



University of Melbourne
Student Union



SPONSORSHIP AND ADVERTISING OPPORTUNITIES

SEMESTER 2 2026

Contents

About UMSU	3
Our Vision	3
Our Purpose	3
Our Events and Impact	3
Our Audience	4
Partner Reach and Brand Exposure (2025 Growth)	4
OWeek Opportunities	5
On-Campus Packages	6
Activation Partner	6
Event Partner (Premium)	7
Community/Not-For-Profit Partner	7
Digital Ad-Ons	8
Instagram Activation Partner Carousel Feature	8
Sponsor an Instagram Photo Carousel	8
OWeek eNewsletter Ad Spot	8
Semester 2 Opportunities	9
On-Campus Packages	10
Activities Tuesdays	10
Welfare Wednesdays and Thursdays	10
Digital Advertising	11
Weekly eNewsletter	11
Instagram	12
Sponsor a Weekly Carousel Post	12
User-Generated-Content Style Reel	12
Standalone Carousel or Static Post	12
Instagram Story	12
Rate Cards	13
On-Campus Sponsorship Packages	13
Digital Advertising	13
Terms and Conditions	14
Sustainability	14
Ethical Policy	14
Brand Visuals	14

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.

Our Events and Impact

- 10+ Major Public Events & Festivals, each attracting between 2,000–12,000 attendees
- 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



UMSU acknowledges the Traditional Owners and Custodians of the lands on which we work and pay our respects to Indigenous Elders past and present. Sovereignty has never been ceded. It always was and always will be, Aboriginal land.

Our Audience

76,000+ students
across the University of Melbourne

150+ nationalities
A distinctly global audience

54% Domestic / 46% International

47% Undergraduate / 53% 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, Zoos Victoria, The Guardian, Bob Brown Foundation, Science Gallery Melbourne** 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.**
- **66% of students said that freebies were their favourite** part of OWeek Semester 1 2026, **with an additional 16% saying sponsors were their favourite.**



OWeek Opportunities

OWeek: On-Campus Packages

DATES	APPROX. FOOTFALL	AUDIENCE PROFILE
Tues 21–Wed 22 July 2026	6,000 over 2 days	New and returning students

This is our flagship Semester 2 event that introduces students to their university community and connects them with their Student Union.

Our programming for this OWeek@UMSU is centred around student-led stage performances in the amphitheatre which includes a full entertainment and activities program both days, free lunch service, and our Clubs Expo which exhibits up to 70 clubs per day.

As a sponsor, you're not just putting up a logo. You're on site. Whether that's a branded stall, a pop-up activation, a bespoke partnership, or something we build together from scratch, our Events team specialises in making sure your presence lands. If you have a vision, we'll make it fit.

