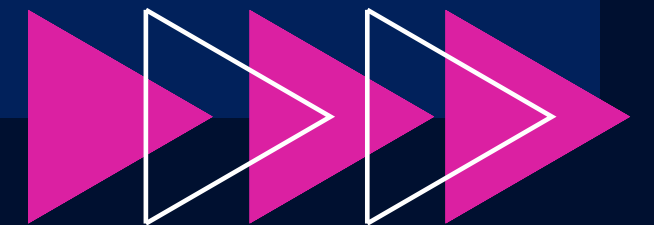


**DUSA'S**  
**OFEST**  
**2023**



**PARTNERSHIP OPPORTUNITIES**

**LET'S DO IT THE DUSA WAY!**



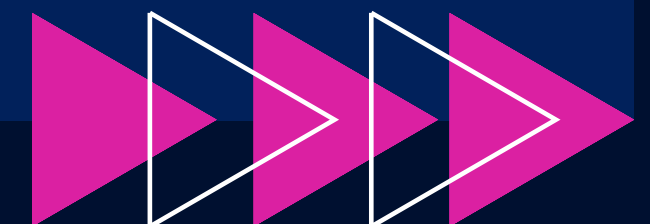


# About Us

Deakin University Student Association (DUSA) is an inclusive community, membership to which, is open to over 64,000 Deakin students.

DUSA is one of the largest student associations in Australia and its main purpose is to help enrich the student life by offering a range of support services, access to over 130 clubs and societies and a range of social and recreational events and activities.

DUSA is committed to supporting the physical and emotional wellbeing of our Leaders of Tomorrow.







# Our Credentials

- directed by a board of students so we're at the pulse of what matters to GenZ and Millennials
- ranked number 1 in Australia for Student Experience, 10 years running
- recognised at the 2020 TAG Awards for our partnership and marketing initiatives winning the 'Best Marketing Campaign' and 'Best Digital Initiative' awards for our work with partners





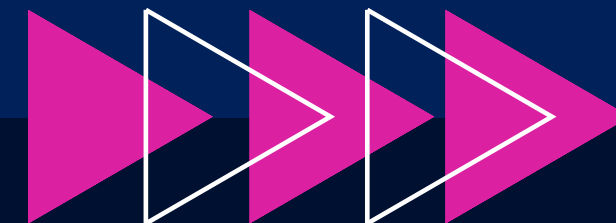


# Do It The DUSA Way

DUSA's approach to partnerships is based on a collaborative and strategic approach that brings brands to life in a way which both resonates with students and results in great return on investment for our partners.

DUSA works with international brands through to start ups. With no two partnerships the same, DUSA tailors each partnership to suit the individual needs to ensure a win-win relationship.

Join us at 2023 T1 OFest and let's do it the DUSA way!







# OFest Market Days

Vibrant Market Days attract the largest number of students on campus. These days are full of marquee activations, installations, MC spotlights, roaming, sampling, competitions and heaps more....

Market Days provide brands with the optimal reach into the student community in a fun and engaging way.

To compliment your marquee, choose from a list of on-campus and digital marketing 'add ons' (see options later in this document).





# Market Days – Price Guide

## Burwood

Mond 27 Feb – 11 am to 2 pm  
Tues 28 Feb – 11am to 2 pm  
1 Day – \$3000    2 Days – \$5000

## Waurn Ponds

Tues 28 Feb – 11.30 am to 2 pm  
1 Day – \$1800

## Geelong Waterfront

Mond 27 Feb – 11.30 am to 2 pm  
1 Day \$1800  
Note: 1 Day Waurn Ponds + 1 Day Geelong – \$3000

## Warrnambool

Thurs 9 March – 4 pm to 7 pm  
Complimentary to brands who are able to provide partnership activity or giveaways that add to the student experience

LIMITED MARQUEES AVAILABLE  
Marquees include a 3m x 3m space, power, table and 2 chairs. Larger spaces and MC spotlights also available and prices for both can be provided on request.

