

Electric Fever

2018 O-Week
Prospectus



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**ANU
AT A
GLANCE**

23,761

STUDENT
POPULATION

11,683

UNDERGRADUATE
POPULATION

3,598

UNDERGRADUATE
COMMENCING

84

2017 O-WEEK
EVENTS

4,000

RESIDENTIAL
STUDENTS

76

ACTIVE O-WEEK
VOLUNTEERS

2,786

FRIDAY NIGHT PARTY
ATTENDEES

253

MARKET DAY
STALL HOLDERS

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INTRODUCTION

The Australian National University's Orientation Week is the biggest week on campus, welcoming 20,000 students to a new academic year. Through an array of diverse events, the week aims to help students connect with other students, become comfortable at university and to empower them to make the most of their university experience. The extensive engagement of this week makes it an ideal platform for organisations of all sizes to establish their brand within the student body.

Headline events, include an Open-Air Cinema, an all-day festival with jumping castles and interactive arts and sports activities; a Market Day which consists of with over 120 Clubs and Societies and 70 external organisations setting up stalls and over 3,000 attendees signing up for activities and clubs; a food market and outdoor art exhibition, day trips around the Canberra region to places such as Cotter Dam and Kamba Pools; and an exciting Friday Night Party, an annual concert with local and international acts, attended by almost 3000 students.

Alongside these headline events will be smaller-scale events run by ANUSA's seven Departments (Women's Department, Queer* Department, International Students

Department, Indigenous Department, Disabilities Students' Association, Ethnocultural Department and Environment Collective), 2018 ANUSA representatives and Clubs and Societies from all corners of the University. These smaller events will be regular and held at varying locations across campus, to help students settle into life at the ANU and make friends in low-intensity settings.

The ANUSA Orientation Week is an excellent opportunity for brands and businesses to engage and interact with the large and diverse student population at the ANU. Supporting student events and initiatives at the ANU will also provide businesses with the benefits of community-based sponsorship, improving ties with the ANU and broader Canberra population. Past sponsors who have supported Orientation Week are not limited to but have included Uber, 7-11, Murray's Buses, Student Flights, Mooseheads and the Commonwealth Bank.

ANUSA's 2018 O-Week will be themed 'Electric Fever.' We envision a week full of high-energy, vibrant and colorful festivities. This year aims to maintain a high volume of diverse events, ranging from eclectic arts markets, to fast-paced and challenging scavenger hunts.

	Monday 12th	Tuesday 13th	Wednesday 14th	Thursday 15th	Friday 16th
Morning	Coffee crawl	Fete day	Market Day and World record attempt	Lake walk and paddle boarding	Pre-Friday Night Party Op Shop Crawl
Afternoon	Holi	Day trip to Kambah pools		Scavenger hunt and water fight	Day trip to Cotter
Evening	Disco on the Lawns	Open Air Cinema & Stargazing	Progressive meal and film screening	Afterglow food markets and outdoor arts exhibition	Friday Night Party



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BENEFITS TO BUSINESSES

ANUSA Orientation Week is a great opportunity for you to expose students to your products and services. For many, starting university signifies new freedoms such as choices over one's living arrangements, eating and drinking habits and general behaviors. Many of these students move to Canberra from interstate so would have poor brand recognition (if any at all) for Canberra-based and Australian brands, and are looking for information to guide their consumer decisions.

By sponsoring ANUSA's Orientation Week and/or partnering with ANUSA to deliver our Orientation Week, businesses have the capacity to place their product or service in a prime position at a time when students are open to new experiences. You also have the opportunity to be associated with an enjoyable and influential time for a student.

UNIQUE AND
EFFECTIVE
PROMOTION

DIVERSE
OUTREACH

WIDE MEDIA
COVERAGE



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SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP

Price

\$15,000

Limited to one sponsor position

- Naming rights as the principal sponsor for O-week e.g.; ANUSA X _____ Present: O-Week 2018
- Stall in the premium social hub of the university - The Pop-Up Village for the entire week from Monday 12th February to Friday 16th February.
- Brand/Business name as the principal sponsor on apparel merchandise.
- Brand/Business logo on all promotional materials;
 - Overview of events guide, O-Week ads in the university newspaper - Woroni, posters, public advertisements, outdoor banners, flags etc.
 - Electronic and online advertising through social media, primarily through Facebook and Instagram. This includes a carousel banner on the ANUSA website for approximately four weeks.
- Promotional materials in the ANUSA show-bag.
- Invitation and access to all events to all events*, including backstage passes to the Friday Night Party.

