



ANUSA O-Week 2020 Prospectus

17-21 February 2020



About ANU

As the top ranked university in Australia and among the top 20 universities in the world, the Australian National University is highly regarded by students, employers, and the academic world. Part of what makes ANU so attractive to prospective students is the bustling, vibrant, and diverse student community that contributes to an incredible student experience.

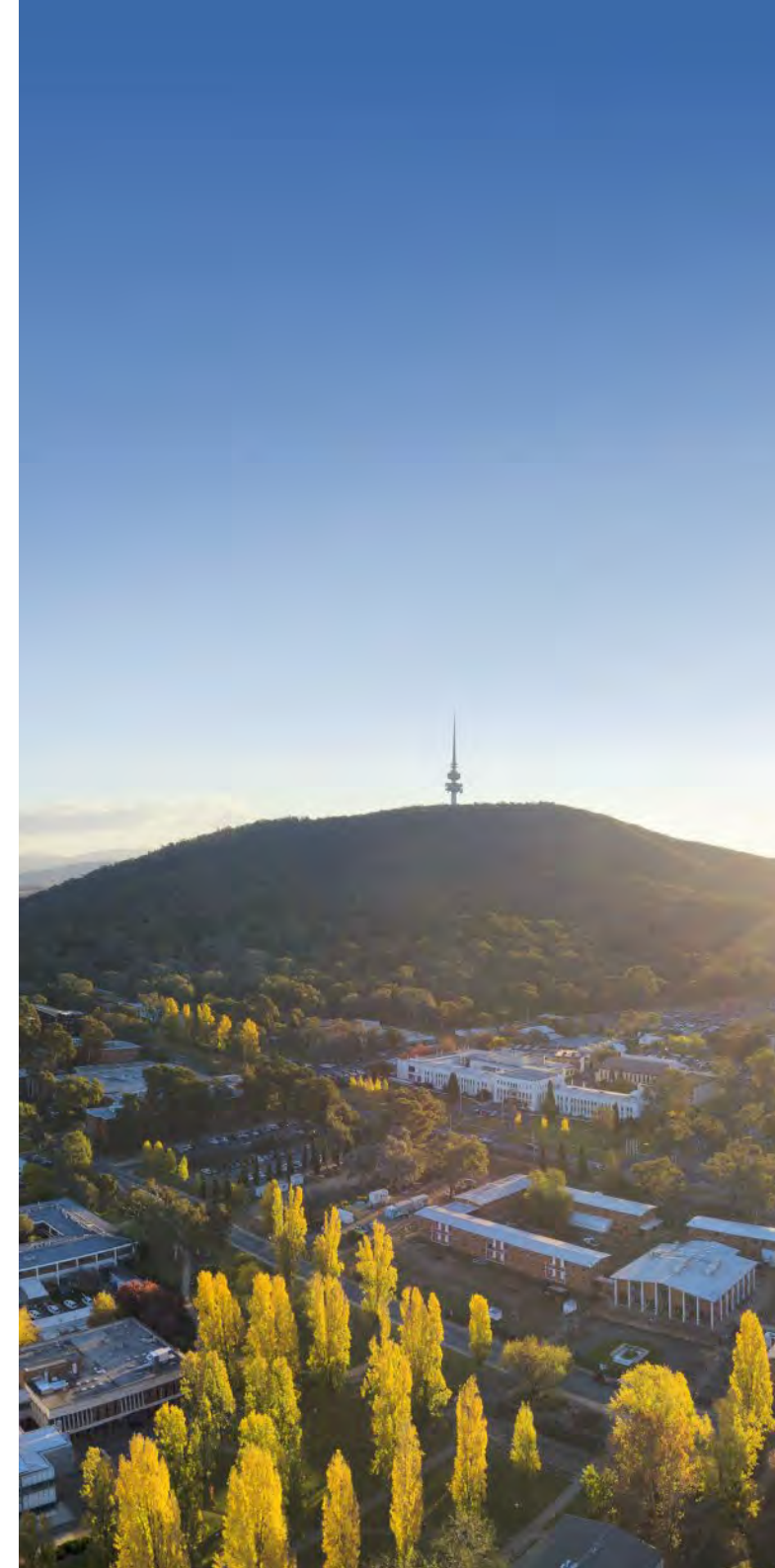
The Australian National University has recently undergone a \$260 million renovation which has reinvigorated the heart of the University campus. The space has more than 40 shops and retailers, a cultural centre, health and wellbeing facilities, a gym and pool in addition to a new residential hall, teaching and learning facilities.

