



# UMSU Partnership Kit

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# About UMSU

**Empowering students for over 140 years, UMSU (University of Melbourne Student Union) is a vibrant, student-led, non-profit organisation dedicated to making university life extraordinary! Here at UMSU, we've been creating a welcoming and inclusive space where students, staff, and visitors come together.**

## Our Vision

We aim to connect with every student, amplify their voices, and ensure their university experience is truly unforgettable.

## Our Purpose

Through advocacy, engagement, and exceptional programs, we champion inclusivity and accessibility. UMSU is here to elevate student life, making sure every student is supported, represented, and heard.



# UMSU Reach and Stats

## Our Events

**554** events run by UMSU in 2024

**89%** of students attended events in 2024<sup>1</sup>

**95%** of students were satisfied with UMSU events, with 58% stating the events exceeded their expectations<sup>1</sup>

**86%** agree UMSU helps build a strong campus culture

**90%** of students said they would rather get an object (e.g. headphones) over an experience (e.g. gig tickets).



## Our Audience

**Over 60,000** students across all University of Melbourne campuses

**150+** student nationalities

57% undergraduate students / 38% graduate students / 5% PhD

53% from Australia / 47% from overseas

## Our Exposure

**150K** Insta reach<sup>2</sup> and **50K** Facebook reach<sup>2</sup>

**3,373,991** UMSU website page views<sup>2</sup>

**60,586** average weekly eNews audience with a **74%** average open rate

**35+** partner organisations



1. Student Engagement Survey. 2. Per year.

# Brand alignment

## Brand alignment: Unlock new engagement opportunities

### **Boost Awareness**

Amplify your brand with engaging activations, exclusive offers, in-person and online campaigns, and distribution of promotional materials.

### **Connect with Student Community**

Build relationships with current and potential students, academics and other organisations, all within a dynamic, and youthful community.

### **Engage Directly**

Reach a highly engaged audience eager for fresh experiences, events, and activations, driving meaningful, and lasting brand connections.

### **Be Sustainable**

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 prohibits using single-use plastics, creates or supports environmental harm, or violates any labour rights. All sponsors will be sent a full list of Terms and Conditions prior to contract commencing.





# Year-Long sponsorship

## Year-long sponsorship opportunities

### On-Campus promotions

#### In-person Activations | \$1,150 + GST / per day

Exact daily pricing will depend on the scale of the event, and the availability of space.

Boost your brand's visibility and connect directly with students through our campus activation packages. Tailored to engage your target audience, you can offer the student community exciting elements like free food, games, live entertainment, and informational booths. On-campus and in-person activations are the perfect way to interact face-to-face with students, creating memorable experiences that enhance brand awareness and generate buzz for your organisation.

Bespoke event sponsorship opportunities are available throughout the year. Please contact us for more information.

If you'd like to hear more about partnering with us on one of our Major Events in 2025, please get in touch now. List available upon request.

What will be included in your package:

- A with a 3×3m pop-up space in our central Student Precinct area. (6×3m spaces might be available upon request)
- Include promotional products and giveaways in your activation

Infrastructure and staffing available to hire for your booth:

- Marquee 3×3m: \$380 + GST
- Power Point: 10 Amp - \$20 per point
- Chairs: \$20 per chair
- Tables: \$20 per table
- Casual Staff from \$33/h

## Year-long sponsorship opportunities

### Online Promotions

#### Virtual Friend Package | \$1,250 + GST

Our yearlong Virtual Friend option ensures your brand's presence through our wide digital reach. Students love engaging with brands making it a great way to boost visibility.

As a Virtual Friend you get:

- 1 Instagram/Facebook Post and 1 eNews promotion

#### Deals and Discounts | \$250 + GST

(minimum duration of 3 months)

We all know that students like free and discounted things! Our [Get Discounts page](#) is a great opportunity for you to entice students to try your products or services by offering them an exclusive incentive.

A few guidelines:

- All deals must be exclusive to University of Melbourne students
- All deals must remain valid for the entire duration of booking
- The discount deals page is updated at the beginning of each semester
- Bookings must be received by January 30 for Semester 1 and June 30 for Semester 2
- Payment must be made by the commencement of each semester. Listings will not be published before payment is made
- All listings will be automatically removed at the end of each semester/year unless the booking is renewed

## Year long sponsorship opportunities

### Giveaways

Boost your brand's visibility with our engaged student community, reaching thousands of students directly! We drive participation in events through giveaways and promotional items, creating a perfect opportunity for brands to foster connections with the university community. Giveaways can be presented in the form of survey prizes, attendance incentives, competition prizes, welfare packages, and entertainment rewards. If you're looking to make a lasting impression with students, partner with us to organise a memorable and exciting giveaway they won't forget.

- \$350 +GST for up to 250 items
- \$500 +GST for 250-750 items
- \$850 +GST for 750-1000 items
- \$1,100 +GST for 1000-1200 items

Please note: All promotional material must be a physical item or a voucher.