ACTIVATION PARTNER

ONE DAY: \$3,000+GST

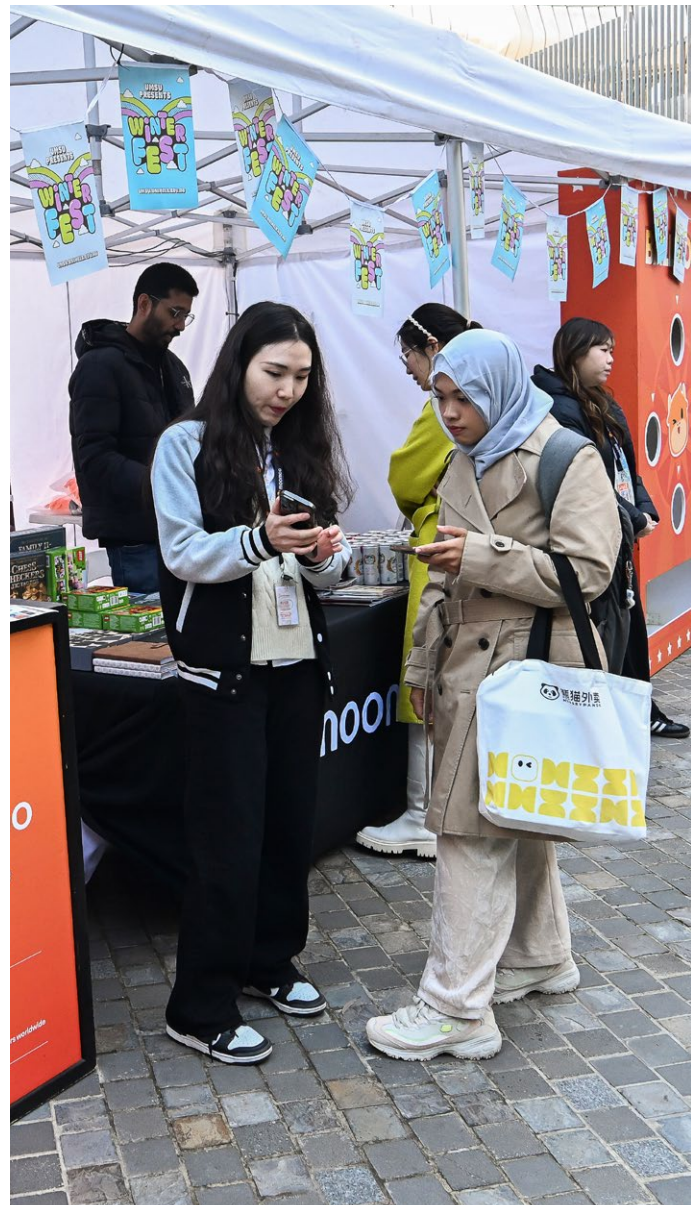
TWO DAY: \$5,000+GST

DEADLINE: FRI 19 JUNE 2026

As an activation partner you will have the opportunity to connect directly with students. This is the most effective basic package.

You get:

- 3x3m unbranded marquee in the Student Precinct with branded signage
- Your logo on the festival website
- Ability to include branded promotional products and giveaways in your activation
- Optional add-on: Feature your product in a discounted promotional social media post (*eligibility criteria applies, see [Digital Ad-Ons section](#)*)



EVENT PARTNER (PREMIUM)

ONE DAY: \$7,000+GST

DEADLINE: FRI 19 JUNE 2026

**For brands that don't do small.
Maximum footprint, maximum
impact.**

If your setup needs room to breathe (large, branded structures, experiential builds, anything that a 3x3 marquee can't contain) this is your package.



COMMUNITY / NOT-FOR-PROFIT PARTNER

ONE DAY: \$1,500+GST

TWO DAY: \$2,500+GST

DEADLINE: FRI 19 JUNE 2026

Are you an organisation that is a not-for-profit or engaging in meaningful work that benefits the student community? We have packages that give you impact and fit within your budget.

You get:

- 3mx3m unbranded marquee with branded signage
- Your logo on the festival website

You get:

- Large site up to 8x22m with branded signage
- Ability to include branded promotional products and giveaways in your activation
- Your logo on the festival website and printed materials
- Exclusivity for your industry for the event
- Optional add-on: Feature your product in a discounted promotional social media post (*eligibility criteria applies, see [Digital Ad-Ons section](#)*)



OWeek: Digital Ad-Ons

Build audience trust and product recognition through integrated campaigns across physical and digital spaces with the help of UMSU's digital channels.

The following add-ons are only available to OWeek@UMSU partners. For digital placements without in-person activation, please see [pages 11-12](#) for more information.

Instagram Activation Partner Carousel Feature

29.3k avg. views | 143 avg. reshares | 235 avg. profile visits

Available to activation partners offering giveaways, freebies, or student discounts on the first day of OWeek@UMSU.

Fully managed by us; our social media team will visit your stall, photograph your offering, and share it with our Instagram audience.

Within two hours of the event start, you will featured in the "What you can get for free at OWeek@UMSU" carousel post, with your brand's Instagram account tagged.

COST: \$150+GST

Sponsor an Instagram Photo Carousel

30k avg. views | 50 avg. reshares | 257 avg. profile visits

Get your brand featured in our highest performing OWeek content by sponsoring one of our three daily photo carousels. Your logo will be included on the final slide of the carousel, and your brand will be tagged in the opening line of the post caption.

Provide a high-resolution PNG or vector of your logo and your brand's Instagram account.

COST: \$500+GST

Orientation Week eNewsletter Ad Spot

64k subscribers | 44% open rate | 200-1000 conversion rate*

In the weeks leading up to and during OWeek@UMSU, we send out eNewsletters to **all 64,000 UMSU members** sharing upcoming OWeek events, news, and student deals. Engage with students before they visit your in-person activation and build trust before they get to the door. We only do one ad spot per newsletter to give each brand a chance to stand in the spotlight.

Each spot gets you:

- Inclusion of a full-width 600 x 222 px image banner.
- Inclusion of 50-100 words of written copy.
- One clickable button (choose from *learn more*, *buy now*, *book now*, or *visit us*).
- Inclusion of one link to be featured as a button, in-text links, and embedded in the banner image.

COST: \$1200+GST

*Figures based on completion of surveys advertised through eNews, not product sales. Higher conversion rates achieved by repeat inclusions in consecutive weeks.



Semester 2 Opportunities

Semester 2: On-Campus Packages

ACTIVITIES TUESDAYS

ONE DAY: \$750+GST

DEADLINE: TWO WEEKS PRIOR TO ACTIVATION

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

Tuesdays at the Student Precinct attract around 600 students each week, offering an excellent opportunity for partners to connect directly with the campus community in a lively, social setting.

WELFARE BRUNCH

ONE DAY: \$500+GST

DEADLINE: TWO WEEKS PRIOR TO ACTIVATION

Welfare Brunch Wednesdays and Thursdays are an 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:

- 3x3m marquee with basic infrastructure
- Opportunity to hand out branded items and serves of food

You get:

- 3x3m marquee with basic infrastructure
- Opportunity to hand out branded items and serves of food



Semester 2: Digital Advertising

This year, we're looking to increase our range of channels to provide more opportunities for our branded partners to engage with our audience in ways that really connect.

Weekly eNewsletter

64k subscribers | 41% open rate | 200-1000 conversion rate*

Each week, we send out an eNewsletter to all 64,000 UMSU members sharing upcoming events, news, and student deals. 70% of students say it's their favourite place to hear about what's happening on campus, making this is the best place to speak to students who are actively engaged in hearing the latest offers and opportunities. We only do one ad spot per newsletter to give each brand a chance to stand in the spotlight.

COST PER AD: \$1,000+GST

You get:

- Inclusion of a full-width 600 x 222 px image banner.
- Inclusion of 50-100 words of written copy.
- One clickable button (choose from *learn more*, *buy now*, *book now*, or *visit us*).
- Inclusion of one link to be featured as a button, in-text links, and embedded in the banner image.

*Figures based on completion of surveys advertised through eNews, not product sales. Higher conversion rates achieved by repeat inclusions in consecutive weeks.



Instagram

In 2026 we're inviting partners to connect with our 26.8k Instagram followers and tap into an audience that's hit over 2.9 million views this year alone (Jan–May).

Our follower count and engagement rates continue to grow year-on-year, and we've discovered the best ways to introduce your brand to our community in a way that feels earnest and welcome.

Sponsor a Weekly Carousel Post

21.4k avg. views | 85 avg. reshares | 100 avg. profile visits

Each week we post an interactive swipeable carousel featuring all events happening the following week on-campus. This year, we're offering brands a chance to have their events and promotions featured.

Provide a solid colour vector file of your logo, a title for your promotion, your brand's Instagram handle (optional) and 5–15 words of copy.

COST: \$500+GST

User-Generated-Content Style Reel

59.3k avg. views | 1.2k avg. reshares

We're inviting brands to connect with our members by sharing user-generated content (UGC)-style reels on our Instagram.

Provide a UGC-style vertical video less than two minutes long that feels like a genuine connection to our audience, an accompanying caption, and your brand's Instagram handle. Let us know if you'd like us to post the reel directly or reshare as a collaborator.

COST: \$800+GST

Standalone Carousel or Static Post

16.8k avg. views | 100 avg. reshares

Boost engagement with a swipeable Instagram carousel, or keep it simple with a static post.