GOLD SPONSORSHIP

Price

\$7,500

Limited to three sponsor positions

- Acknowledgement as a gold sponsor on all promotional material.
- Premium stall in a high traffic location at ANUSA Market Day 2018 .
- Brand/Business logo on all promotional materials;
 - Overview of events guide, O-Week ads in the university newspaper - Woroni, posters, public advertisements, outdoor banners, flags etc.
 - Electronic and online advertising through social media, primarily through Facebook and Instagram. This includes a carousel banner on the ANUSA website for approximately two weeks.
- Promotional material in the ANUSA show-bag.
- Double backstage passes to the Friday Night Party.

SHOW BAG SPONSORSHIP

Price
\$250

- Show Bags are quality canvas, packed with merchandise, discounts, stationary and free samples and are a feature of the week. The show bags are a great way to entice students to check out your business and an awesome way to break into the student market.
- Bags will contain only product samples, magazines and discounts to ensure that they are an exciting score for incoming students.
- The bags:
 - Approximately 3000 show bags will be distributed free to students.
 - Minimum quantity of a provided product/discount is 1000 items.
 - It is recommended that if a variety of products are provided, that items are of equivalent value.
- Note: We will only accept material that is a Gift Card or offers a specific student discount/deal. All contributions will need to be approved by the ANUSA executive to ensure the show bags are of a high quality.



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EVENT SPONSORSHIP

EVENT-SPECIFIC SPONSORSHIP

Price

\$500

Price may vary with certain events

- Naming rights for an event;
ANUSA X _____ Present: ~Event~
- Ability to put up banner or sandwich board at event.
- Stall at the event (stall size dependent on the event itself).
- Branding on the event posters and related merchandise.
- Verbal thank you and accreditation on any introductions/briefings.
- Please contact us if you would like to sponsor any of the events. We can cater packages and events to suit your needs.

MARKET DAY

Wednesday 14th February; 9am - 4pm

Market Day is one of ANU's biggest events and is attended by more than 4000 people each year. Market Day gives you the opportunity to meet face to face with the student population at ANU and give people more personal interaction with and information about your business through the running of a stall.

MAIN SPONSOR

Price

\$4,000

Limited to one position

- Main sponsor for Market Day, naming rights for the event
ANUSA x _____ Present: Market Day
- Largest stall in your preferred location.
- Ability to contribute to the day - for example making a speech during the day.
- Branding on all Market Day related merchandise and advertising.

PREMIUM STALL HOLDER

Price

\$1,500

or

\$1,450

when purchased
with show bag
sponsorship

- Guaranteed spot on in the highest traffic area.
- Hand out advertising material/merchandise.
- Demonstration of products are encouraged - taste-tests, technology etc.
- Freedom to customise your space, which can include a banner. Keep in mind that everything must be within your 3x3 marquee unless negotiated in advance.
- Equipment and amenities guaranteed;
 - 3x3m marquee setup prior to arrival
 - One table (2.4m)
 - Two chairs
 - Access to power.

BASIC STALL HOLDER

Price

\$500

or

\$450

when purchased
with show bag
sponsorship

- Hand out advertising material/merchandise.
- Freedom to customise your space, which can include a banner. Keep in mind that everything must be within your 3x3 marquee unless negotiated in advance.
- Equipment and amenities guaranteed;
 - A 2.4m space
 - One table (2.4m)
 - Two chairs
- Basic stalls do not include marquee, music or power.

Notes to Stallholders:

- Stallholders cannot;
 - Sell anything on the day.
 - Use loudspeakers or play loud music without prior arrangement
 - Book specific locations
- All stallholders must;
 - Inform ANUSA of what they are bringing on the day.
 - Arrange for the moving/installation/storage of their own equipment.

FRIDAY NIGHT PARTY

Friday 16th February; 5pm - 11pm

Friday Night Party (FNP) is the electrifying climax of O-Week and the pinnacle of student experience at the ANU. With around 3000 attendees, FNP has become the highlight of ANUSA's O-Week, boasting an impressive array of names who have attended throughout the years. Previous acts have ranged from Chvrches, San Cisco, Ball Park Music, The Preatures, and Art vs Science to name a few. As a sponsor for this event, your brand will have exposure to one of the largest university gatherings in the Canberra region, and be tied to a hallmark event of the year. The packages on offer range from naming rights, to distributable merchandise throughout the week. All packages are negotiable as we want your brand to fit in as best as it can with this remarkable event.