## Year-long sponsorship opportunities



### Hybrid Package

# \$40K

+ GST

[APPLY NOW](#)

## Major Events partner — Platinum



Applications close:

**6 January 2025**

Two yearly Premium Platinum Sponsorship opportunities at UMSU place your brand at the heart of UMSU's flagship events, SummerFest and WinterFest. This prestigious package includes premium online advertising, complimentary Union House Theatre tickets, and event naming rights.

As a Platinum Festival Partner, you'll gain exceptional visibility and direct engagement with students — an unparalleled chance to elevate your brand within the university community.

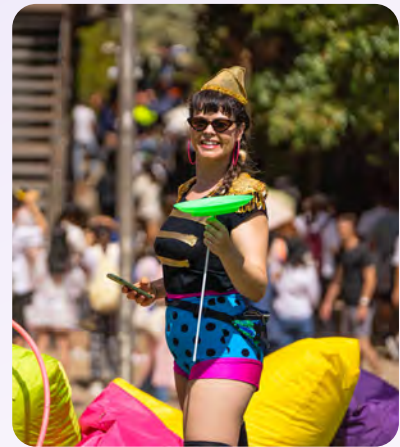
- ✓ Exclusive naming Rights for 1 event within the SummerFest and WinterFest programs
- ✓ Address festival audiences directly as a partner
- ✓ Complimentary double passes to 2 Union House Theatre shows within 2025
- ✓ Meal vouchers from on-campus food retailers each day
- ✓ A branded pop-up activation space/booth (up to 6×3m) up to three days
- ✓ Include promotional products in your activation
- ✓ Contribute giveaways for UMSU Welcome Bags at no extra cost
- ✓ Brand logo on SummerFest microsite and printed materials
- ✓ Includes a complimentary online advertising package (2 static posts on Facebook and Instagram during Summerfest and WinterFest + 2 eNews\*/article articles during Semester 1)

# SummerFest 2025 Sponsorship Opportunities





## SummerFest 2025 Sponsorship Opportunities

Join us for SummerFest 2025, an engaging festival designed to bring the UMSU community together. We invite you to become a valued partner or sponsor and take advantage of the extensive promotional opportunities available.

Possible opportunities include promotional stalls, event hosting, pop-up stores, food trucks and market stalls.



# Primary Sponsorship Benefits

			
PLATINUM	GOLD	SILVER	BRONZE
\$40K	\$22K	\$8K	\$3.5K
APPLY NOW	APPLY NOW	APPLY NOW	APPLY NOW

Number of sponsorship opportunities available – presence at Flagship events SummerFest and WinterFest

2                      2                      3                      4

Naming rights (1 event within SF and WF program)*	<input checked="" type="checkbox"/>			
Complimentary 1-day on site activation opportunity in the New Student Precinct in 2025*	<input checked="" type="checkbox"/>			
3-day on site activation in the New Student Precinct area (eg sampling, product placement)*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
1-day on site activation in the New Student Precinct area (e.g. sampling, product placement)*			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company name/logo on printed event program	<input checked="" type="checkbox"/>			
Company name/logo on partners page UMSU website**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Complimentary tickets to Union House Theatre*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Complimentary meal vouchers on the day	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Opportunity to work with UMSU to develop newsworthy stories for UMSU Social media*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Speaking opportunity 2 mins	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Company branded signage onsite. This may include flags, banners or venue signage**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content inclusion in advertising campaigns across digital platforms (Instagram, Facebook, E-news)**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Giveaways contribution opportunity to UMSU Welcome Bags**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

\*Subject to approval. \*\*To be provided by sponsor





### Hybrid Package

# \$40K

+ GST

[APPLY NOW](#)

## Major Events partner — Platinum



Applications close:

**6 January 2025**

Two yearly Premium Platinum Sponsorship opportunities at UMSU place your brand at the heart of UMSU's flagship events, SummerFest and WinterFest. This prestigious package includes premium online advertising, complimentary Union House Theatre tickets, and event naming rights.

As a Platinum Festival Partner, you'll gain exceptional visibility and direct engagement with students — an unparalleled chance to elevate your brand within the university community.

- ✓ Exclusive naming Rights for 1 event within the SummerFest and WinterFest programs
- ✓ Address festival audiences directly as a partner
- ✓ Complimentary double passes to 2 Union House Theatre shows within 2025
- ✓ Meal vouchers from on-campus food retailers each day
- ✓ A branded pop-up activation space/booth (up to 6×3m) up to three days
- ✓ Include promotional products in your activation
- ✓ Contribute giveaways for UMSU Welcome Bags at no extra cost
- ✓ Brand logo on SummerFest microsite and printed materials
- ✓ Includes a complimentary online advertising package (2 static posts on Facebook and Instagram during Summerfest and WinterFest + 2 eNews\*/article articles during Semester 1)

To receive additional online advertising, you can purchase the **Virtual Friend package**.



### Hybrid Package

# \$22K

+ GST

[APPLY NOW](#)

## Festival partner — Gold



Applications close:

**6 January 2025**

As a SummerFest Festival Partner, your organisation will gain significant visibility through UMSU marketing and promotional materials. This package allows for creative in-person engagement with attendees and naming rights of 1 event in the festival program.