Unfortunately, bookings cannot be taken after 5 pm on Friday 10 February

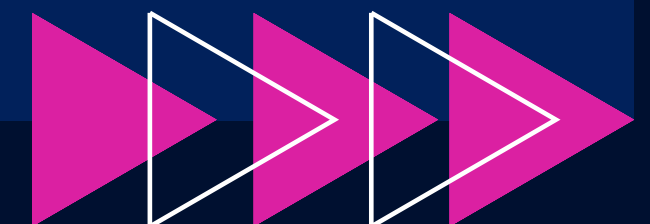




# OFest Beats & Eats

With the focus on music, food and entertainment, competitions and much more, these days also see high attendance.

Partnerships are strictly limited at these events.







# Beats & Eats – Price Guide

## Burwood

Tues 7 March – 11.30 am to 1.30 pm

Wed 8 March – 11.30 am to 1.30 pm

1 Day – \$2700    2 Days – \$4000

## Warrnambool

## Warrnambool

Mond 6 March – 11.30 am to 1.30 pm

Complimentary to brands who are able to provide partnership activity or giveaways that add to the student experience

## Waurn Ponds

Mond 27 Feb – 11.30 am – 1.30 pm

Tues 7 March – 11.30 am to 1.30 pm

1 Day \$1600    2 Days \$2500

## Geelong Waterfront

Wednesday 1 March – 11.30 am to 1.30 pm

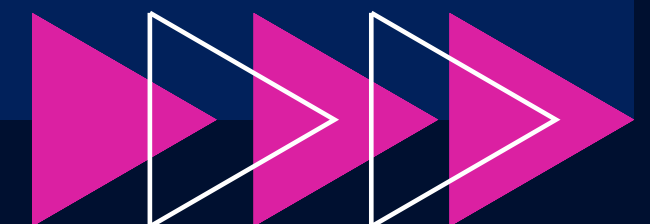
Wednesday 8 March – 11.30 am to 1.30 pm

1 Day \$1600    2 Days \$2500

LIMITED MARQUEES AVAILABLE

Marquees include a 3m x 3m space, power, table and 2 chairs. Larger spaces also available. A quote can be provided on request.

Unfortunately, bookings cannot be taken after 5 pm on Friday 10 February







# OFest Food Partners

Free food is a key element of both Market Days and Beats & Eats and we welcome Food Partners to showcase their produce to the students.

The activation fee is waived for Food Partners who provide an agreed number of food serves.

The number of serves is determined by the campus on which the Food Partner activates.

Come on campus and serve up a treat!

Food Partners need to be confirmed by Thursday 15 December 2022, so please book early to avoid disappointment.







# OFest Night Events

We have a range of night events which give students the opportunity to let down their hair, meet new people and have a heap of fun.

Chat with us to find out more about these partnership opportunities.







# OFest Showbags

Get your product and/or discount vouchers into the hands of 4,000 enthusiastic, influential GenZs and Millennials.

Students love the showbags which are handed out across all campuses.

Preference is given to product samples and discount vouchers over paper inserts.







# Showbags – Price Guide

## Option 1 – \$2,000

- x1 product in 4,000 bags

## Option 2 – \$2,500

- x1 product in 4,000 bags
- Social Media Post
- Tile in DUSA Goss Newsletter

NOTE: products must be delivered to DUSA by no later than 5 pm on Friday 3 February 2023.  
Unfortunately, products cannot be accepted after this date.





# Digital Advertising

DUSA is able to create and tailor marketing campaigns to suit partners' objectives. To compliment your on campus promotions, we can offer a range of digital advertising options to help provide your brand with the maximum value and return on investment.





# OFEST On Campus, or Online – we've got you covered!

Choose from a range of digital advertising options as stand alone, or to compliment your time activating on campus.



