O-Party

O-Party is the first event of the year that introduces new and returning students to UOW campus. This event is promoted heavily throughout the O-Week festival and is always a success. O-Party is the perfect event to capture the 18-25 year old market. This event is fun, exciting and entertaining for all who attend with excellent live music.

Date: Thursday 28 February
Venue: UniBar
Event capacity: up to 1200 over 5 hours

**BENEFITS TO SPONSORSHIP**

**Major Sponsor $2000 + GST**

- Logo on promotional materials including the webpage
- Recognition in the What’s On E-Newsletter (distributed to 20,000)
- Promotional staff in attendance and promotional flyer distribution at the event
- Recognition on the UniBar plasma screens

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Garden Party

Garden Party is the largest and one of the most exciting events on the Unicentre calendar attracting some of the best musical acts around Australia. Garden Party is not only for UOW students but is open to the community with 2000 patrons attending.

Event announcements and marketing collateral are sent to local and national media which boost the profile of the event.

Date: Thursday 14 March
Venue: UniBar + UniHall
Event capacity: 2000

**BENEFITS TO SPONSORSHIP**

**Major Sponsor $4000 + GST**

- Logo on promotional materials including the webpage
- Recognition on the UniBar plasma screens

**Secondary Sponsor $2000 + GST**

- Recognition in the What’s On E-Newsletter (distributed to 20,000)
- Branding opportunities at the event
- Promotional staff in attendance and promotional flyer distribution at the event
- Recognition on the UniBar plasma screens
- Recognition on promotional materials including the webpage
- Recognition on the UniBar plasma screens
- Recognition in the What’s On E-Newsletter (distributed to 20,000)
- Branding opportunities at the event
- Promotional flyer distribution at the event
Super-Heroes & Villains Party

Everyone loves a dress-up party and the students of UOW are no exception! This party is a great opportunity to promote your brand to students in a fun environment.

Date: Thursday 4 April
Venue: UniBar
Event capacity: 300-750

**BENEFITS TO SPONSORSHIP**

**Major Sponsor $1000 + GST**
- [ ] Logo on promotional materials including the webpage
- [ ] Recognition in the What’s On E-Newsletter (distributed to 20,000)
- [ ] Announcement during the event
- [ ] Promotional staff in attendance and promotional flyer distribution at the event
- [ ] Recognition on the UniBar plasma screens

Oktoberfest

This is one of the most anticipated events on the UOW calendar. Students celebrate Oktoberfest with costumes, pretzels and a traditional German band. Roving German actors promote the event leading up to the day and encourage students to attend which gives sponsors product awareness around campus. This is a popular event and is a great way to promote to the students.

Date: Thursday 10 October
Venue: UniBar
Event capacity: up to 1500 over 4 hours

**BENEFITS TO SPONSORSHIP**

**Major Sponsor $5000 + GST**
- [ ] Logo on promotional materials including the webpage
- [ ] Recognition on the UniBar plasma screens
- [ ] Recognition in the What’s On E-Newsletter (distributed to 20,000)
- [ ] Regular announcements and branding opportunities at the event
- [ ] Promotional staff in attendance and promotional flyer distribution at the event
End of SESSION Parties

End of Session is the student party that celebrates the end of another session at UOW. Students are given one last chance to unwind before the impending fortnight of exams. Highlights of End of Session Parties are local and touring bands, and DJs with a great party atmosphere.

Date:  
Session 1: Thursday 6 June  
Session 2: Thursday 31 October  
Venue: UniBar  
Attendance: 250-750

BENEFITS TO SPONSORSHIP

Major Sponsor $2000 + GST

- Naming rights to the event
- Promotional staff in attendance at event
- Promotional flyer distribution at event
- Logo on promotional materials
- Recognition in the What's On E-newsletter (distributed to 20,000)
- Recognition on UniBar Plasma Screens
- Logo on the UniCentre website

End of EXAMS Parties

Whether it’s a celebration or a commiseration, End of Exams Party is a signature event not to be missed at the completion of a hard fortnight of exams. Holidays have finally arrived and the night features some of Australia’s hottest bands and DJs.

