The O-Week festival is the largest social event on the University of Wollongong calendar! Reaching an audience of 5000+ new and returning students!

0-Week Involvement Opportunities
The festival will be taking place over three days on Tues 21 + Wed 22 + Thurs 23 February, 2012 from 12pm - 3pm.

The campus will come alive with entertainment, stalls, acts, comedy, clubs and societies, plus loads more!

The O-Week festival offers a phenomenal opportunity for external organisations to market their products and services to these savvy students aged 18-24 who are knowledgeable, informed and have high disposable incomes. Establish brand loyalty through promotions during O-Week. This is the first opportunity to make face-to-face contact with new students when they are forming 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.

Festival Activities
★ Social events
★ Interactive displays
★ Street performers
★ Heaps of freebies
★ Daily stalls
★ Challenges & competitions
★ Family-friendly entertainment
★ Pool party @ URAC
★ Comedy on the lawn
★ O-Party @ UniBar

Bookings Close Friday 13 January 2012
For more information contact:

Victoria Dimise
Marketing & Communications Coordinator
P: 02 4221 8171    E: vdimise@uow.edu.au
F: 02 4221 8081

Diane Cruise
Marketing & Communications Manager
P: 02 4221 8022    E: dcruise@uow.edu.au
F: 02 4221 8081

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O-Week 2012 Sponsorship

**Platinum Partner $6,000 + gst**
The Platinum Partner package is designed for impact and provides an exclusive presence. Available to 1 organisation only.
- Corporate stall at O-Week (21 + 22 + 23 February)
- Major name sponsor of the O-Week Party at the UniBar
- Stall at Clubs Day (29 February)
- What’s On E-Newsletter banner advertisement x 3
- Website logo recognition on O-Week sponsors webpage
- Plasma advertisement in the UniBar x 4 weeks
- Stall signage display opportunities

**Silver Partner $2,000 + gst**
The Silver Partner package includes:
- Corporate stall at O-Week (21 + 22 + 23 February)
- Stall at Clubs Day (29 February)
- Recognition in What’s On E-newsletter
- Website logo recognition on O-Week sponsors webpage
- Plasma advertising in the UniBar x 2 weeks
- Stall signage display opportunities

**Gold Partner $4,000 + gst**
The Gold Partner package is limited to 2 companies, and includes:
- Corporate stall at O-Week (21 + 22 + 23 February)
- Stall at Clubs Day (29 February)
- What’s On E-Newsletter banner advertisement x 2
- Website logo recognition on O-Week Sponsors webpage
- Plasma advertisement in the UniBar x 4 weeks
- Stall signage display opportunities
O-Week 2012 Festival Stalls

**Corporate Stall**

**Date:** Tues 21 + Wed 22 + Thurs 23 February, 2012

Corporate stall holders are placed to maximise exposure in high traffic positions for 3 consecutive days.

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

**Benefits**
- Product/service sales
- Stall signage display opportunities
- Listing on the O-Week website

$1,500 + GST (three consecutive days) or $500 + GST (per day)

**Own Branded Stall**

**Date:** Tues 21 + Wed 22 + Thurs 23 February, 2012

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

**Benefits**
- Opportunity to use your own branded stall
- Product/service sales
- Listing on the O-Week website
- Stall signage display opportunities

Price on request

**First Week of Session Stall - Clubs Day**

**Date:** Wed 29 February, 2012 (10am - 4pm)

The First Week of University is another prime time to target this student population. Activities that are scheduled include clubs and societies, stalls, entertainment, giveaways and more.

**Stalls:** will include a table and two chairs with basic power available on request.

**Benefits**
- Product/service sales
- Stall signage display opportunities
- Listing on the O-Week website

$500 + GST

**Power**

Available at a cost of $20 + GST/ day.

**Parking on Campus**

Parking is available on Campus. Parking passes are available for O-Week and Week 1 at a cost of $9 + GST/ vehicle/ day.

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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 with a maximum of four staff.

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

$400 + GST (3 Hours on Campus)

Packages

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<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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</thead>
<tbody>
<tr>
<td>O-Week Festival Corporate Stall (3 days)</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Major Name Sponsor of O-Week Party Event</td>
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<td></td>
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<tr>
<td>Stall at Clubs Day</td>
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<tr>
<td>‘What’s On’ E-Newsletter Banner Advertisement</td>
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<tr>
<td>O-Week Website Logo Recognition</td>
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<tr>
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<tr>
<td><strong>Total</strong></td>
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<td>$4,000</td>
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</tr>
</tbody>
</table>

The above prices do not include GST. For sales of products or services, *Terms & Conditions apply - see back page.

unicentre.uow.edu.au/owEEK
Company Name:  
Agency: (Please specify who this is on behalf of)  
ABN:  
Contact Person:  
Address:  
Telephone: Mobile: Fax:  
Email:  

Packages  
☐ Platinum Partner $6,000 + GST  
☐ Gold Partner $4,000 + GST  
☐ Silver Partner $2,000 + GST  
☐ Roaming Sampling (3 hour block) $400 + GST  
☐ Corporate Stall (3 consecutive days) $1,500 + GST  
☐ Corporate Stall (1 day) $500 + GST  
☐ Own Branded Stall Price On Request  
☐ First Week of Session Stall $500 + GST  
☐ Parking Tickets $9 + GST each  
☐ Power $20 + GST / day  

Please fax form to UniCentre Marketing on (02) 4221 8081 by no later than 13 January 2012  
Signature of Partner:  
Company Name:  
Date:  

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 vdimise@uow.edu.au within 3 days of booking confirmation, otherwise 50% of your booking applies.  
• O-Week will proceed during wet weather and refunds are not available.  
• 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.  

Cheques Payable to:  
Wollongong UniCentre PO Box U100 Northfields Avenue, University of Wollongong 2522  
Ph: 02 4221 8000  
Fax: 02 4221 8001  
Email: unicentre@uow.edu.au  

EFTPOS Details:  
Bank: National Australia Bank  
Account: Wollongong UniCentre Ltd. Number 2 Account  
BSB#: 082-886  
ACC#: 55709 9503