BLOW-A-FUSE PACKAGE

Price

\$30,000

Limited to one
position

- Event Naming Rights;
ANUSA x [Your Brand] Present Friday Night Party
- Dedicated Social Media Post.
- Prime Brand Placement on Event Banner.
- Prime Brand Placement at Event Displays between sets.
- Shout-out and mention by concert MC.
- Placement of paraphernalia at concert and throughout O-Week.
- Brand placement on event wristbands.
- Paraphernalia in O-Week show bags.
- Marquee available at the concert.
- If your brand is capable, the organisation, running and control of the second stage at the Friday Night Party Concert.

HIGH-VOLTAGE PACKAGE

Price

\$5,000

Limited to three
positions

- Dedicated Social Media Post prior to the event.
- Secondary Brand Placement on Event Banner.
- Shout-out and mention by concert MC during event.
- Product placement in O-Week handout bags.
- Marquee available at the concert for marketing.

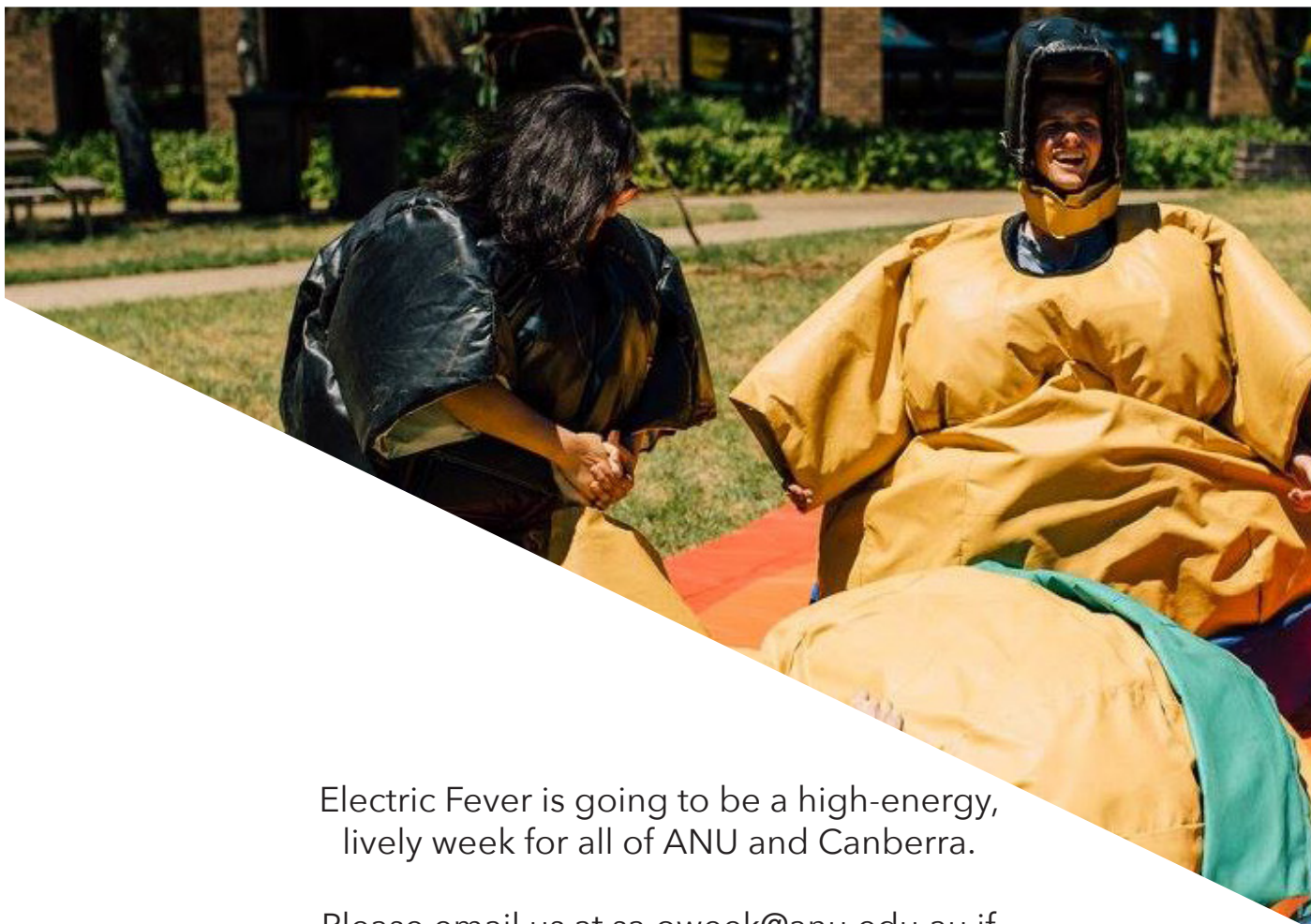
LIVEWIRE PACKAGE

Price

\$500

- Shared Social Media Post with other package Sponsors acknowledging sponsorship.
- Secondary Brand Placement on Event Banner.
- Product placement in O-Week show bags during the entirety of the week.