Date:  
Session 1: Thursday 27 June  
Session 2: Thursday 21 November  
Venue: UniBar  
Attendance: 250-750

BENEFITS TO SPONSORSHIP

Major Sponsor $2000 + GST

- Naming rights to the event
- Promotional staff in attendance at event
- Promotional flyer distribution at event
- Logo on promotional materials
- Recognition in the What’s On E-newsletter (distributed to 20,000)
- Recognition on UniBar Plasma Screens
- Logo on the UniCentre website
2013 Events & Activities

National Campus DJ Comp (NCDJ UOW)

Be seen during the busy lunchtime periods at UOW with the NCDJ comp which is run as part of the popular Lunch on the Lawn program.

Date: Heats throughout May
Venue: Heats during Lunch on the Lawn (Duck Pond Lawn)
       Final during End of Session Party (UniBar)

Event capacity: Heats 300-500
                Final 400-750

BENEFITS TO SPONSORSHIP

Major Prize Sponsor $800 value (cash or in-kind)
- Recognition on promotional materials including the webpage
- Recognition on the UniBar plasma screens
- Branding opportunities at each event
- Regular announcements during each event

Secondary Prize Sponsor $500 value (cash or in-kind)
- Recognition on promotional materials including the webpage
- Recognition on the UniBar plasma screens
- Branding opportunities at each event
- Regular announcements during each event

Third Prize Sponsor $100 value (cash or in-kind)
- Recognition on promotional materials including the webpage
- Recognition on the UniBar plasma screens
- Branding opportunities at each event
- Regular announcements during each event

National Campus Band Comp (NCBC UniBar)

One of the most respected battle of the bands in the Illawarra and surrounding areas, the UniBar heats are a great opportunity to reach the young and passionate youth market. This is an excellent way to potentially gain recognition within an Australia-wide event across tertiary institutions.

Date: 30 April - 21 May
Venue: UniBar
Event capacity: 250 - 750 per event

BENEFITS TO SPONSORSHIP

Major Prize Sponsor $3000 value (cash or in-kind)
- Recognition on promotional materials including the webpage
- Recognition on the UniBar plasma screens
- Recognition in the What’s On E-Newsletter (distributed to 20,000)
- Branding opportunities at each event
- Regular announcements during each event

Secondary Prize Sponsor $2000 value (cash or in-kind)
- Recognition on promotional materials including the webpage
- Recognition on the UniBar plasma screens
- Branding opportunities at each event
- Regular announcements during each event

Third Prize Sponsor $1000 value (cash or in-kind)
- Recognition on promotional materials including the webpage
- Recognition on the UniBar plasma screens
- Branding opportunities at each event
- Regular announcements during each event
UniBar Live Music Nights

Wollongong UniBar is the premier live music and entertainment venue in the Illawarra. Wollongong UniBar is the social hub for approximately 14,000 students, and is located in the geographical heart of the region. In recent years we have hosted some of the biggest acts from Oz and abroad with names like Birds of Tokyo, Hilltop Hoods, Architecture in Helsinki, Art Vs Science, Boy & Bear and Michael Franti! UniBar is the venue where artists want to be seen, and where the punters want to see them.

Date: Wednesday - Saturday
Venue: UniBar / UniHall
Attendance: 200-1700

BENEFITS TO SPONSORSHIP
$850 + GST per UniBar Live Music Night

- Promotional staff in attendance (max 3)
- Promotional flyer distribution
- Logo on promotional materials
- Logo placement on the UniCentre website
- Product specials on the night
- Recognition in the What’s On E-newsletter (distributed to 20,000)

Weekly Events

UniBar Games Night students engage in games such as Ping Pong, Pool and Retro arcade games. This is a popular night and has a relaxed and friendly atmosphere.

