

# Advertising and Sponsorship Opportunities at The University of Wollongong



UOW  
PULSE

## ABOUT US

Connect with students at one of Australia's leading regional universities. The University of Wollongong is a young and vibrant university boasting a tranquil, green campus just 3km from the beach and 80km from Sydney.

UOW Pulse manages all advertising and sponsorship opportunities at the University of Wollongong.

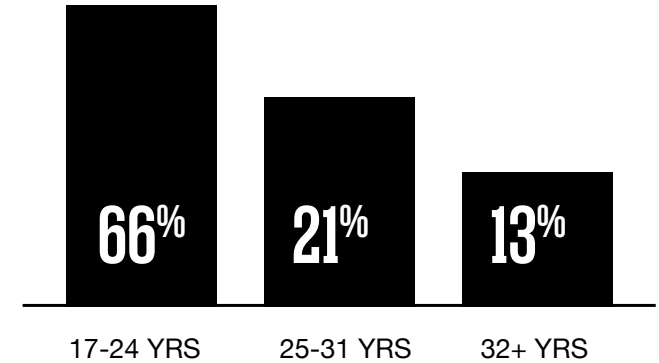
Our opportunities are flexible and targeted. Please contact us to discuss how we can tailor a package to suit your business needs.

[pulse-marketing@uow.edu.au](mailto:pulse-marketing@uow.edu.au)  
**(02) 4221 3945**  
[uowpulse.com.au/aboutus/advertise](http://uowpulse.com.au/aboutus/advertise)



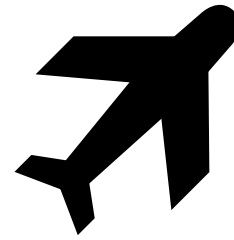
## STUDENT DEMOGRAPHICS

# 26,277 STUDENTS + 2,000 STAFF



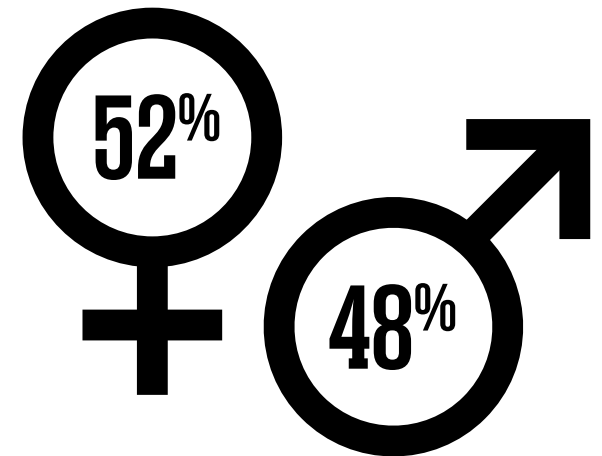
**74%**

DOMESTIC  
STUDENTS



**26%**

INTERNATIONAL  
STUDENTS



# ADVERTISING DIGITAL

## E-NEWSLETTERS

### HEAR & NOW

UOW's student EDM, Hear & Now is a weekly run down of the events, activities, entertainment and competitions happening around campus.

Banner ads and branded content opportunities are available giving direct access to the University of Wollongong student community.

Reach - 30,000+

Distributed weekly during session

### ISLAND BANNER

1 WEEK \$400 | 2 WEEKS \$700

- 600px (w) x 140px (h) image (jpg, gif or png. Max file size 50kb)
- optional web link

### CONTENT ADVERTISING (INCLUDES TILE)

1 WEEK \$450 | 2 WEEKS \$800

- max 40 words
- 550px x 550px image (jpg, gif or png. Max file size 50kb)
- optional web link
- giveaways

Contact us for more information

### UNIACTIVE

The UniActive EDM communicates the upcoming month's events, activities, programs and specials to the members of UniActive Wollongong Campus and Innovation Campus.