Provide up to 10 images, a caption, and your Instagram handle. Let us know if you'd like us to post directly or reshare as a collaborator.

Images must align with our visual brand identity. Contact us for more information on this.

COST: \$800+GST

Publication of an Instagram Story

3.5k avg. views | 10 avg. link clicks

Instagram stories offer precisely timed ad placements to reach audiences at a particular moment. Stories are live for 24 hours and can be scheduled at any time. Great for limited time promotions.

Provide a 1920 x 1080 px graphic, a desired publication time and date, a link (optional, include space for the link in the graphic if desired), and your brand's Instagram handle.

COST: \$150+GST

Rate Cards

ON-CAMPUS SPONSORSHIP		
PACKAGE	INFORMATION	COST
OWeek@UMSU: Activation Partner	<ul style="list-style-type: none"> • 3x3m unbranded marquee in the Student Precinct with branded signage • Your logo on the festival website • Ability to include branded promotional products and giveaways in your activation 	One Day: \$3,000+GST Two Day: \$5,000+GST
OWeek@UMSU: Event Partner (Premium)	<ul style="list-style-type: none"> • Large site up to 8x22m with branded signage • Ability to include branded promotional products and giveaways in your activation • Your logo on festival website and printed materials • Exclusivity for your industry for the event 	One Day: \$7,000+GST
OWeek@UMSU: Community/Not-For-Profit	<ul style="list-style-type: none"> • 3x3m unbranded marquee with branded signage • Your logo on the festival website 	One Day: \$1,500+GST Two Day: \$2,500+GST
Activities Tuesdays	<ul style="list-style-type: none"> • 3x3m marquee with basic infrastructure • Opportunity to hand out branded items and serves of food 	One Day: \$750+GST
Welfare Brunch Wednesdays and Thursdays	<ul style="list-style-type: none"> • 3x3m marquee with basic infrastructure • Opportunity to hand out branded items and serves of food 	One Day: \$500+GST

DIGITAL ADVERTISING			
PACKAGE	REACH	SIZE	COST
OWeek@UMSU: Instagram Activation Partner Carousel Feature	29.3k avg. views 143 avg. reshares 235 avg. profile visits	Our team will photograph your giveaway item and post a 1080 x 1440 px image	\$150+GST
OWeek@UMSU: Sponsor an Instagram Photo Carousel	30k avg. views 50 avg. reshares 257 avg. profile visits	1080 x 1440 px graphic + logo	\$500+GST
OWeek@UMSU: eNewsletter Ad Spot	64k subscribers 44% open rate	Full-width 600 x 222 px image closing out the newsletter	\$1,200+GST
Weekly eNewsletter	64k subscribers 41% open rate	Full-width 600 x 222 px image closing out the newsletter	\$1,000+GST
Instagram: Sponsor a Weekly Carousel Post	21.4k avg. views 85 avg. reshares 100 avg. profile visits	1080 x 1440 px graphic + logo	\$500+GST
Instagram: User-Generated-Content Style Reel	59.3k avg. views 1.2k avg. reshares	UGC-style vertical video > 2 mins duration	\$800+GST
Instagram: Standalone Carousel or Static Post	16.8k avg. views 100 avg. reshares	1080 x 1440 px graphic	\$800+GST
Instagram Story	3.5k avg. views 10 avg. link clicks	1080 x 1920 px graphic	\$150+GST

Terms and Conditions

Sustainability

At UMSU we are committed to making our events as sustainable as possible at every level. As such, all sponsors must adhere to our [Terms and Conditions](#) which prohibit single-use plastics, creates or supports environmental harm, or violates labour rights. All sponsors will be sent a full list of Terms and Conditions prior to contract commencing.

