



University Of Melbourne  
**Student Union**

SEMESTER 1  
**2026**



# SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# About UMSU

## Empowering students for over 140 years

The University of Melbourne Student Union (UMSU) is a vibrant, student-led, not-for-profit organisation dedicated to making university life extraordinary. For over a century, we've cultivated a welcoming and inclusive community where students, staff, and visitors can connect, create, and belong.

### Our Vision

To reach every student, amplify their voice, and help shape an unforgettable university experience.

### Our Purpose

Through advocacy, engagement, and outstanding programs, we champion inclusivity and accessibility. UMSU exists to elevate student life — ensuring every student is supported, represented, and heard. Impact, audience and reach.

### Our Events and Impact

- 10+ Major Public Events & Festivals, each attracting between 2,000–12,000 attendees (*including O-Weeks, Night Market, etc.*)
- 550+ student-led programs and activations throughout the year
- 89% of students attend at least one UMSU event
- 95% event satisfaction, with 58% saying our events exceeded expectations
- 86% agree UMSU events help build a stronger campus culture



## Our Audience

**77,000+ students**  
across the University of Melbourne

**150+ nationalities**  
A distinctly global audience

**54% Domestic / 46% International**

**49% Undergraduate / 51% Graduate**

**Highly active  
community**

Students attend UMSU events  
**4+ times per semester**

### Partner Reach and Brand Exposure (2025 Growth)

- **40+ partner organisations & cultural collaborators** (*up from 35+ in 2024*) Including: **NGV, Melbourne Museum, The Guardian, Bob Brown Foundation, Science Gallery Melbourne, Zoos Victoria** and more
- Major event activations with **2,000–12,000 attendees**, offering large-scale visibility
- High-impact branding through **festivals, merchandise, stage presence, and prize partnerships**
- **90% of students prefer tangible branded items** (*e.g. headphones, apparel, notebooks, keep cups*) — *proven engagement channel for sponsors*



## Brand alignment with UMSU

Partnering with UMSU offers access to a vibrant, diverse student community through high-impact, on-campus cultural and festival events. Engagement is authentic, face-to-face, and centred on meaningful student experiences rather than digital promotion.

## Sustainability & Standards

UMSU maintains a strong commitment to ethical practice and sustainability. All partners must adhere to event standards, including the prohibition of single-use plastics and materials that cause environmental harm. Full Terms & Conditions will be provided prior to contract commencement

# OWeek@UMSU

DATES	APPROXIMATE FOOTFALL	AUDIENCE PROFILE
Tues 24–Thu 26 Feb 2026	8,000–12,000 over 3 days	New and returning students

## **OWeek@UMSU (University of Melbourne Student Union) transforms the Parkville Student Precinct into a hub of activity and connection.**

The program brings the UMSU community together through live entertainment, food, and student-run experiences. Join us alongside signature events such as the *Block Party*, *Speed Friending*, and *Clubs Expo* to engage directly with thousands of students as they begin the new semester.

## **FESTIVAL ACTIVATION PARTNER**

**WHOLE FESTIVAL: \$9,000+GST**

**ONE DAY: \$3,500+GST**

**DEADLINE: 23 January 2026**

**Join UMSU's biggest welcome celebration of the year.**

The O-Week Festival brings thousands of students to the Student Precinct for three days of music, food, and community. As a *Festival Activation Partner*, your brand will be positioned at the heart of this vibrant event, engaging directly with new and returning students through an energetic, high-traffic activation space.

### **You get:**

- 3x3m\* marquee activation space with basic infrastructure to directly engage students during O-Week
- Contribute 1000 giveaways at no additional cost
- Logo inclusion on online platforms

\* Option to upgrade to a 6x3m marquee for additional fee (subject to availability)



# OWeek@UMSU

## COMMUNITY / NOT-FOR-PROFIT PARTNER

ONE DAY: \$1,500+GST

DEADLINE: **23 January 2026**

**We're seeking to build meaningful partnerships with not-for-profit and community organisations that share our commitment to student wellbeing and impact.**

This opportunity offers authentic, on-campus engagement with students during O-Week — an ideal setting to promote initiatives, share resources, and connect with the student community.

