



ANUSA Market Day 2020 Prospectus

19 February 2020

9am-3pm



About

Held on the Wednesday of O-Week, Market Day is an event that sees vendors return year after year because of the opportunity to communicate directly with students at such an important time of year.

Taking over University Avenue in the heart of ANU, Market Day hosts a combination of clubs, departments, stakeholders and businesses all promoting themselves to the influx of new and current students.

The majority of students starting at ANU in 2020 will be arriving from areas outside of the Canberra region. Market Day is a key time for new students to make connections with businesses and organisations and start to establish their new network in Canberra.

Market Day is an invaluable opportunity to market your business in this critical time to such a targeted and engaged audience.





Around 6,000 new students in 2020

200+ stalls at our last market day

4,000+ market day attendees

We offer various types of stallholder opportunities for Market Day, and are happy to negotiate on the details.

Stallholder options

Premium Stallholder

Our Premium Stallholders have the opportunity to occupy the biggest space in the highest traffic areas. This option is perfect for a business who would like to actively engage with consumers and activate their brand in an impactful way. We are happy to work with Premium Stallholders to ensure their activation is successful. Our Premium Stallholders will have the option of either using our stock marquees, bringing their own branded marquees, or the ability to set up another type of activation space.

Premium Stallholders will have the opportunity to hand out free samples, run competitions, hand out marketing materials and conduct product demonstrations.

General Stallholder

Our General Stallholders are our most popular type of stall. Situated amongst our various other stalls including clubs and departments, they are sure to get some great interaction from new and current students. Our General Stallholders will be provided with a complimentary marquee, table and chairs. This ensures that bump in and out is efficient so that your business can maximise interaction with students.

Our general stallholders can hand out free samples/marketing material and conduct product demonstrations.

Roaming Promotion

Roaming Promotion is a different way to activate your brand on Market Day, allowing businesses to walk around the market and directly engage with attendees. Please note we offer a very limited amount of roaming promotion, please get in touch with us to see if your business is suitable.

Market Day Sponsorship Options

	Premium Stallholder	General Stallholder	Roaming Promotion
	\$2,000	\$800	\$1000
Choice between a 3x3 or 6x3 metre stall in negotiable location	✓		
3x3 metre stall		✓	
Marquee set up and ready for day (unless business wants to use own branded marquee)	✓	✓	
Equipment	Up to 2 trestle tables and 4 chairs	1 trestle table and 2 chairs	1 trestle table and 2 chairs (away from market for storage purposes)
Power set up at site	✓	✓	
Volunteer on call for the day	✓		
Footage of your stall in Market Day wrap up video	✓		✓
Logo on Market Day promotional material and collateral	✓		
Facebook post on ANUSA page in lead up to event	1 post		

Contact Us

For any queries please contact:

ANUSA Community Life Officer Erin Behn at
sa.community@anu.edu.au

You can also call us on 02 6125 2444

Note to stallholders

- The market will go ahead rain, hail or shine. In the instance of severe or dangerous weather, our event organisers will make a call on the best course of action, if that is cancelling the event, refunds will not be given.
- Stallholders cannot sell anything on the day; use loudspeakers or play loud music without prior arrangement; book specific locations
- Stallholders must inform ANUSA of what they are bringing on the day; arrange for the moving/installation/storage of their own equipment
- Facebook posts will have to be approved by ANUSA's Communications Manager
- ANUSA has the right to deny application of any stallholders that do not align with ANUSA's organisational values.