About ANUSA

ANU Students' Association (ANUSA) is the peak representative body for all undergraduate students at ANU, representing over 11,000 students.

We organise both O-Week and Bush Week, the biggest events on the University social calendar. ANUSA's O-Week has a reputation for success and high quality. The opportunity to engage with the University's wide variety of individuals and communities is an exciting and highly beneficial one for your company.

Past Sponsors include:



Previous Partners and Sponsorships

Supported by



JWLAND



V Energy | Sumo Salad | Allianz
Australian Red Cross | Optus | Unidays | Foundation
for Alcohol Research & Education

What is O-Week?

O-Week, hosted by the Australian National University Students' Association (ANUSA), is a week packed full of events and activities that attracts thousands of students.

O-Week is the **biggest week** of the year at ANU. It heralds a new, exciting start of the year for students both old and new. It is a week full of celebrations, events, and parties, as well as an opportunity for clubs, businesses and organisations to engage students.

ANUSA's O-Week program provides face-to-face and digital opportunities to increase brand exposure and maximise your engagement with the student population.



Vision

2020 O-Week is shaping up to be another amazing week of exciting events and genuine opportunity.

With events such as the multicultural food festival, games night, and “How to Adult” sessions, O-Week has something for every student. As tradition goes, the Wednesday of O-Week will host our famous ANUSA Market Day. This event boasts around 200 diverse stalls, with over 120 student clubs and attracts over 4,000 students. We’ll be capping off O-Week in magnificent style with our famous Friday Night Party. Attracting thousands of attendees, from both the student population and general public, the event includes nationally recognised music artists, delicious food and interactive entertainment.

This year, we are expecting almost 6,000 new students to be joining us in Canberra. For them, O-Week will be their initial contact with the businesses and organisations in the ACT. This is a time where these new students will be making decisions as to where they want to eat, who they will bank with, where they will shop, and where they can go to have a good time with their friends.

O-Week is a great once-a-year opportunity to reach a large number of students and is a critical time to establish brand recognition.

