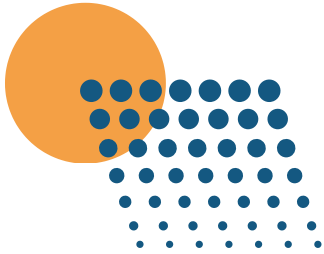


we're at the pulse of what matters to GENZ



# Partnership Kit



## 2026 T1 OFest

your ultimate guide to on-campus and online opportunities to reach and engage with 60k+ Deakin University students

BURWOOD / WAURN PONDS / GEELONG WATERFRONT / WARRNAMBOOL / CLOUD





## ABOUT US

Deakin University	01
About DUSA	02
Our Credentials	03
The DUSA Way	04
Other Opportunities throughout 2026	20
Contact Us	21



# Contents

## 2026 T1 OFEST

Market Days	05 - 06
Beats & Eats	07 - 08
Basketball Showcase	09 - 10
Night Events	11
Showbags	12
Digital Advertising	13 - 15
Early Bird	16
Dealines	17
Booking Form	18
Important Information	19



# Deakin University

Top 1% of Universities Worldwide

60,000+ STUDENTS

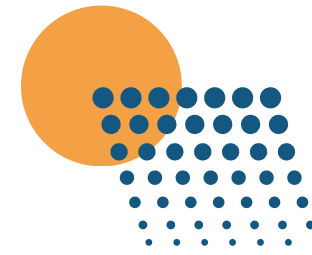
Burwood	30k
Cloud	18k
Waurin Ponds	7.5k
Geelong Waterfront	4.5k
Warrnambool	500



Domestic	74%
International	26%
Top Overseas Countries	1. India
	2. Sri Lanka
	3. Vietnam
	4. China