Reach - 20,000+

Distributed at start of the month

### BANNER

1 WEEK \$300

- 600px (w) x 140px (h) image (jpg, gif or png. Max file size 50kb)
- optional web link
- giveaways

Contact us for more information

View the email in your browser

UNILIFE

# HEAR & NOW

## WHAT'S ON

**CLUBS DAY**  
WED 2 AUG, 11AM - 2PM  
DUCK POND LAWN

Find your tribe at Clubs Day! Whether you are a 'foodie', a 'greenie', a sports fanatic or a muggle dreaming of the wizard life there is a club or society for you at UOW.

Not interested in joining a club?  
Come along for the free food and good times!

[GET ALL THE DETAILS](#)

**UNISOUNDS17 PRESENT**  
**PETA AND THE WOLVES**  
12PM, WED 3 AUGUST  
DUCK POND LAWN

Sweedish duo, Peta & The Wolves will be bringing their unique style of electronic pop to UOW for a lunch time gig.

Get you lunch and get to the lawn for some sweet Sweedish tunes.

UNIACTIVE

# TURN IT UP

**Big Christmas Bootcamp - this Saturday!**

Join us at UniActive Innovation Campus for our BIG CHRISTMAS BOOTCAMP this Saturday! (9 December) at 7am .

We will get started with a group warm up, followed by an epic bootcamp session of strength, cardio, intervals, boxing, running and core workouts!

Hang around after the workout for a FREE light and healthy breakfast, as well as prizes & giveaways.

[RSVP NOW](#)

**Innovation Campus now open 24/7**

Have you heard? To meet the changing needs of our members and the campus community UniActive Innovation Campus is now open 24/7! 24/7 access means that you can workout at the time that best suits you.

[FIND OUT MORE](#)

**Christmas Trading Hours**

There will be some changes to our operating hours over the Christmas and New Year period as our team take some time out to spend with loved ones.

# ADVERTISING DIGITAL

## WEBSITE

UOW Pulse's website features a fresh visual design and is the online hub for UOW students to access events, entertainment, competitions and the UniLife membership benefits program.

Our website delivers measurable opportunities to engage with UOW's student audience.

[uowpulse.com.au](http://uowpulse.com.au) [uowunibar.com](http://uowunibar.com) [uniactive.uow.edu.au](http://uniactive.uow.edu.au)

### FOOTER BANNER

2 WEEKS \$850 | 4 WEEKS \$1500

- 964px (w) x 360px (h) image (jpg, gif or png. Max file size 50kb)
- optional web link

### WEB TILE

2 WEEKS \$600 | 4 WEEKS \$1000

- 250px x 250px size image (jpg, gif or png. Max file size 50kb)
- optional web link

\*Please note prices are per unique brand website. Contact UOW Pulse Marketing team for advertising packages across brand platforms.

## SOCIAL MEDIA

UOW UniBar 19,985+

UOW UniLife 6,600+

UOW UniActive 4,900+

\$400 +GST | 1 POST PER BRAND PAGE

- 30 words maximum
- optional website link

Social media commercial bookings restricted to student engagement messages and UOW Pulse approved\* giveaways and posts.

\*approval of booking request at the discretion of UOW Pulse Marketing Department.

# ADVERTISING PRINT & ACTIVATIONS

## DIGITAL SIGNAGE

Prime location, at primary entry point for pedestrian traffic onto campus and outside main retail hub.

**2 WEEKS \$450 | 4 WEEKS \$800**

- 1080 pixels wide x 1920 pixels high
- jpg or mp4 format (H.264 at 10 seconds max)
- RGB. 72 dpi. Maximum file size 5mb

## POSTERS

Full colour, A3 posters displayed in a secure cabinet at a high traffic location on campus. Quantity of posters displayed delivers impact to cut through and communicate your message to the audience.

**4 WEEKS x15 POSTERS \$800**

- Printing is not included. Please supply printed material.

## ACTIVATIONS & SAMPLING

Experiential activation is a highly effective way to engage with the millennial market. Hands on activities, food giveaways, competitions, product sampling – the sky's the limit!

A variety of outdoor activation locations are available in high foot traffic areas to provide your brand with high exposure.

