UniCentre
at the University of Wollongong

Partnership Opportunities

Events & Activities 2009

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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?

- Total student population: 19686
- No. of undergraduates: 12663
- No. of postgraduates: 4208
- No. of international students: 5088
- Breakdown male to female: 49% - 51%
- Percentage of local students to non local students: 29.1% - 60.9%
- Percentage of students that commute: 29.6%

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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UniCentre at
The University of Wollongong

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 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.
Garden Party

Garden Party is a long standing UOW tradition featuring a music festival-style extravaganza that stretches over 2 stages UniBar and UniHall and showcases Australia’s hottest acts and DJs. Great party atmosphere, huge night out!

Date: 12 March 2009
Venue: UniBar
Attendance: 1500-2000

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 24,000
- Promotion on UniBar Plasma Screens
- Recognition on the UniCentre Website

Secondary Sponsor $4,000 + 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.
Band Comp

The UniCentre Band Comp gives UOW Bands the chance to showcase their talents on the UniBar stage in front of a panel of music industry professionals. Open to bands that have at least one UOW student, the competition attracts to bands of all genres.

UniCentre Band Comp is part of the National Campus Band Comp with the winning band invited to represent UOW at the National Campus Band Comp State Finals. Previous National Band Comp Winners include: Jebediah, Eskimo Joe and The Vines.

Who will be crowned winners of the UniCentre Band Comp 2009?

Date: April-August, 2009

Repecharge: End of July, 2009

Finals: 27 August, 2009

Number of Heats: 6 + repecharge

Venue: UniBar

Attendance: 100-150 per heat
300-400 final

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

- Major Sponsor
- Media Partner
- Promotional Drink Partner

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 24,000
- Promotion on UniBar Plasma Screens
- Recognition on the UniCentre Website

**Heats Sponsor** $750 + GST
- Promotional flyer distribution
- Logo in promotional material prior to and during event.
- Logo placement on the UniCentre website

**Final Sponsor** $2,000 + GST
- Promotional flyer distribution
- Logo in promotional material prior to and during event.
- Logo placement on the UniCentre website
- Company representative at event
Oktoberfest

Celebrate Oktoberfest UniBar Style! UniBar has long been famous for throwing an Oktoberfest that even our Bavarian cousins would be proud of.

The event kicks off with traditional German music, food, games and festivities. Grab a stein, grab your friends and party the night away at UniBar’s Oktoberfest.

Date: 08 October, 2009
Venue: UniBar
Attendance: 500-750

Benefits to Sponsorship

**Major Sponsor**

$5,000 + 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 What’s On E-newsletter distributed to 24,000
- Promotion on UniBar Plasma Screens
- Recognition on the UniCentre Website

**Secondary Sponsor**

$2,500 + 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

Thursday UniBar Night

Whether you’re into the biggest live bands, cutting-edge DJs or just a damn good time, UniBar has you covered. Famous for bringing you acts such as Birds Of Tokyo, Wolfmother, Eskimo Joe, Sneaky Sound System, The Butterfly Effect and Missy Higgins, UniBar is the stage Australia’s biggest acts love to play.

Venue: UniBar
Attendance: 100-750

Benefits to Sponsorship

**Major Sponsor**

$1,000 + GST
- Promotional flyer distribution
- Logo in promotional material prior to and during event.
- Logo placement on the UniCentre website
- Promotional staff in attendance (max 3)
GAMES
UNPLUGGED
TRIVIA
WINE ON WEDNESDAY
FRIDAY JAZZ
IT’S AKADEMIK
COMEDY

Benefits to Sponsorship

13 Week Program $3,250 + GST
- Promotional flyer distribution
- Logo in promotional material prior to and during event.
- Logo placement on the UniCentre website
- Promotional staff in attendance

6 Week Program $1,500 + GST
- Promotional flyer distribution
- Logo in promotional material prior to and during event.
- Logo placement on the UniCentre website
- Promotional staff in attendance

REGULAR EVENTS AT THE UNIBAR
End of Session Parties

End Of Session Party is a huge party night at UniBar featuring some of Australia's finest bands and a great party atmosphere.

Date: Session 1 – 04 June 2009
      Session 2 – 29 October 2009

Venue: UniBar

Attendance: 500-750

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 Australia's hottest Bands or DJ's and is a highlight on the social calendar.

Date: Session 1 – 25 June 2009
      Session 2 – 19 November 2009

Venue: UniBar

Attendance: 500-750

UniCentre Annual Dinner

September 2009

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 the presentation of the UniCentre Service Awards.
Partnership Agreement

Company Name: 

Agency: Please specify who this on behalf of 

ABN: 

Contact Person: 

Address: 

Telephone: Mobile: Fax: 

Email: 

Packages

☐ Garden Party Major $6000 + GST ☐ Oktoberfest Major $5000 + GST
☐ Garden Party Secondary $4000 + GST ☐ Oktoberfest Secondary $2500 + GST
☐ Band Comp Major $6000 + GST ☐ Thursday UniBar Night $1000 + GST
☐ Band Comp Heats $750 + GST ☐ UniCentre Annual Dinner $2000 + GST
☐ Band Comp Final $2000 + GST ☐ UniCentre Annual Dinner Table Gift $1000 + GST
☐ End of Session Party $2000 + GST UniBar Regular Events
☐ End of Exams Party $2000 + 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 adam_thorogood@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
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