Student Demographics

*2018 official DET annual submission

25,000

Students at the Australian National University

13,500

Undergraduate students

5,000

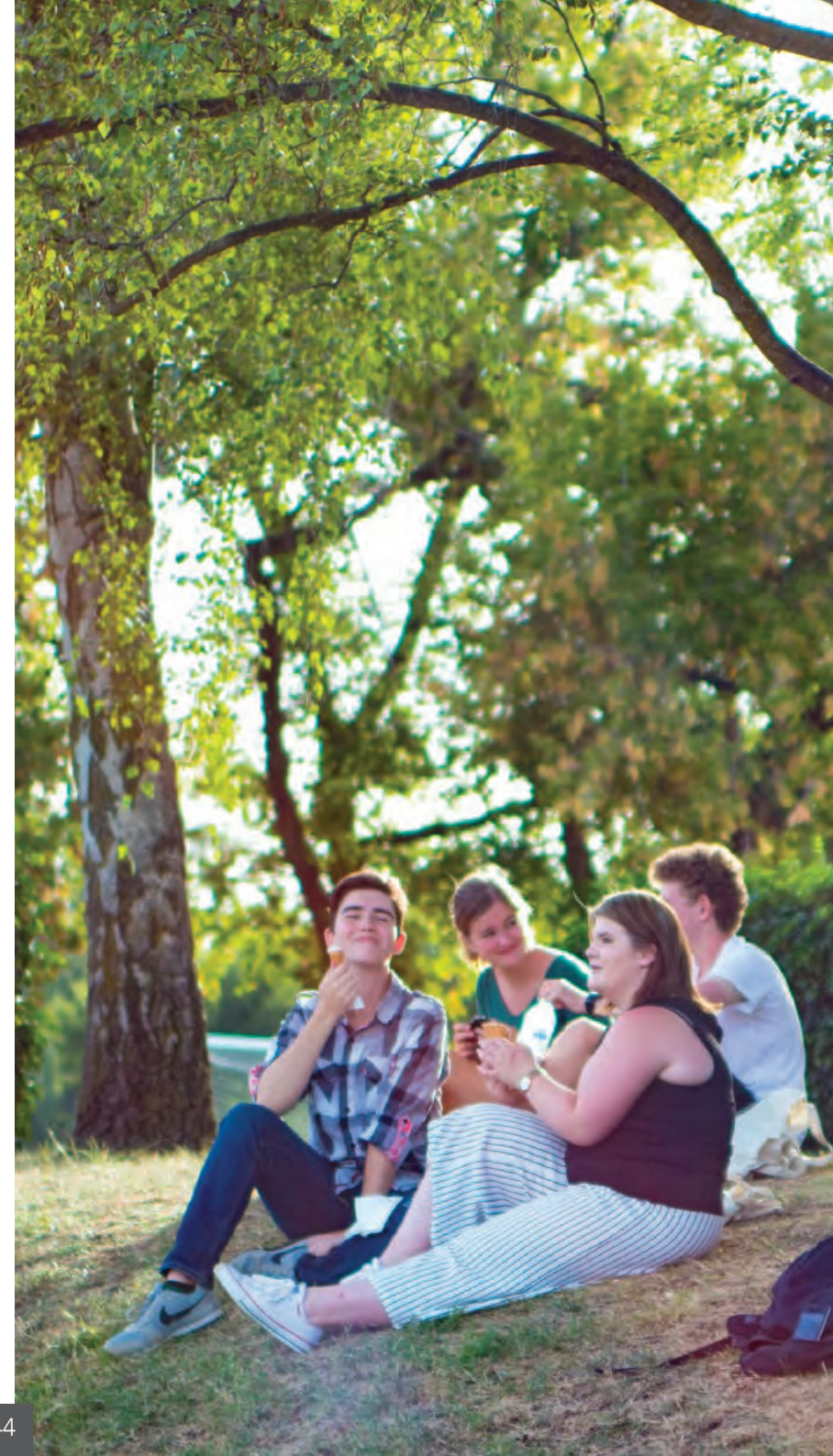
Students living on campus (more than 20% of students)

200+

Stalls at our last market day

10,000

Total international students



Benefits for your business

ANUSA Website

ANUSA's website provides high impact opportunities that promote your brand's message amongst the tertiary student market.

Our responsive design interacts with students through mobile and tablet screens, enabling effortless access to upcoming events, competitions, clubs and societies, and deals.

anusa.com.au

ANUSA Social

The [ANUSA Facebook page](#) has over **17,000 followers**. We regularly reach over **100,000 people** per month solely through our Facebook page.

We moderate several Facebook groups such as "New @ ANU" which is the go-to for new students, providing essential first year information.

We also manage an Instagram account and a weekly newsletter which we use to support our main social channels.