## SOCIAL MEDIA



collective followers 55k+

facebook and Insta sponsored post =  
\$650

Instagram Story = \$150

## DUSA GOSS NEWSLETTER

**DUSA**goss  
JULY

reach = 8k+

average open rate = 41%

Tile = \$200

## DIGITAL SCREENS

7 screens across three  
campuses

1 week = \$300 / 1 month = \$900

## A3 POSTERS

displayed at 10 prominent  
locations around all  
campuses

1 week = \$100 / 1 month = \$350

## DUSA WEBSITE BANNERS

multiple options available:

- Home Page
- Clubs Resource Page
- Event Pages

price on request

## DUSA WEB PARTNER PAGE

[https://www.dusa.org.au/  
partnership-discounts](https://www.dusa.org.au/partnership-discounts)

1 month = \$300

Consider running a survey or competition in conjunction with the above to further engage students.

**Partners to provide artwork to DUSA specs**





# Something New

We are pleased to introduce the 'WINNERS' WALL' for 2023 OFest.

Partners are invited to run on-campus competitions over the busiest period in the calendar: **Monday 20 February until Friday 10 March.**

Competitions are a great way to connect with students and the bigger the prize, the more students are likely to enter.

How does it work?







LET  
THE  
KRÉOL  
IN.

**SCAN FOR A CAN  
AND WIN!**



Scan to go into the draw to win a FREE case of Kréol.  
Winner announced at the end of self care week.



## Winners' Wall

Partners will provide artwork and DUSA will create an A3 poster with a unique QRCode. Multiple posters will be placed at each campus and students will be encouraged (in the lead up via socials and at all on-campus events during OFest) to scan to enter the competition.

DUSA will capture the data to enable partners to connect with the students after OFest.

DUSA will choose a winner/s at random and provide partners with winner/s details. Partner will forward prize/s to winning student/s. All winners will be announced on socials at the end of OFest and Winners' Wall Partners acknowledged.







## Winners' Wall – Introductory Offer

The competitions will run for a three week period, with foot traffic over the campuses for that period estimated in excess of 20,000.

### Option 1 – \$2,500

- x1 competition across all 4 campuses – total of x10 A3 posters

### Option 2 – \$1,800

- x1 competition across Burwood only – x4 posters

### Option 3 – \$950

- x1 competition across both Warrnambool and Geelong Waterfront – x2 posters at each campus

All partners running competitions at one or all of these campuses, will have x2 complimentary posters at Warrnambool

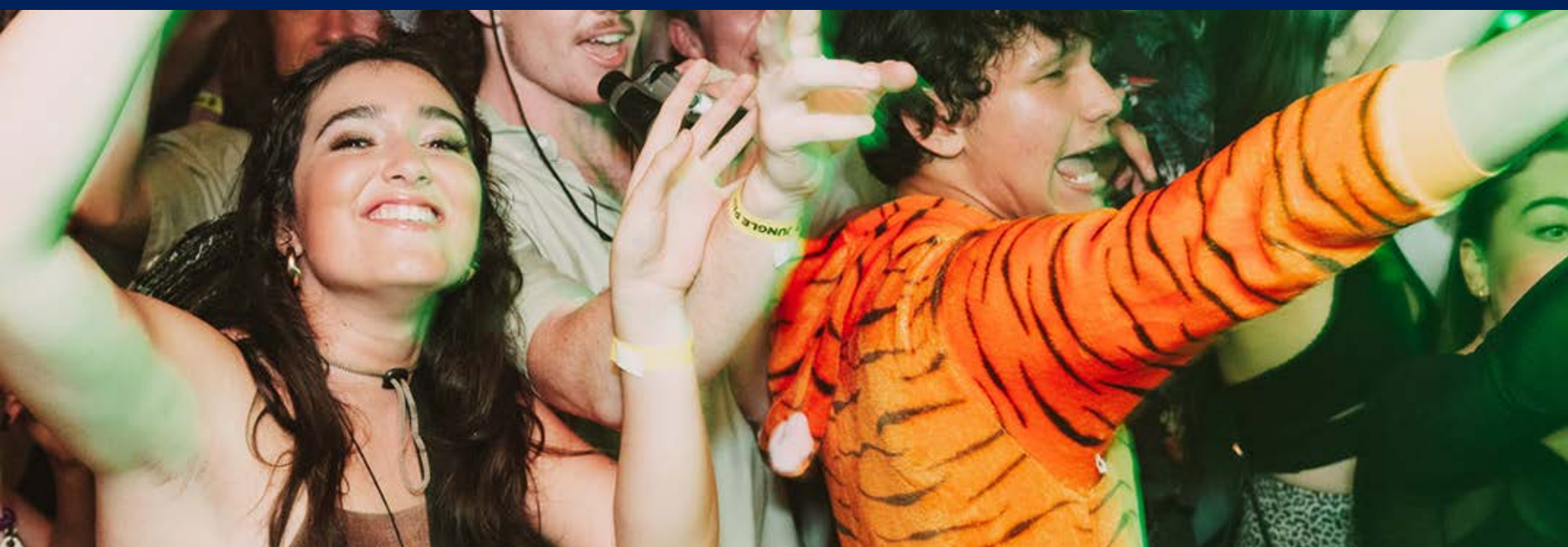
Artwork must be received by no later than Friday 3 February 2023.