2025 partner event opportunities:

- SummerFest Block Party – Fashion, Arts, and Crafts showcase – Wednesday 26 Feb 2025
- SummerFest Block Party - Theatre showcase – Thursday 27 Feb 2025
- SummerFest Block Party – UMSU Radio Day/Music showcase – Friday 28 Feb 2025

- ✓ Address festival audiences directly as a partner
- ✓ Complimentary double passes to 1 Union House Theatre show held in 2025
- ✓ Meal vouchers from on-campus food retailers each day
- ✓ A branded pop-up activation space/booth (up to 6×3m) up to three days
- ✓ Include promotional products in your activation
- ✓ Contribute giveaways for UMSU Welcome Bags at no extra cost
- ✓ Brand logo on SummerFest microsite
- ✓ Includes a complimentary online advertising package (1 static post on Facebook and Instagram during Summerfest + 1 eNews\*/article during Semester 1)

To receive additional online advertising, you can purchase the **Virtual Friend package**.



### Hybrid Package

# \$8K

+ GST

[APPLY NOW](#)

## Event Co-hosting Partner – Silver



Applications close:

**6 January 2025**

As an Event Co-Hosting Partner, you'll have the chance to co-host a specific showcase during the festival, enhancing your engagement opportunities and allowing direct interaction with attendees.

2025 partner co-hosting event opportunities:

- SummerFest Block Party – Art and Fashion showcase\* – Wednesday 26 Feb 2025
- SummerFest Block Party – Theatre showcase\* – Thursday 27 Feb 2025
- SummerFest Block Party – Music showcase\* – Friday 28 Feb 2025

- ✓ Address the audience directly as event host
- ✓ A pop-up activation space/booth (up to 6×3m) for one day
- ✓ Include promotional products in your setup
- ✓ Contribute giveaways for UMSU Welcome Bags at no extra cost
- ✓ Includes a complimentary online advertising package (1 static post on Facebook and Instagram during SummerFest + 1 eNews\*/article banner during Semester 1)

To receive additional online advertising, you can purchase the **Virtual Friend package**.

\*Event names not finalised and subject to change.



### Hybrid Package

# \$3.5K

+ GST

[APPLY NOW](#)

## Festival Sponsor — Bronze



Applications close:

**31 January 2025**

Become a Festival Sponsor and enjoy the opportunity to set up stand-alone booths on campus, allowing you to connect directly with UMSU audiences while showcasing your brand.

- ✓ A pop-up activation space/booth (up to 3×3m) for one day
- ✓ Include promotional products in your booth setup
- ✓ Contribute giveaways for UMSU Welcome Bags at no extra cost
- ✓ Includes a complimentary online advertising package (1 static post on Facebook and Instagram during SummerFest + 1 eNews\*/article banner during Semester 1)

To receive additional online advertising, you can purchase the **Virtual Friend package**.

## Beverage Cart Sponsor

**\$2K**<sub>+GST</sub>



Applications close:  
**31 January 2025**

Sponsorship and the presence of the Coffee Cart provides the sponsor with a wonderful opportunity to engage with the student community via provision of a much-appreciated service and product. It affords high visibility of your brand, with the cart being an extremely popular place at the beginning of the day and at break times.

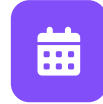
- ✓ Display of organisation's banner at Coffee Cart
- ✓ Include limited promotional products in the set up to be taken alongside coffee
- ✓ Contribute giveaways for UMSU Welcome Bags at no extra cost

To receive additional online advertising, you can purchase the **Virtual Friend package**.



## Photo Booth Sponsor

**\$2K**<sub>+GST</sub>



Applications close:  
**31 January 2025**

Sponsorship of the Photo Booth is a significant opportunity for exposure and networking of your organisation's brand, whilst also being an opportunity to have your organisation associated in a memorable and creative way with the festival experience.

- ✓ Display of organisation's banner at Photo Booth
- ✓ Include limited promotional products in the set up
- ✓ Contribute giveaways for UMSU Welcome Bags at no extra cost

To receive additional online advertising, you can purchase the **Virtual Friend package**.



## Virtual Friend

# \$2.5K<sub>+GST</sub>



Applications close:  
**31 January 2025**

If in-person attendance isn't possible, our Virtual Friend option ensures your brand's presence at SummerFest through our wide digital reach. Students love engaging with brands and especially value free promotional items, making it a great way to boost visibility.

- ✓ 1 Instagram Post and 1eNews Banner
- ✓ Contribute giveaways to UMSU Welcome Bag, up to 1000 products

To receive additional online advertising, you can purchase the **Virtual Friend package**.

## Festival Friend

# \$1.2K<sub>+GST</sub>



Applications close:  
**31 January 2025**

Becoming a Festival Friend keeps your brand visible at SummerFest. Students are highly engaged and love receiving free promotional items, boosting interaction and brand awareness.

- ✓ Contribute giveaways to UMSU Welcome Bag, up to 1000 products



We look forward to partnering with you to create memorable experiences for the UMSU community.

For more information on how to get involved, please contact us at [advertise@union.unimelb.edu.au](mailto:advertise@union.unimelb.edu.au)