Benefits for your business

ANUSA Social

17,000+

ANUSA Facebook followers

100,000+

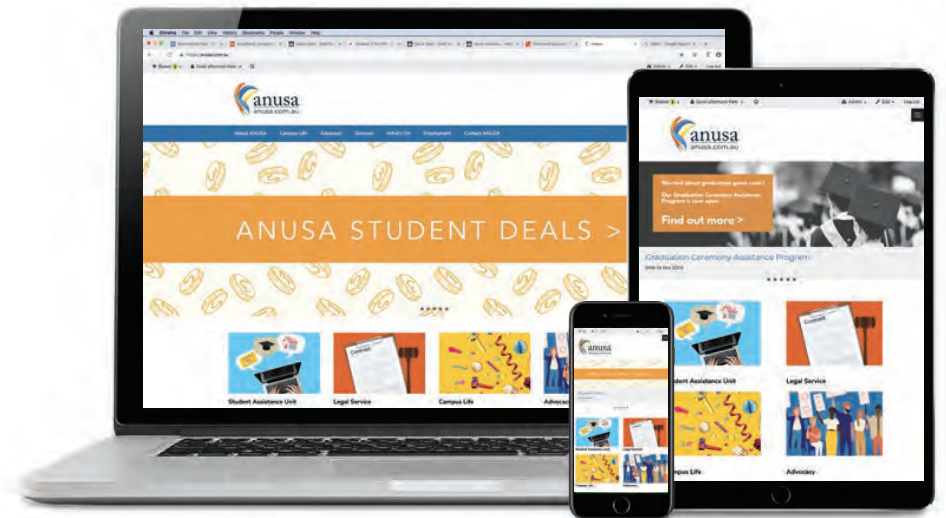
Our monthly Facebook reach

12,000+

Students who receive our weekly emails

1,000+

Highly engaged Instagram followers



ANUSA Website

ANUSA's website provides high impact opportunities that promote your brand's message amongst the tertiary student market.

Our responsive design interacts with students through mobile and tablet screens, enabling effortless access to upcoming events, competitions, clubs and societies, and deals.

anusa.com.au

O-Week Schedule

17-21 February

Please note this calendar is a guide and events may change. Sponsors will be provided with a calendar once finalised.

	Monday 17	Tuesday 18	Wednesday 19	Thursday 20	Friday 21
Morning	Welcome Breakfast	Scavenger Hunt	Market Day	Holi	Farmers Market
Lunch	Feast of Strangers Daily Free BBQ	Scavenger Hunt Daily Free BBQ	Market Day Daily Free BBQ	How to Adult Session Daily Free BBQ	Scavenger Hunt Daily Free BBQ
Afternoon	How to Adult Session	How to Adult Session	How to Adult Session		Friday Night Party
Evening	Mooseheads Party	Pizza and E-Games	Laneway Festival	Outdoor Cinema	Friday Night Party

Sponsorship Opportunities

There are limitless opportunities to get involved with ANUSA's O Week. We work really closely with our sponsors to ensure their engagement is effective and worthwhile.

ANUSA represents the undergraduate students of the ANU, we choose our sponsors based on their suitability to ANUSA's values and the suitability to the needs/requests of our students.

We offer the following sponsorship options:

Named Brand Sponsor

The principal sponsor of O Week. This will entitle your business to share the name of O Week with ANUSA. It is the broadest and largest marketing opportunity and ensures your brand has a presence at every event in O Week. Your brand will also make it into the homes of students and would be firmly planted on canvas tote bags that are used over and over by students. Many students use these bags for the entirety of their university experience

Gold Sponsor

A great sponsorship opportunity for medium sized businesses to reach a large targeted group. With presence on the ANUSA website, supported by posts on ANUSA's FB page, this option ensures your brand is at the forefront of O Week and makes an impact on students.

Silver Sponsor

A great introductory sponsorship opportunity, with a consistent brand presence supporting your Market Day stall to ensure effective brand recognition.



