



WE'RE AT THE PULSE OF
WHAT MATTERS TO
GENZ & MILLENNIALS

20
24



TI OFEST —

PARTNERSHIP KIT

26 FEBRUARY - 8 MARCH 2024

your guide to on-campus and online opportunities to reach
and engage with Deakin University's 57.5k students



www.dusa.org.au



@yourdusa



@yourdusa



Burwood / Waurin Ponds / Geelong Waterfront / Warrnambool / Cloud



2024

T1 OFEST

Contents

03 Deakin University

04 About DUSA

05 Our Credentials

06 The DUSA Way

07 Market Days

08 Market Days Price Guide

09 Beats & Eats

10 Beats & Eats Price Guide

11 Food Partners

12 Night Events

13 Showbags and Pricing

14 Digital Advertising

15 Digital Advertising Price Guide

16 Advertising Specs

17 Early Bird Offer

18 Deadlines

19 Booking Form

20 Important Information

21 Contact us



Top 1% of Universities Worldwide

57,500

STUDENTS

27k

BURWOOD

7k

**WAURN
PONDS**

4k

**GEELONG
WATERFRONT**

500

W/ BOOL

19k

CLOUD



77%

DOMESTIC

23%

INTERNATIONAL

1. India
2. China
3. Sri Lanka

**TOP OVERSEAS
COUNTRIES**



About DUSA

Deakin University Student Association (DUSA) is an inclusive community, membership to which, is open to over 57,500 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 100 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

- ranked number 1 in Australia for Student Experience, 13 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
- directed by students, for students

We're at the pulse of what matters to GenZ and Millennials



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 and with no two partnerships the same, DUSA can tailor each partnership to suit the individual needs to ensure a win-win relationship.

In 2023, DUSA was the gateway for over 100 brands to connect with the influential and dynamic student community. We look forward to working again with many of these brands and excited about the prospect of introducing new partners to our community.



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.

Now is your opportunity to meet the Deakin Student Community

FOOTFALL

5k

Burwood
Day 1

4k

Burwood
Day 2

1.5k

Waurin
Ponds

800

Geelong
Waterfront

120

W/bool

Market Day Price Guide (prices listed are exclusive of GST)

CAMPUS	DATE/ TIME	DAILY RATE	X2 DAYS
BURWOOD - Day 1	Mond 26 Feb, 11 am - 2 pm	\$3,000	\$5,000
BURWOOD - Day 2	Tues 27 Feb, 11 am - 2 pm	\$3,000	
GEELONG WATERFRONT	Mond 26 Feb, 11.30 am - 2 pm	\$1,800	\$3,000
WAURN PONDS	Tues 27 Feb, 11.30 am - 2 pm	\$1,800	
WARRNAMBOOL	Thurs 7 March, 5 pm - 7 pm	Activating at Warrnambool is complimentary to Brands who are able to provide partnership activity or giveaways that add to the student experience.	

Included in the cost:

- 3m x 3m space, marquee, power (if required), trestle table, x2 chairs
- Complimentary parking

Note: DUSA provides marquees for all partners coming on all campuses. A small number of spaces are available for brands wishing to bring their own marquee to Burwood campus only, however this option is available only to those partners attending both Market Days and available on a first-come, first-served basis. These must be booked prior to **Friday 15 December**.

Other options available:

Installations (for up to a 3 week period), larger sites, roaming and MC Spotlights. A quote can be provided on request.

For Brands wishing to compliment their time on campus with a digital advertising package, costs can be found later in this document.



Beats & Eats

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

All partners are given complimentary MC Spotlight at these events.

Partnerships are strictly limited at these events

FOOTFALL

3k

Burwood
Day 1

2k

Burwood
Day 2

1.2k

Waur
Ponds

600

Geelong
Waterfront

Beats & Eats Price Guide (prices listed are exclusive of GST)

CAMPUS	DATE/ TIME	DAILY RATE	X2 DAYS
BURWOOD - Day 1	Tues 5 March, 11.30 am - 2 pm	\$2,700	\$4,000
BURWOOD - Day 2	Wed 6 March, 11.30 am - 2 pm	\$2,700	
GEELONG WATERFRONT	Mond 4 March, 11.30 am - 1.30 pm	\$1,200	\$2,200
WAURN PONDS	Tues 5 March, 11.30 am - 1.30 pm	\$1,500	

Included in the cost:

- 3m x 3m space, marquee, power (if required), trestle table, x2 chairs
- Parking
- MC Spotlight

Please note that DUSA will provide all marquees for Beats & Eats events, across all campuses

Other options available:

Installations (for up to a 3 week period), larger sites, roaming and MC Spotlights. A quote can be provided on request.

For Brands wishing to compliment their time on campus with a digital advertising package, costs can be found later in this document.



Food Partners

Free food is a key element of OFest events 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 complimentary food serves.

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

Showcase your food to the Deakin student community



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.

Opportunities include:

- Naming rights
- Ticket advertising
- Beverage Partner

It's party time!