‘Game On’ attracts video game enthusiasts who enjoy playing the newest Wii and Xbox games.

Trivia Night is a must do experience for students who attend UOW. Trivia engages and entertains students from various backgrounds.

This event has grown in the last year and is one of the most popular events on the weekly calendar.

UniBar Acoustic Sessions allows students to be entertained by live performances after a long week at Uni. This event has a great atmosphere that works in conjunction with the UniBar Happy Hour.

Date: Weekly during University session (13 weeks per session)
Venue: UniBar + Building 11

BENEFITS TO SPONSORSHIP
13 Week Sponsor $1000 + GST per program

- Recognition on promotional materials including the webpage
- Announcement during the event
- Promotional staff in attendance and promotional flyer distribution at the event
- Recognition on the UniBar plasma screens
UniCrew

The team of UniCrew volunteers are the most highly recognised group on campus, not to be missed in their bright orange t-shirts at all major campus events and in the community. With over 200 enthusiastic people ranging from first year to PhD students in 2012, the UniCrew volunteers contributed nearly 2000 hours across the 8 months of session at UOW. Whether through being on stage at the O-Week events, working at the entry doors for sold out UniBar shows or roaming around campus each week taking photos for the UOW Student Life Facebook page, UniCrew are quickly becoming the next campus phenomenon.

Date: March - October
Participant Numbers: 200+ volunteers and 6 student leaders

BENEFITS TO SPONSORSHIP

Sponsorship value $1000 + GST

- Company logo on the program t-shirts worn by all volunteers while on shift (on and off campus)*
- Approximate student interaction: 10,000
- Logo recognition on the UniCrew web page
- Logo recognition on marketing materials
- Regular recognition in the weekly UniCrew mail-out sent to all registered volunteers (200+)

*for logo to be printed on the t-shirts, sponsorship agreements must be finalised by 16 January

Australian Student Leadership Association (ASLA)

ASLA is Australia's largest network of student leaders, with over 1000 members from across 26 national Universities. The network gives students access to opportunities designed to enhance their personal development and leadership skills through both theoretical knowledge and practical experiences.

The majority of ASLA members are active members on campus and within the wider community, many of whom have gone on to become leaders in their chosen fields.

Sponsorship packages $500 - $2000 + GST

Please contact us for a breakdown of sponsorship opportunities.

BENEFITS TO SPONSORSHIP

- Connect with and increase brand awareness with a highly engaged network of students from around the country
- Opportunities to be involved with specific events such as the National Students for Students Leadership Conference and the ALIVE Leadership Program
- Demonstrate commitment to the communities your organisation operates in by supporting educational leadership programs.
Clubs & Societies (C&S)

Having reached **99 Clubs & Societies** at UOW in 2012, the Clubs & Societies program is directly linked to over **5000 active members**. The program is a great opportunity to reach highly involved and enthusiastic students from all walks of life; from social and special interest groups, to religious, cultural and community support groups.

**Date:** March – October

**Participant Numbers:** 8000 +

**Clubs:** 99

**UNICENTRE CUP**

Align your brand with the annual sports carnival specifically for UOW Clubs & Societies including lunch and entertainment. With lead-up promotion being sent to a membership of **5000 students**, this event is a great way to gain access to the student market both at the event and in C&S communications. The day consists of a range of sports played in a round-robin competition including soccer, OzTag, volleyball and more at the UOW Sports Hub and its adjoining lawns.

**Date:** 12 April

**Participation:** 300

**Sponsorship value $1500 + GST**

- Naming rights to the event
- Logo recognition on the event web page and Facebook page
- Promotional stall at the event

**CLUBS & SOCIETIES TRIVIA NIGHT AT THE UNIBAR**

This event has quickly cemented itself as one of the most anticipated social events for UOW Clubs & Societies to take part in. Held within the UOW UniBar, the event has consistently reached an attendance of over **250 C&S members** for the past 2 years since it was introduced.