### You get:

- Dedicated activation space in the Student Precinct
- Contribute 500 giveaways at no additional cost
- Logo inclusion on online platforms



# OWeek@UMSU

## START OF UNI PARTY (SoUP) — Exclusive Party Partner

WHOLE EVENT: \$6,500+GST

DEADLINE: **23 January 2026**

The *Start of Uni Party (SoUP)* is UMSU's high-energy welcome event and one of the most anticipated celebrations for new students.

Bringing together over 1,200 attendees for a night of music, connection, and fun, it offers a prime opportunity for partners to engage directly with students at a defining moment in their university journey.

### You get:

- 3x3m\* marquee activation space with basic infrastructure near the stage
- Banner on stage
- Logo inclusion on posters and event site

\* Option to upgrade to a 6x3m marquee for additional fee (subject to availability)



# International Night Market

DATES	APPROXIMATE FOOTFALL	AUDIENCE PROFILE
April/May 2026 (Date TBD)	4,000–8,000 over one night	International Students and local cultural community

**Night Market** is one of UMSU International's flagship celebrations of the University's rich diversity, bringing together cultural clubs and communities through traditional and contemporary food experiences.

The event fosters cross-cultural exchange, student pride, and campus vibrancy, offering a rare platform where heritage is shared and celebrated. With thousands of students in attendance, the Night Market provides exceptional visibility, strong foot traffic, and authentic engagement opportunities with a globally diverse student audience.

### MARKET MAKER

**WHOLE EVENT (ONE NIGHT):  
\$8,500+GST**

**DEADLINE:** [Contact for details](#)

#### You get:

- 3x6m marquee activation space with basic infrastructure in a central location
- Logo on poster and event site

### LOCAL PARTNER

**WHOLE EVENT (ONE NIGHT):  
\$5,000+GST**

**DEADLINE:** [Contact for details](#)

#### You get:

- 3x3m marquee activation space with basic infrastructure



## Year Long Sponsorship — Semester Events

DATES	AUDIENCE PROFILE
Semester 1: Mon 2 March—Sun 31 May	International Students and local cultural community

## Activities Tuesdays

### APPROXIMATE FOOTFALL

500 over 2 hours

**ONE DAY: \$1,000+GST**

**DEADLINE: [Contact for more details](#)**

UMSU's historic Tuesday event! In 2025, UMSU Activities fed over 19,200 students through weekly BBQs, featured 12 bands and DJs on campus, and showcased more than 20 student performances.

Tuesdays at the Student Precinct attract around 1,000 students each week, offering an excellent opportunity for partners to connect directly with the campus community in a lively, social setting.

### You get:

- 3x3m marquee\* activation space with basic infrastructure in a central location
- 1,000 giveaways\*\*

\* Marquee available for an additional fee  
\*\* Must be approved before activation



## Welfare Brunch Thursdays

### APPROXIMATE FOOTFALL

500 over 2 hours

**ONE DAY: \$500+GST**

**DEADLINE: [Contact for more details](#)**

**Welfare Brunch Thursdays** are a UMSU Welfare initiative offering free food and community connection on campus.

Attracting hundreds of students each week, the event provides an excellent opportunity for community organisations and partners to engage directly with students through giveaways and outreach.

### You get:

- 2 tables\*
- 500 giveaways\*\*

\* Marquee available for an additional fee  
\*\* Must be approved before activation



## Tailored Packages

We're inviting expressions of interest for year-long, in-person premium sponsorship opportunities with UMSU.

As a major event sponsor, your brand will be at the centre of our flagship on-campus events, gaining exceptional visibility and direct engagement with students — an unparalleled opportunity to connect with the university community face-to-face.

For more information or to discuss tailored sponsorship options, please contact:  
[advertise@union.unimelb.edu.au](mailto:advertise@union.unimelb.edu.au)



### IMPORTANT NOTE

The information provided in this sponsorship prospectus is intended to offer an overview of the opportunities available to businesses. Sponsorship costs, status, and inclusions will be agreed upon by both parties and formalised in a sponsorship agreement.

Please note that some applicants may not be considered due to UMSU's Ethical Sponsorship Policy or existing partnerships. All potential sponsors are encouraged to review the policy in full before submitting an application to ensure their organisation and activities align with UMSU's values and eligibility criteria.