Sponsorship Opportunities

Show Bag Sponsorship

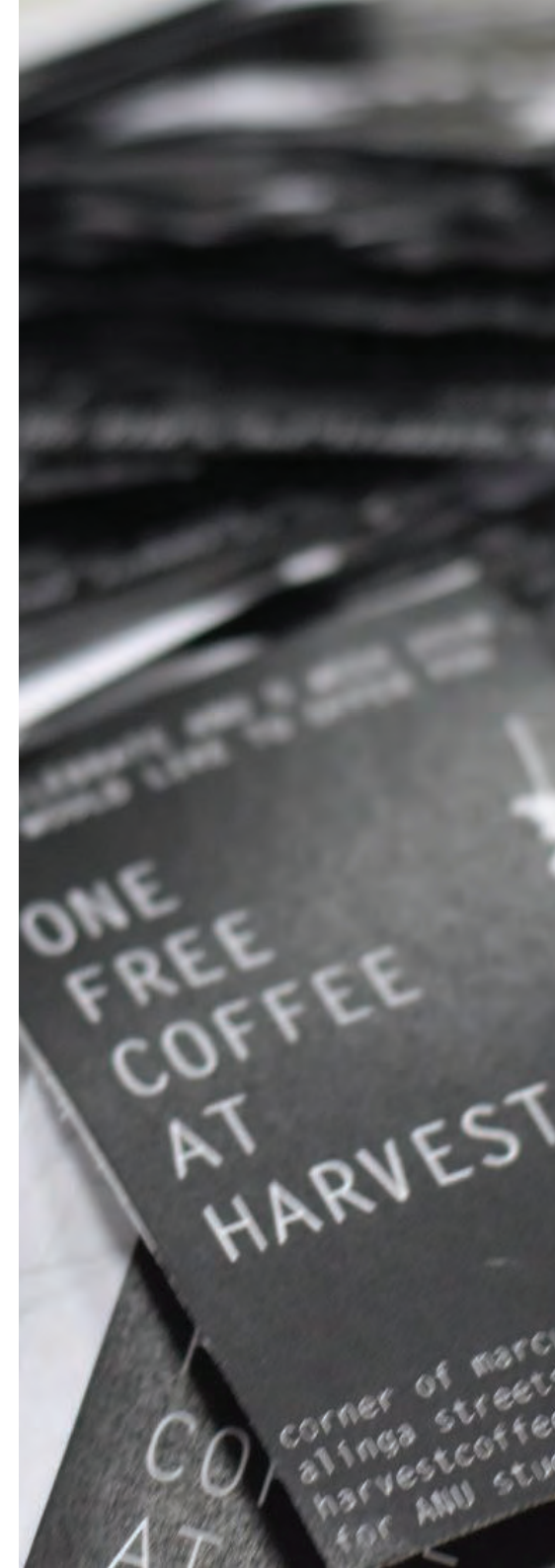
Every year, ANUSA puts together around 2,000 show bags to hand out to new students. These are made up of ANUSA merchandise, free samples, vouchers and marketing materials. These are a great way to directly target your business to a broad range of students, many of whom are entirely new to Canberra.

Inclusion Option 1

The option to include one piece of marketing material, no larger than A4, double sided, into the ANUSA show bag. (Printing of collateral is not included in price, 2,000 pieces to be delivered to ANUSA offices by provided deadline)

Inclusion Option 2

The option to include a free sample or a voucher/discount card into the 2,000 show bags. Sample/Voucher can be attached to marketing material or collateral. (Printing of collateral is not included in price, 2,000 pieces to be delivered to ANUSA offices by provided deadline)