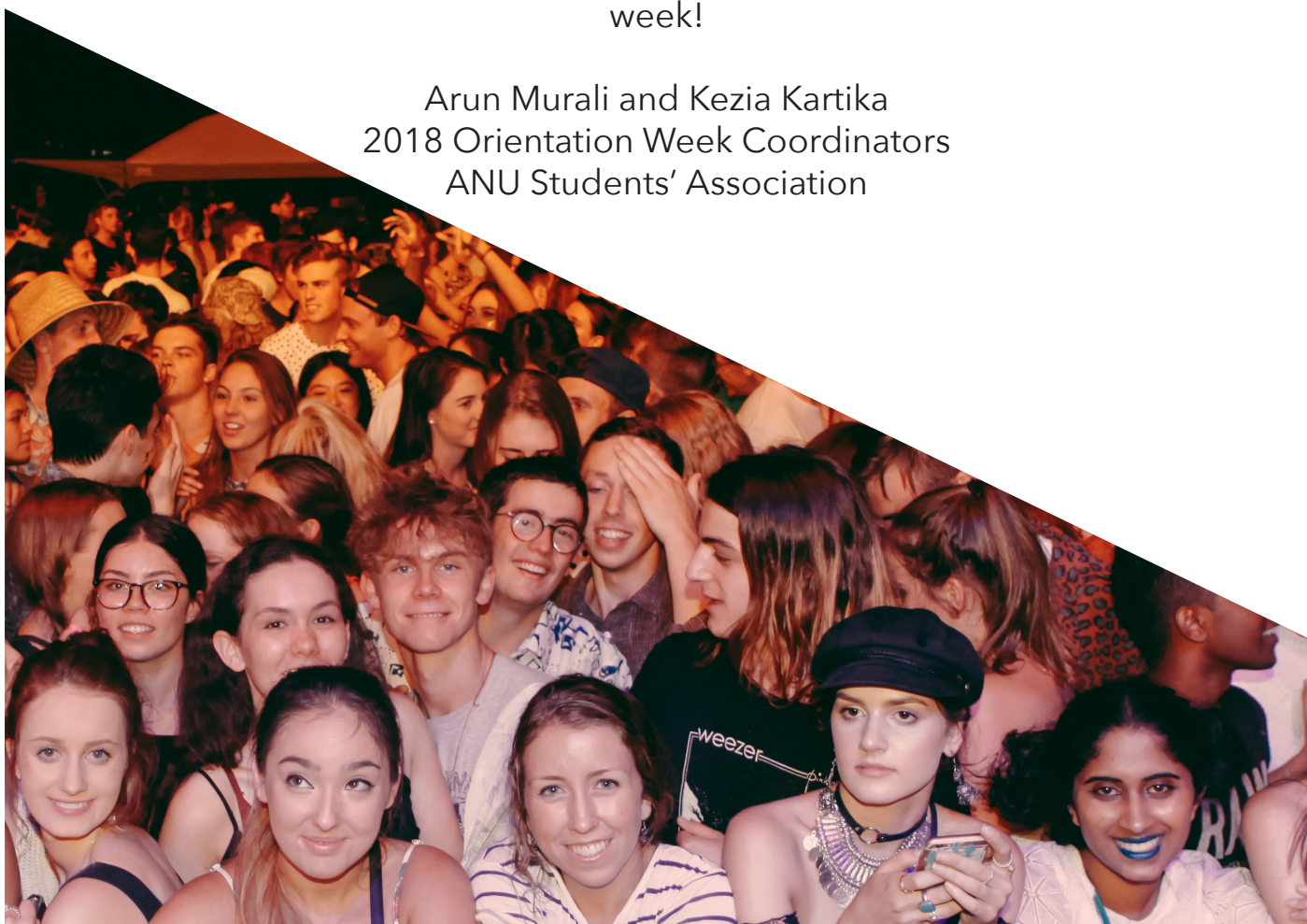




Electric Fever is going to be a high-energy, lively week for all of ANU and Canberra.

Please email us at sa.oweeek@anu.edu.au if you are interested in being involved in this week!

Arun Murali and Kezia Kartika
2018 Orientation Week Coordinators
ANU Students' Association



Photography credits: Jessy Wu Photography