**Date:** 29 August

**EXECUTIVE NETWORKING EVENTS**

The highly active Executives of UOW Clubs & Societies are regularly looking for networking opportunities within themselves and with industry professionals. These events are a perfect chance for students and businesses to interact with students in a personal or professional development context while building relationships for the future, taking place once per session.

**Dates:** 6 March and 8 August

**Participation:** 100-150

**Sponsorship value $350 + GST**

- Branding on promotional information & invitations
- Website recognition
- Networking opportunity at event
- Keynote presentation
Having built itself to be an icon of the UOW daytime activities, Market Alley is a fun and social way to connect with students and staff from across the campus. With regular media releases and coverage in the local community Market Alley is earning itself positive recognition as a quality market event in the Illawarra.

**Date:** Fortnightly during session  
**Event capacity:** (7 events per session) 300-500 per week  
**Venue:** Outside UOW Library

**BENEFITS TO SPONSORSHIP**

**Major Sponsor $1000 + GST**
- Stall and promotional flyer distribution at the event
- Logo on promotional materials including webpage
- Recognition on the UniBar plasma screens
- Recognition in the What’s On E-Newsletter (distributed to 20,000)

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**2013 Events & Activities**

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**MAJOR EVENTS**

- **28 Feb** - O-Party  
- **14 March** - Garden Party  
- **4 April** - Super-Heroes & Villains Party  
- **12 April** - UniCentre Cup  
- **30 April - 21 May** - National Campus Band Comp  
- **1 May - 6 June** - National Campus DJ Comp  
- **1 June** - End of Session Party  
- **27 June** - End of Exams Party  
- **10 October** - Oktoberfest  
- **31 October** - End of Session Party  
- **21 November** - End of Exams Party

**REGULAR EVENTS (during Session)**

- UniBar Live Music Nights  
- UniBar Games Night  
- Game On  
- Trivia Night  
- UniBar Acoustic Sessions  
- Market Alley

**CONTACT US**

| Phone | (02) 4221 8171 | Email | uc-marketing@uow.edu.au |

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unicentre.uow.edu.au
UNICENTRE Educational Services

2013 Events & Activities

Your Name: 

Company Name: 

ABN: 

Representing: (Advertising Agency only) 

Address: 

Telephone: Mobile: Fax: 

Email: 

Signature of Partner: Date: 

PLEASE FAX FORM TO UNICENTRE MARKETING ON (02) 4221 8081 

Partnership Agreement

Terms & 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 uc-marketing@uow.edu.au within 3 days of booking confirmation, otherwise 50% of your booking applies.

• 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.

PACKAGES

☐ O-PARTY - $2000 + GST

GARDEN PARTY

☐ Major Sponsor - $4000 + GST

☐ Secondary Sponsor - $2000 + GST

☐ SUPER HEROES & VILLAINS PARTY - $1000 + GST

☐ OKTOBERFEST - $5000 + GST

☐ END OF SESSION PARTIES - $2000 + GST

☐ END OF EXAMS PARTIES - $2000 + GST

☐ UNIBAR LIVE MUSIC NIGHT - $850 + GST

UNIBAR BAND COMP

☐ Major Prize Sponsor - $3000 + GST

☐ Secondary Prize Sponsor - $2000 + GST

☐ Third Prize Sponsor - $1000 + GST

DJ COMP

☐ Major Prize Sponsor - $800 + GST

☐ Secondary Prize Sponsor - $500 + GST

☐ WEEKLY EVENTS (13 WEEK SPONSOR) - $1000 + GST

☐ UNICREW - $1000 + GST

☐ AUSTRALIAN STUDENT LEADERSHIP ASSOCIATION (ASLA) Please send me more details

☐ UNICENTRE CUP - $1500 + GST

☐ CLUBS & SOCIETIES TRIVIA NIGHT - $1000 + GST

☐ EXECUTIVE NETWORKING EVENTS - $350 + GST

☐ MARKET ALLEY - $1000 + GST

CONTACT

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