

# TASTINGS: TOGETHER 2024

UMSU / CREATIVE ARTS

OUR REACH AND IMPACT  
PARTNER AND SPONSOR OPPORTUNITIES



**TASTINGS:  
TOGETHER**  
2024 SHOWCASE



# ABOUT UMSU

**A non-profit organisation, run by students, for students!**

With a living history that extends to over 130 years, the University of Melbourne Student Union (UMSU) is committed to providing quality experiences that create a community of students, staff and visitors.

## **Vision**

To connect with every student, elevate their voices and provide them with an unforgettable university experience.

## **Purpose**

We enhance student life at the University of Melbourne by elevating and representing student voices through purposeful engagement and advocacy and providing exceptional programs, services and opportunities that champion inclusivity and accessibility.

# EVENTS AND IMPACT HIGHLIGHTS

## OUR EVENTS

**304** events run by UMSU in 2023

**70.3%** attended events in 2023, up from 59.5% in 2022

**95%** were positive about their experiences of UMSU events, activities and services

**85%** felt connected to their community and the city as a direct result of attending UMSU events

## SUMMERFEST 2024

UMSU's Orientation festival, SummerFest, featuring 20+ events across 3 campuses. A foundational event where new students learn about services, organisations and events.

With over 55,000 attendees and an average of 8500 tickets sold, (only some events were ticketed) is a crucial event to build brand awareness and maximise exposure.

## MUDFEST 2023

A biennial arts festival showcasing the best of student creativity across mediums. A total of 51 events took place in 2023, with an attendance of over 3000 students over 5 days.

## WINTERFEST 2023

A mid-year Orientation Festival welcoming new students. A wintery celebration of new ideas, events and opportunities.

# OUR REACH

## OUR AUDIENCE

53,963 students across 3 University of Melbourne campuses

150+ student nationalities

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

53% from Australia / 47% from overseas

## OUR EXPOSURE

77,128 online and social media audience reach

2,778,466 UMSU website page views

45,772 average eNews audience with a 77% average open rate of e-news

35+ partner organisations

## BRAND ALIGNMENT WITH POTENTIAL PARTNERS

Drive **awareness** with activations, offers, on-screen and online engagement and handout collateral.

**Connect** with current/potential customers, shareholders and strategic partners.

**Communicate** directly with an audience that is hungry for new experiences and activations.

# COLLABORATION BENEFITS

UMSU provides a platform for you to achieve your critical objectives in compelling ways, while also **placing your brand firmly within the rich cultural and educational ecology of Melbourne.**

You will work closely with the Events team in curating special events at which you will have the opportunity **to support student wellbeing and community capacity building**, as well as to address audiences or host impactful activations.

You'll receive **wide exposure** through UMSU marketing and collateral to students who attend University of Melbourne, as well as opportunities to engage audiences in unique ways.

We work with our partner organisations **demand deeper community connections** by creating dynamic conversations and impact around important and actual topics.

# TASTINGS:TOGETHER 2024

The 2024 edition of TASTINGS is all about **TOGETHER!** Spearheaded by the UMSU Creative Arts Department, this event brings together students passionate about the arts, offering them a platform to showcase their talents in five categories of **Theatre, Bands, Dance, Photography, and Short film.**

Designed to showcase student solidarity at a complex and uncertain time, the students are invited to explore their common goals and experiences.

Taking place from **19-23 August at the Parkville** campus the festival will feature a pop-up exhibition space, short film screenings and Dance and Music Battles.

By coming together and uniting, UMSU's only Arts Festival this year seeks to inform, educate, engage and empower students and the audience to understand and act on the challenges we face today.

# TASTINGS:TOGETHER 2024 PARTNERSHIP OPTIONS

## EVENT/CATEGORY CO-HOSTING PARTNER

EITHER FILM/PHOTOGRAPHY/DANCE OR MUSIC SHOWCASE

\$1000

As a co-hosting partner, you receive the unique opportunity to be co-host one specific showcase for the week - this can be either photography/film/dance or music category. You will get to present and connect with UMSU and TASTINGS audiences while profiling your brand.

You will maximise your engagement opportunities of your chosen event/impact, including workshop, talks, promotional stalls and events, and you will have the opportunity to address our audiences directly.

### **As an Event Co-hosting partner, you get to:**

- Create and organise your activation/booth/promotional materials for the category, max 1 day
- Include promotional products in the set-up
- Address the audience as a host/artist/panellist
- Organise giveaways at no additional cost

This package includes **online advertising combo** (1 FB post), and your logo featured across all promotional material.

# TASTINGS:TOGETHER 2024 PARTNERSHIP OPTIONS

FESTIVAL PARTNER  
\$3000

This year, we are delighted to offer an exclusive opportunity as TASTINGS festival Supporting Partner.

You'll receive wide exposure through EFFA marketing and collateral, as well as opportunities to engage audiences in a unique way, including via screenings, workshops and special events at which you will have the opportunity to address the audience as presenter of that session.

**As a Festival Partner you get to:**

- Have a 3x3m pop up at your chosen days/day, max 3 days
- Create and organise your activation/booth/promotional materials for the whole festival duration
- Include promotional products in your activation
- Address the festival audiences as a host/artist/panellist
- Organise giveaways at no additional cost

This package includes **online advertising combo** (2 FB +1 e-News/article banner), and your logo featured across all promotional material.



# TASTINGS:TOGETHER 2024 PARTNERSHIP OPTIONS

## FESTIVAL FRIEND

\$500

This option is perfect in case you are not able to have a physical presence.

### As a Festival Friend you get to:

- 1 FB Post
- Organise giveaways at no additional cost

## COMMUNITY FRIEND

Community Friend partnerships are built **on tailored opportunities**.

Festival Friend partnerships are mutually beneficial partnerships, including cross-promotion and providing in-kind or sponsored support for our events.

We rely on our communities and in-kind support to bring TASTINGS:TOGETHER to life.

# WE'RE FOCUSED ON POSITIVE AND EMPOWERED CHANGE

Great initiatives empower change.

We can be the catalyst for topical conversations and actions with long-term impacts for our audiences and students, and for you as our valued partner.

If you're interested in a sponsorship/advertising opportunity with UMSU please contact Carolin Saan via [advertise@union.unimelb.edu.au](mailto:advertise@union.unimelb.edu.au).

We look forward to working with you to develop and activate a unique partnership tailored to your goals.