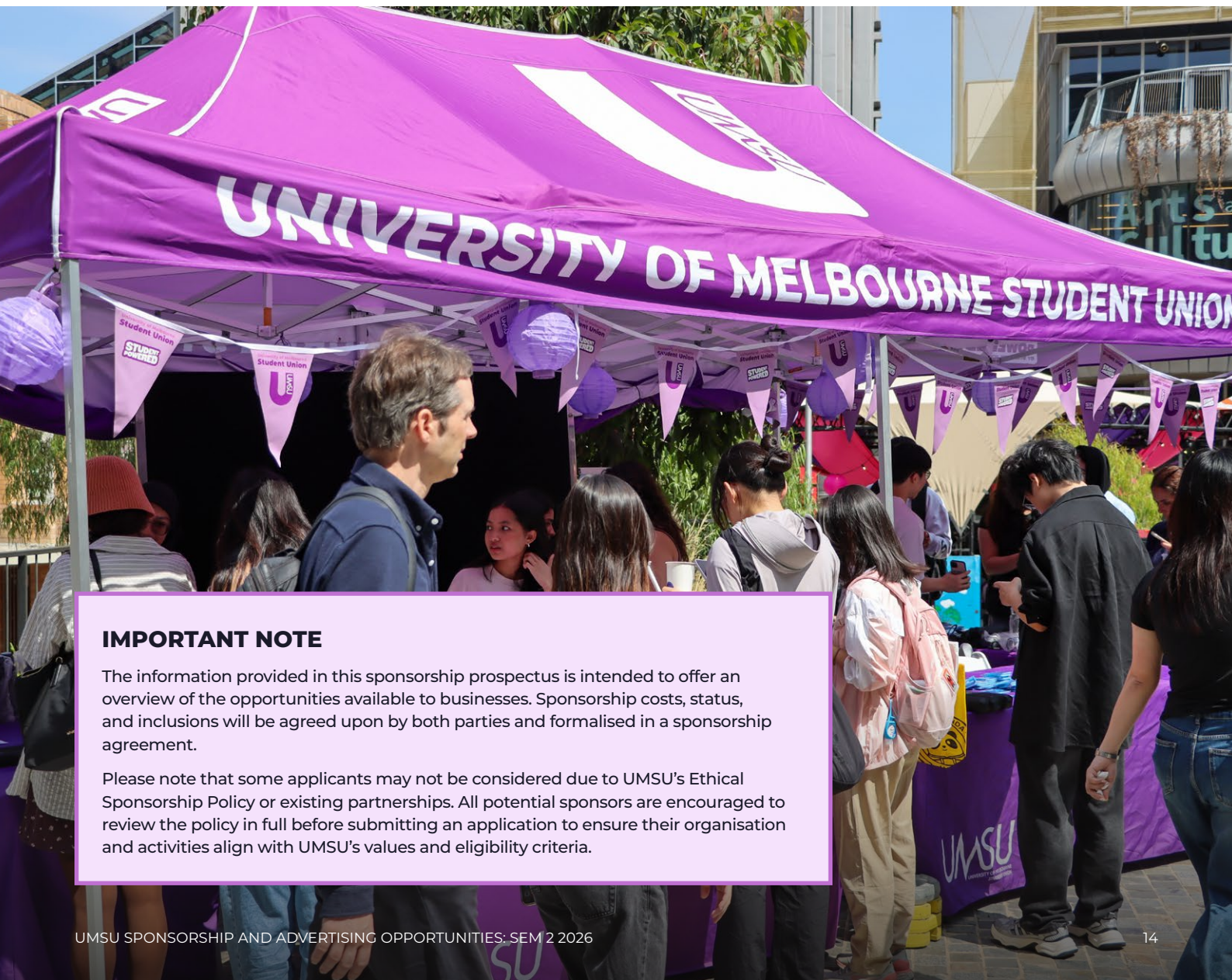
Ethical Policy

All companies must be approved by UMSU's Ethical Committee prior to any partnership. You can find a full guide as to what would constitute a rejection in our [Terms and Conditions](#).

Brand Visuals

To maintain brand integrity of UMSU and all affiliated partners, we ask that advertisers wishing to share graphics through public-facing digital channels maintain a high standard of visual quality. Each placement option has associated format requirements which will be clearly outlined prior to final payment. Our expert team will be happy to assist you in understanding and following these guidelines.

For more information or to discuss tailored sponsorship options, please contact:
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.