**INVESTMENT \$1000 (UP TO 3x6 FOOTPRINT)**

- Period: 4-6 hours

**INVESTMENT \$700 (UP TO 3x6 FOOTPRINT)**

- Period: 3 hours

Targeted activations are also available at UniActive - the university gym, aquatics and sports facilities – and at the UniBar. Price on application.



# IN-KIND & SPONSORSHIP OPPORTUNITIES

Connect your brand with students! Take advantage of a unique opportunity to engage with student directly at one of our iconic events.

UOW Pulse is welcoming expressions of interest for financial and in-kind sponsors for student events.

- Financial Naming Rights Sponsors
- In-Kind sponsorship
- Activations & promotional giveaway
- Prizes

## POOL PARTY (O-WEEK PARTY)

Students flock to the university Olympic pool for fun on the sun. Giant inflatables, games and summer tunes.

- When: 20th February 2018
- Attendance: 800
- Example Opportunities: Ice-Cream Supplier, Non-Alcoholic Beverage Supplier; Prize Giveaways

## MOVIES UNDER THE STARS (O-WEEK EVENT)

An outdoor cinema experience at the heart of the university's scenic campus.

- When: 21st February 2018
- Attendance: 700
- Example Opportunities: Pop Corn Sponsor; Snack Foods Supplier; Prize Giveaways

## O-PARTY (O-WEEK PARTY)

The annual O-Week party celebrates the beginning of the university life for new students.

- When: 22nd February 2018
- Location: UniBar and Gardens
- Attendance: 1000
- Example Opportunities: Chill out Zone; Recharge Stations; Beverage Sponsor; Memorabilia T-Shirt Sponsor; Prize Giveaways

## GARDEN PARTY FESTIVAL

Garden Party is the biggest party of the year with live entertainment across two venues and stages including an outdoor festival.

- When: 23rd March 2018
- Attendance: 2000
- Example Opportunities: Chill out Zone; Recharge Stations; Beverage Sponsor; Prize Giveaways

## OTHER EVENTS & PROGRAMS

- End of Session Party
- End of Exams Party
- UniBar Gig nights
- Oktoberfest
- Live Art Week
- Stress Less Week
- Trivia Nights
- Barista Comp
- The Jam
- Lip Sync Battle
- UOW vs UWS Sports Clash
- UniClubs Cup (annual sports event)
- UOW Student Engagement and Sports Awards
- Volunteering Program – Sustainability, Sport & Recreation, Campus Buddies, Community, Events.

Please contact us for more information or to discuss how we can create a mutually beneficial sponsorship arrangement.

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**uowpulse.com.au/aboutus/advertise**



# ADVERTISING & SPONSORSHIP OPPORTUNITIES 2018

## BOOKING FORM

Please complete this form to apply for and secure 2018 Advertising and Sponsorship at the University of Wollongong

ADVERTISING / SPONSORSHIP OPTION \_\_\_\_\_

SAMPLING ACTIVITY DESCRIPTION (IF APPLICABLE) \_\_\_\_\_  
\_\_\_\_\_

SIZE OF ACTIVATION SITE (IF APPLICABLE) \_\_\_\_\_

COST \_\_\_\_\_

CAMPAIGN PUBLISH DATES \_\_\_\_\_

YOUR NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_ ABN \_\_\_\_\_

REPRESENTING (ADVERTISING AGENCY ONLY) \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

PHONE \_\_\_\_\_ MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## Partnership Agreement Terms and Conditions

- To request a booking, please complete this form and return it to us.
- Payment is required in advance. All prices exclude GST.
- UOW Pulse 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 pulse-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 UOW Pulse needs to be approved by UOW Pulse Marketing.
- Advertising by any Telecommunications organisation must be approved by UOW Pulse Marketing. Organisations are only permitted to promote prepaid services and products sold through UOW Pulse retail outlets.
- All print, online and digital media as part of your campaign or promotion must be used 6 months from the date of booking.
- These advertising packages not available during O-Week or O-Day festivals 2018.
- All promotional stall and sampling exhibitors on campus must provide a copy of current public liability insurance and sign the Wollongong UOW Pulse indemnity form.

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