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.

Get your product into the hands of 4,000 students

Option 1 - \$2,000

- x1 product in 4,000 bags

Option 2 - \$2,500

- x1 product in 4,000 bags
- x1 tile in OFest edition of DUSA Goss newsletter
- x1 social post

(prices listed are exclusive of GST)

Win \$3K to kick your sav

Digital Advertising

DUSA is able to create and tailor marketing campaigns to suit partners' objectives.

As stand-alone, or to compliment your time on campus, we can offer a range of digital advertising options to help provide your brand with the maximum value and return on investment.

[chat to us about your options](#)

160K+

DUSA website
page views
during OFest

58k+

DUSA Social
Media Followers

7k+

Newsletter
Subscribers

20k+

DUSA's on
campus event
footfall during
OFest

Digital Advertising Price Guide (prices listed are exclusive of GST)

Social Media



collective followers

58k+

facebook & instagram
sponsored post = \$650

Instagram Story = \$150

Digital Screens



OFest on-campus
event footfall



20k+

7 screens across 3 campuses

1 week = \$300

1 month = \$900

DUSA GOSS Newsletter



Average Reach

7k+

average open rate = 52%

x1 tile = \$200

A3 Posters



displayed at 16 prominent
positions across 4 campuses

1 week = \$100

1 month = \$350



Web Banners



our website is at the heart of
DUSA's digital communication

page views during OFest

160k+

prices from \$200

Data Collection



Let us tailor a digital
advertising package for you
to maximise your reach and
engagement with the student
community

prices on request



Advertising Specs

On-campus digital screens - .jpeg

1080 px (w) x 1920 px (h) AND 1920 px (w) x 1080 px (h)

Note these are required in both portrait and landscape

If presenting video files for the screens, the file should be .mp4 with a maximum duration of 10 seconds.

On-campus posters - .jpeg

A3

Website banners - .jpeg

970 px (w) x 180 px (h) AND mobile optimised banner of 300 px (w) x 250 px (h)

Website advertising - partner page - .jpeg

760 px (w) x 600 px (h) plus copy

DUSA Goss newsletter - .jpeg

1200 px (w) x 400 px (h) plus short copy if required.

Social media

Facebook and Instagram post - 1080 px x 1080 px plus short copy

Instagram Story - 1080 (w) x 1920 (h) .png

160K+

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20k+

DUSA's on-
campus event
footfall during
OFest



Early Bird Offer

All Market Day marque bookings made and paid by 5pm on Friday 15 December will receive a complimentary tile in the OFest edition of the DUSA Goss Newsletter (running prior to OFest) and an entry on the DUSA website partner page for the period 1 January to 30 June 2024.

Check out the 2023 T1 OFest edition of DUSA Goss [here](#)

Check out the DUSA website partner page [here](#)

**Must be booked and paid by
5pm on Friday 15 December
2023 to redeem offer**



2024

T1 OFEST

18

Please take a moment to review the cut off dates. Unfortunately we are unable to accept marquee bookings, showbags inserts and digital artwork after the dates shown. As marquee sites are limited, we encourage you to book early to avoid disappointment.

Deadlines

Early bird offer closes

Friday 15 December

Confirmation of food partners

Friday 15 December

Partners wishing to bring own marquee (subject to availability of suitable space - Burwood only)

Friday 15 December

Showbag inserts to be received

Friday 9 February

Market Days and Beats & Eats bookings cutoff

Friday 9 February

Artwork for digital advertising to be received

Friday 16 February



Booking Form

To secure your booking and assist us in ensuring we meet your requirements whilst on campus, please complete the short Partner Booking Form.

An email will be sent within 2 working days to confirm your booking. Please note that your booking is not confirmed until you receive the confirmation email.

[Complete the Partner Booking Form here](#)



2024

T1 OFEST

20

In addition to the Partner Booking Form, it is a requirement of Deakin University that you also complete an online application form. To assist in your planning, this form will request the following information. The link to this form will be sent by the DUSA Events Team once your booking has been confirmed.

Important Information

Company / Organisation – Pre-Qualification

- General Company Details – ABN, address etc.
- Certificate of currency for - Public Liability Insurance – min \$20million, Professional Indemnity Insurance (if applicable) & Workers Compensation Insurance.
- If serving food – Food registration certificate, street trader statement of trade.
- OHS policy / certificates – Company OHS Policy / Manual, OHS Certification.
- If utilising Sub Contractors – Written response RE the management of Sub contractors relating to OHS, accident management.
- SWMS if relevant for tasks relating to work performed.
- Historical information on notifiable incidents / events.

Individuals

- Need to provide evidence of a Working with Children Check (WWCC)
- Photo ID
- Required to complete online Induction prior to attendance onsite (approx. 15min)



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T1 OFEST — JOIN US!

26 FEBRUARY - 8 MARCH 2024

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Corporate Partnerships Specialist
DUSA

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2023 PARTNERSHIPS

just some of the brands we have partnered with in 2023