O-Week Sponsorship Options

	Named Brand Sponsor \$30,000	Gold Sponsor \$12,000	Silver Sponsor \$5,000	Showbag Sponsor 1 \$500	Showbag Sponsor 2 \$200
Number of sponsorship packages available	1 opportunity	2 opportunities	4 opportunities	Multiple	Multiple
Brand/Business name as principle sponsor for the whole O-Week. ANUSA X ____ Presents O-Week 2020	✓				
Business stall in the hub of ANU for the entirety of O Week (Feb 17-Feb 21 2020)	✓				
Brand/Business logo on 2,000 canvas show bags to be handed out to new students	✓				
Logo printed alongside ANUSA on 10000+ event postcards	✓				
Opportunity to work with ANUSA to tailor an event to suit your brand/co-host	✓	✓			
A carousel banner linked to your website on the ANUSA website	8 weeks of rotation	4 weeks of rotation			
Logo on ANUSA FB banner image	Live for 4+ weeks				
Facebook posts on ANUSA Facebook and New@ANU group during and in the lead up to O Week (Our Facebook page has a reach of over 100,000 per month)	6 posts total	4 posts total	1 post total		
Potential for logo inclusion on some Friday Night Party collateral	✓				
Logo on O Week posters, website, newsletters for the duration of all O Week advertising activities	✓	✓	✓		
Premium stall at ANUSA Market Day 2020	✓	✓	✓		
Promotional marketing material included in over 2,000 (free) ANUSA canvas show bags	✓	✓	✓	✓	
Promotional sample product or voucher included in over 2,000 (free) ANUSA canvas show bags	✓	✓	✓		✓

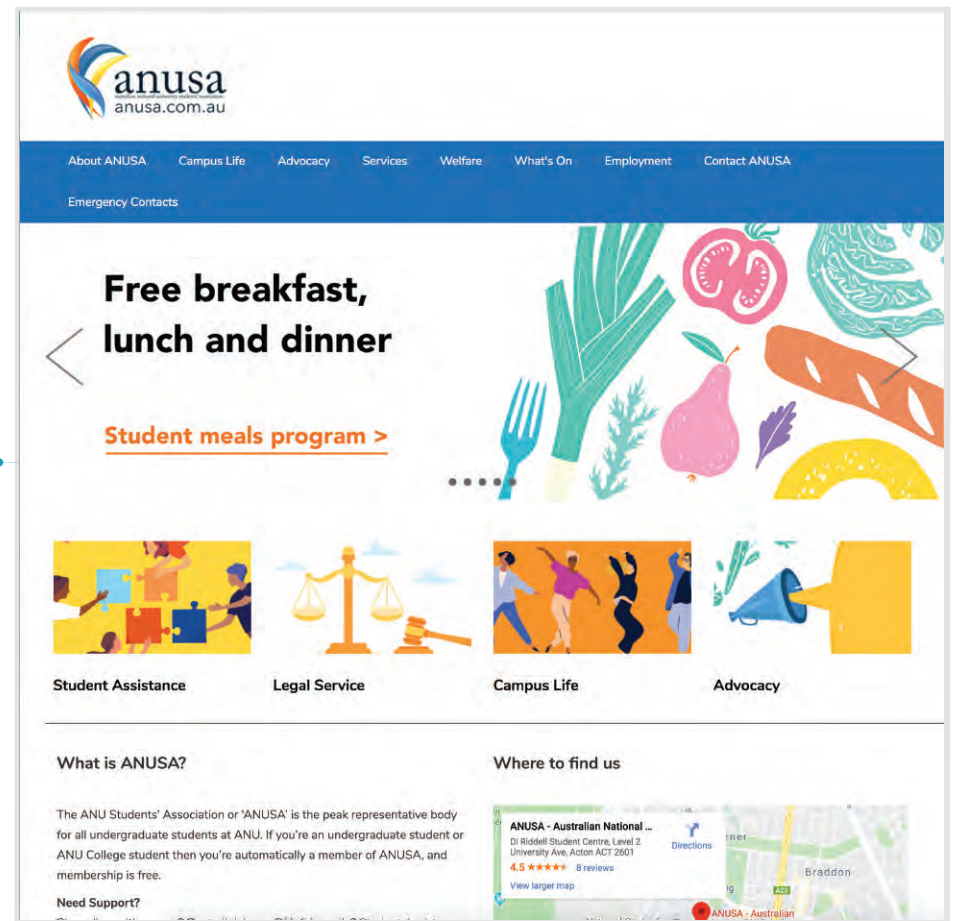


Facebook banner

The ANUSA Facebook page averages 100,000 reach per month

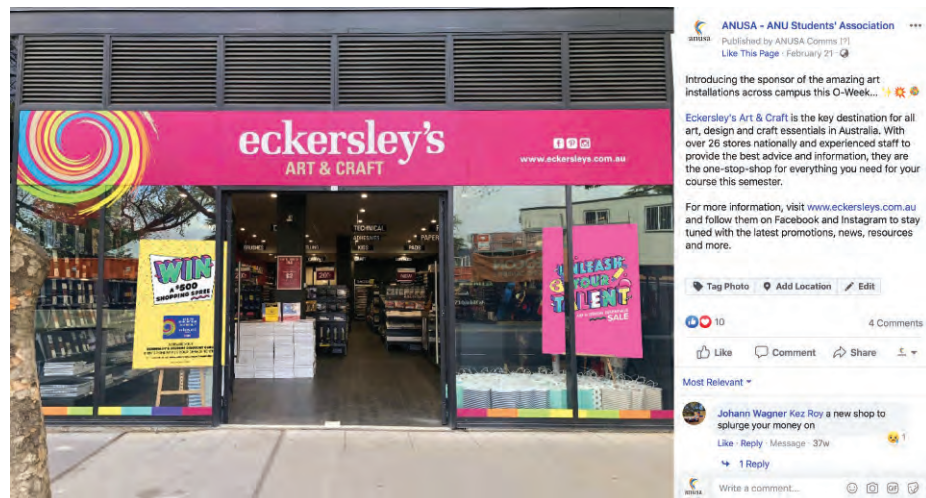
Website Carousel banner - 2000 x 600 px

The ANUSA website averages over 6,000 unique users during February



Sponsored post

An example of a post from one of our sponsors in O-Week 2019



Friday Night Party Sponsorship

Friday Night Party (FNP) is the most famous part of O Week, held on the final day, it is the wrap up event of all wrap up events. Set on Fellows Oval on the ANU campus, FNP sees thousands of attendees flood the event to see some amazing artists, eat delicious food and solidify new friendships.

FNP is attended primarily by students from ANU and the wider Canberra community. Sponsorship for this event is limited, but extremely targeted and you are guaranteed strong engagement. To discuss whether your brand is suitable for FNP, please get in contact with our Treasurer or Social Officer.



Friday Night Party Sponsorship

	Named Brand Sponsor \$17,000	Gold Sponsor \$6,000	Silver Sponsor \$2,000
Number of sponsorship packages available	1 opportunity	2 opportunities	3 opportunities
Brand recognised as main sponsor	✓		
Brand named as main sponsor on ticket sales site (Moshtix) which will be seen by thousands of attendees and non-attendees.	✓		
Brand/Logo on all collateral related to tickets (email confirmations, ticket instructions, ticket reminders)	✓		
Logo on all other Friday Night Party collateral (posters put up around the university, online marketing etc)	✓	✓	✓
Facebook Posts on ANUSA Facebook and Friday Night Party page in the lead up to FNP with an average reach of 3,000 per post	6 posts	2 posts	1 post
Reserved 10m x 10m space within the event to conduct product demonstration/brand activation (event runs from 4pm to 11pm)	✓		
Reserved 3x3 space within event for brand activation (event runs from 4pm -11pm)		✓	
A carousel banner linked to your website on the ANUSA website	8 weeks of rotation	2 weeks of rotation	
Brand on event mud map	✓	✓	✓
Promotional sample product or voucher included in over 2,000 (free) ANUSA canvas show bags	✓	✓	✓

Contact Us

This prospectus is a guideline to sponsorship opportunities, we are happy to negotiate and work with our sponsors to ensure the output is suitable to their brand.

For any sponsorship queries please contact:

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

You can also call us on 02 6125 2444

*Sponsorship opportunities may be restricted for companies involved in the supply of alcohol.
Please contact us if you have any queries.*