td>
</tr>
</tbody>
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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.

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.
The UniCentre's Clubs and Societies is one of the primary social programs that students participate in during their time at the University of Wollongong providing students with a complement to academic life. Clubs and societies contribute to building communities on campus, providing students the opportunity to make new friends, share similar interests, create social and professional networks and further develop management skills.

The Audience

There are 50 clubs and societies on campus involving over 2500 participants covering the areas of academic, religious, cultural, political and special interests. The groups are drawn from the student population, University staff and community associates. Sponsoring clubs and societies provides a reach to 2500 students and the events attract significant numbers of spectators and supporters. New clubs are continually being formed and numbers continue to increase.

The Objectives

The objectives for Clubs and Societies are:

- To create communities on campus providing students with an opportunity to explore areas of interest offering a balance to complement academic studies
- Facilitate the interaction between international and domestic students.
- Provide the opportunity for students to meet through social opportunities and activities
- Facilitate networking between students, staff and the community
- Enhance leadership & teamwork skills through executive positions, event management and training programs
- To enhance the University of Wollongong overall student experience

The Sponsorship Opportunities

Clubs and Societies is one of the primary extra-curricular programs that students participate in during their time at the University of Wollongong. The program offers significant potential for prospective partners through sponsorship, participation and advertising at dedicated Clubs and Societies Events, Clubs and Societies Newsletter, Logo placement and recognition on the UniCentre website and promotional material.
Sponsorship Opportunities

Event Sponsorship

Two major events are hosted throughout the year to reward club achievements. During the year clubs are encouraged to actively engage the wider campus community and participate in community service and fundraising opportunities.

UniCentre Cup

**Date:** 11 May, 2007  
**Time:** 1000am – 1400pm

The UniCentre Cup is a combined Clubs and Societies Sports Challenge involving a participatory afternoon in which clubs and societies compete in a variety of sporting events and activities. The winning clubs on the day will be awarded the UniCentre Clubs & Societies Cup. This is a key event fostering the interaction of students from diverse backgrounds and actively building the community and culture of clubs and societies at the University of Wollongong.

**Activities:** Soccer, Volleyball, Badminton, Basketball, Touch Football, Tug of War, novelty races, BBQ lunch.

**Attendance:** 150 competitors and 500 spectators

Clubs and Societies Awards Night

**Date:** 16 October, 2007  
**Time:** Evening

Clubs & Societies end the year celebrating their successes and achievements at the Clubs & Societies awards night. This event provides a networking opportunity for students combined with the presentation of the annual awards. Local organisations are invited to participate in this event in support of Clubs and Societies.

**Attendance:** 1500

Clubs and Societies Displays

Throughout the year clubs and societies undertake displays for new students and the campus community as a whole. Sponsors have the opportunity to be profiled at these events.
**Newsletter**

Clubs and Societies has a dedicated newsletter distributed to circa 2500 individuals. The newsletter is distributed quarterly and provides opportunities for sponsorship and advertising.

**Website Promotion**

The UniCentre website is heavily used by the student population. Your logo will be displayed on our website on a page dedicated to partners and the ability to click through to your website.

**Signage/Banner Display**

Signage and banner display is an additional benefit to sponsorship. Organisations can use this opportunity to further promote their product/service.

**Roaming Sampling**

Roaming sampling provides unique opportunity to take your staff on campus for face to face contact with students. Several areas are designated high traffic for samplers during Clubs & Societies Events. Time slots will be 3 hours and all sampling activity must confirm to UniCentre's policies and guidelines. (max 4 staff).
The Sponsorship packages have been designed as a partnership for the duration of the 2007 University year. The packages have been developed to provide your organisation with continuous exposure ensuring the maximum amount of students are communicated ensuring your organisation receives extensive reach.

**Club Platinum**

The platinum partnership is exclusive to one organisation and includes.

- Naming rights of the Clubs and Societies Awards Night
- Sponsor for Club of the Year Award
- Attendance for promotion at the Clubs and Societies Awards Night
- Attendance for promotion at Clubs and Societies Events including brochure distribution and signage
- Advertising front page in the Club and Societies Newsletter (4 distributed annually)
- Signage and Banner Display
- Website Logo Recognition
- Logo insert in Clubs and Societies promotional material

$5,000 plus GST

**Club Gold**

The Gold partnership is exclusive to one organisation and includes.

- Naming rights to the UniCentre Cup
- Attendance for promotion at the Clubs and Societies Awards Night
- Sponsor of the UniCentre Club Person of the Year Award
- Attendance for promotion at Clubs and Societies Events including brochure distribution and signage
- Advertising second page of the Club and Societies Newsletter (4 distributed annually)
- Signage and Banner Display
- Website Logo Recognition
- Logo insert in Clubs and Societies promotional material

$3,000 plus GST

**Club Silver**

The Silver partnership is exclusive to two organisations and includes.

- Attendance for promotion at the Clubs and Societies Awards Night
- Sponsor of the UniCentre Campus Engagement Award or UniCentre Charity Fundraising Club of the Year
- Promotional material at Clubs and Societies Events including brochure distribution and signage
- Advertising within the Club and Societies Newsletter (4 distributed annually)
- Signage and Banner Display
- Website Logo Recognition
- Logo insert in Clubs and Societies promotional material

$2,000 plus GST

**Club Bronze**

The Club Bronze partnership includes.

- Attendance for promotion at the Clubs and Societies Awards Night
- Promotional material at Clubs and Societies Events including brochure distribution and signage
- Advertising within the Club and Societies Newsletter (4 distributed annually)
- Signage and Banner Display
- Website Logo Recognition
- Logo insert in Clubs and Societies promotional material

$1,000 plus GST
Partnership Agreement

Company Name: 
Agency: Please specify who this on behalf of
ABN: 
Contact Person:
Address:

Telephone: 
Mobile: 
Fax: 
Email: 

Packages

☐ Club Platinum $5,000 + GST
☐ Club Gold $3,000 + GST
☐ Club Silver $2,000 + GST
☐ Club Bronze $1,000 + 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 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