**2023 T1 OFEST – LET'S DO IT THE DUSA WAY!**





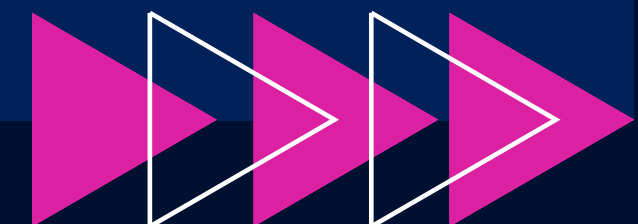


# 2023 T1 OFEST EARLY BIRD OFFER

All bookings made and paid before Thursday 15 December will receive a complimentary tile in the OFest edition of the DUSA Goss Newsletter.

This offer is for marquee bookings only.

Note, all prices listed in this document are exclusive of GST.







# SUMMARY OF DEADLINES:

- Early Bird offer closes – Thursday 15 December
- Confirmation of Food Partners – Thursday 15 December
- Showbag inserts to be received – Friday 3 February
- Artwork and confirmation of prizes for Winners' Wall – Friday 3 February
- Market Days and Beats & Eats activation Bookings – Friday 10 February
- Artwork for digital advertising – Tuesday 14 February

## THANK YOU!







**LET'S DO IT THE DUSA WAY!**

**Karen Scholey**  
**Corporate Partnerships Specialist**  
**DUSA**

**M: 0418 537 711**  
**E: [karen.scholey@deakin.edu.au](mailto:karen.scholey@deakin.edu.au)**







# Snapshot of other 2023 Partnership Opportunities

## T2 OFest – week commencing 1 July

attracts large numbers of new and returning students in a high-energy environment. These winter events are held indoors which limits the number of partnership spots available. Book early to avoid disappointment.

## Self Care Week T1 – week commencing Monday 15 May, T2 – week commencing Monday 18 September

encourages students to reflect on all things relating to their physical and emotional wellbeing. For some it might be a time to consider healthier food options or to do a little more exercise. For others it might be looking at ways in which to alleviate financial stress, foster positive social connections, take a moment for 'me time' or tick a few things off the bucket list. We welcome partners who can add to the wellness theme across all campuses.

## UniSport Nationals – September

is an annual event where over 40 universities send teams to compete against each other in over 30 sports. DUSA sends over 200 students, groups of which compete in the majority of the sports. In 2023, for the first time, DUSA is inviting partners to support this event.

## DUSA's Survival Centres

are available across all campuses to support Deakin students who are facing financial hardship and in desperate need of basic emergency food and supplies. If you are able to support with essential pantry items, personal hygiene products, clothing, stationery, or if you have other products you think might assist us support these students, we'd love to hear from you.

Heaps of other opportunities! Contact us for more information or let's chat and find out how DUSA can tailor a partnership for you.

