

O-WEEK FESTIVAL 2018

3-DAYS | 5000+ 1ST YR STUDENTS | AGED 18-24
UNIVERSITY OF WOLLONGONG CAMPUS

TUE 20 | WED 21 | THU 22 | FEBRUARY 2018

Connect with students at one of Australia's leading regional universities. The University of Wollongong is a young and vibrant university boasting a tranquil, green campus just 3km from the beach and 80km from Sydney.

KEY STATS

- 2017 Enrolment – 26,277 (73.8% Domestic Students, 26.2% International Students)
- 66.3% of students are aged 17-24
- 2017 On Campus Residents – 1,900 (2,700 by 2019)

Build long term loyalty and engage with an influential millennial market through face to face engagement at the 2018 UOW O-Week Festival.

1. CORPORATE STALL (3 DAYS) \$2000+GST

DATES TUES 20, WED 21 AND THURS 22 FEBRUARY

Corporate stall holders are placed to maximise exposure in high traffic positions for three days.

SIZE Stalls provided are 2.4m x 2.4m.

BENEFITS

- Product/service sales*
- Stall signage display opportunities

LIMITED POWERED SITES AVAILABLE ON A FIRST IN BASIS!

2. CORPORATE STALL (1 DAY) \$800+GST

DATES TUES 20, WED 21, THURS 22 FEBRUARY OR WED 7 MARCH
Corporate stall holders are placed to maximise exposure in high traffic positions for one day.

SIZE Stalls provided are 2.4m x 2.4m.

BENEFITS

- Product/service sales*
- Stall signage display opportunities

3. OWN BRANDED STALL FROM \$1000+GST PER DAY

DATES TUES 20, WED 21, THURS 22 FEBRUARY OR WED 7 MARCH

Organisations who wish to bring their own branded stall requiring an area from 3m x 3m and larger are welcome. There will be an additional cost for larger stalls depending on size and nature of the business.

BENEFITS

- Opportunity to use your own branded stall
- Product/service sales*

4. ROAMING SAMPLING \$800+GST (MAX. 6 HRS)

DATES TUES 20, WED 21, THURS 22 FEBRUARY, WED 7 MARCH

A unique opportunity to promote face to face with students. Several areas are designated high traffic for samplers.

BENEFITS

- Access to campus
- Recognition on O-Festival website

**BOOKING DEADLINE
FRI 19 JAN
2018**



Company Name:

Agency (Please specify who this is on behalf of):

ABN: Contact Person:

Address:

Phone: Mobile: Email:

The following opportunity is requested:

Option Number:

Description of package:

Do you have your own marquee?

Yes, if so what size? _____ x _____ m

Price on application

No

Dates (please tick):

20 Feb

21 Feb

22 Feb

7 Mar (Clubs Day)

Do you require power?

Yes

No

If yes, please list items you require power for and their required amps:

(N.B large items must be tested and tagged to plug into campus power network)

.....
.....

Please describe your promotional activity (e.g. handing out brochures, free slushies to promote new store):

.....
.....

Cost of package:

Partnership Agreement Terms and Conditions

- **Full payment is required to secure your booking. Payment is required no later than 30 days from date of invoice.**
- All rates are GST exclusive and do not include agency commission. 10% GST applicable.
- On receipt of your confirmation we will forward requirements for your artwork/delivery of product.
- **All cancellations must be in writing to pulse-marketing@uow.edu.au within 3 days of booking confirmation, otherwise 50% of your booking applies.**
- O-Festival will proceed during wet weather as a contingency plan is in place and refunds are not available.
- Advertising by any Telecommunications organisation must be approved by UOW Pulse. Organisations are only permitted to promote prepaid services and products sold through UOW Pulse retail outlets.
- Product sales: Stalls can undertake product or service sales, for approved items only. Sales will be confirmed on a case-by-case basis, but as a general rule food, beverages and offensive material are not eligible. Roaming sampling is not included and must be booked separately.
- **Booking deadline: 19 January, 2018** (unless sold earlier or otherwise advised).
- UOW Pulse has the right to refuse any booking based on its Sponsorship & Advertising policy. Should any booking be refused, UOW Pulse will not be liable for any costs incurred by the client.
- Any product or service that is considered to be direct or indirect competition with UOW Pulse and/or business units will be approved on a case by case basis.
- Liquor brand stall location will be inside UniBar, as will all exhibiting liquor products and organisations.
- Maximum of four (4) promotional staff permitted for each stall holder.

Cheques Payable to:

UOW Pulse Ltd
PO Box U100 Northfields Avenue,
University of Wollongong 2522
Ph: 02 4221 8000
Fax: 02 4221 8001
Email: pulse-marketing@uow.edu.au

EFTPOS Details:

Bank: National Australia Bank
Account: UOW Pulse Ltd. Number 2 Account
BSB#: 082-886
ACC#: 55709 9503

Please return form to Marketing via email pulse-marketing@uow.edu.au by no later than 19 JANUARY 2018

Signature: Date:

