



PROMOTIONAL OPPORTUNITIES

MID-YEAR ORIENTATION 2020

UMSU WinterFest Online offers a vibrant welcome for new and returning students to the University of Melbourne.

Thousands of students come to our orientation festivals to meet new people, get acquainted with all of the awesome clubs, free services and events at UMSU, and have some fun as they ease into the start of semester.

UMSU WinterFest Online is a great way for promoters to connect with students across a variety of virtual platforms.

KEY EVENT WINTERFEST CARNIVAL ONLINE WEDNESDAY 29 JULY

- ❄️ The perfect welcome to university event for new students in O-Week.
- ❄️ Clubs, speed friending and UMSU departments on show across a vibrant online space.
- ❄️ Book your space to engage with students, run competitions and promote your brand at the busiest event of WinterFest Online.

APPLICATIONS CLOSE 3 JULY 2020
umsu.unimelb.edu.au/advertise





EVENT PROMOTIONS



Promotional online space for mid-year orientation 2020 is strictly limited. Preference will be given to sustainable, engaging promotions that add value to the student experience.

WINTERFEST CARNIVAL ONLINE

\$1200+GST

A dedicated space alongside our 200+ clubs and student departments at the busiest event of WinterFest.

SOCIAL MEDIA

Increase your reach through UMSU's vibrant online communities. Boasting fantastic student engagement, our Facebook page has over 30,800 followers and the weekly eNews connects with more than 78,000 subscribers.

❄️ INSTAGRAM STORY	\$480+GST
❄️ FACEBOOK	\$480+GST
❄️ ENEWS	\$680+GST
❄️ ONLINE PACK (FACEBOOK OR INSTAGRAM + ENEWS COMBO)	\$1000+GST

UMSU limits availability of external promotions to increase your impact.

**GET IN FAST TO RESERVE A WINTERFEST ONLINE PROMOTION.
FOR FURTHER INFORMATION AND TO BOOK**

visit: umsu.unimelb.edu.au/advertise

email: advertise@union.unimelb.edu.au



Orientation 2020 promotions are strictly limited. All applications are subject to approval. UMSU reserves the right to schedule advertising and promotions in accordance with its communications and site plans.