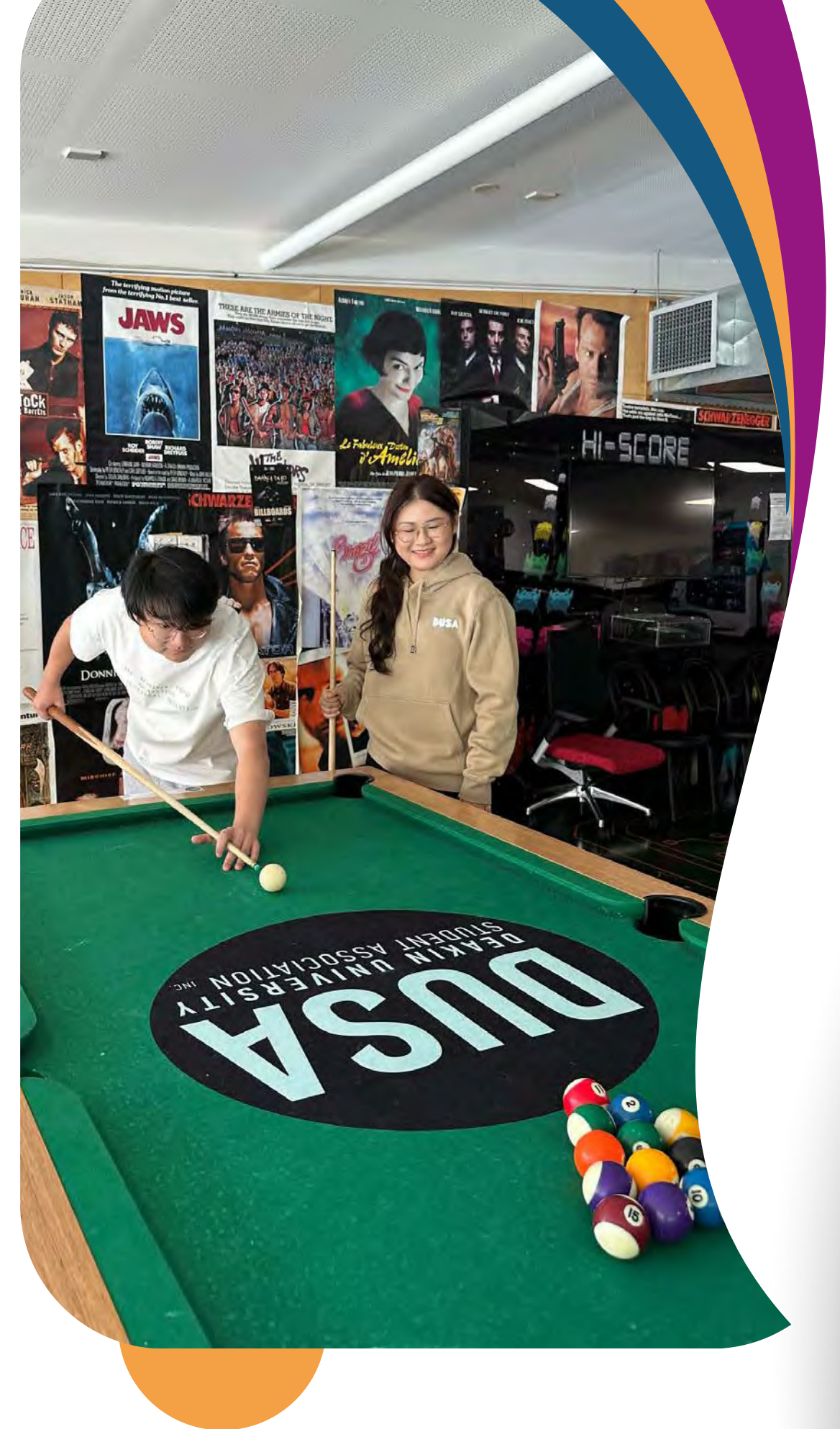


# About DUSA

Deakin University Student Association (DUSA) is an inclusive community, membership to which, is open to over 60,000 Deakin University 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 120 clubs and societies (which have a collective membership of over 11,000) and a range of social and recreational events and activities.

**DUSA is committed to supporting both 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 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 work with over 150 brands each year

**We're at the pulse of what matters to GENZ**





# 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 and DO IT THE DUSA WAY!**





# Market Days

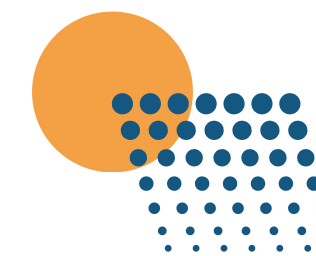
T1 OFest is two weeks of awesome on campus and online events designed to welcome new and returning students. Vibrant Market Days attract the largest number of students on campus. These days are full of marquee activations, installations, MC spotlights, roaming, sampling, competitions, free food, music and heaps more....

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

Now is the time for you to meet the Deakin student community.







# Market Days - Pricing

## Inclusions

- 3m x 3m space, marquee, power (if required), trestle table, x2 chairs
- MC Spotlight
- Logo carried on OFest Partner Slide on digital screens across all campuses
- Social Story (DUSA will take a picture of your team and activation and post on our socials to alert students that you're on campus)

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 12 December.

CAMPUS	FOOTFALL	DATE/ TIME	PRICE	X2 DAYS
BURWOOD - Day 1	7000	Monday 23 February 11am - 2 pm	\$3,200	\$5,200
BURWOOD - Day 2	4500	Tuesday 24 February 11 am - 2 pm	\$3,000	
GEELONG WATERFRONT	800	Monday 23 February 11.30 am - 2 pm	\$1,500	\$3,000
WAURN PONDS	1500	Tuesday 24 February 11.30 am - 2 pm	\$1,800	

Prices are exclusive of GST

For opportunities at Warrnambool, please see **Beats & Eats** on pages 7 & 8 of this document.

## other options available:

Installations (for up to a 2 week period), larger sites and roaming (limited permits available) A quote can be provided on request.  
For Brands wishing to complement their time on campus with a digital advertising package, costs can be found later in this document.





# Beats & Eats

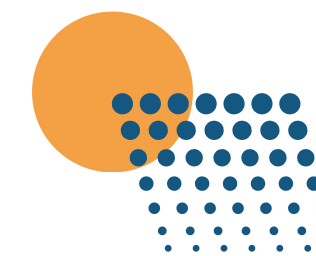
With the focus on music, food and entertainment, competitions and much more, these days also see high attendance.

Not-for-profit rates are available at Beats & Eats.

Partnerships are strictly limited at these events.







# Beats & Eats Pricing

## Inclusions

- 3m x 3m space, marquee, power (if required), trestle table, x2 chairs
- MC Spotlight
- Logo carried on OFest Partner Slide on digital screens across all campuses
- Social Story (DUSA will take a picture of your team and activation and post on our socials to alert students that you're on campus)

CAMPUS	FOOTFALL	DATE/ TIME	PRICE	X2 DAYS
BURWOOD - Day 1	3000	Tuesday 3 March 11.30 am - 2 pm	\$2,700	\$4,200
BURWOOD - Day 2	2000	Wednesday 4 March 11.30 am - 2 pm	\$2,700	
GEELONG WATERFRONT	600	Monday 2 March 11.30 am - 1.30 pm	\$1,000	\$2,000
WAURN PONDS	1200	Tuesday 3 March 11.30 am - 1.30 pm	\$1,200	
WARRNAMBOOL	120	Wednesday 4 March 11.30 am - 1 pm	Activating at Warrnambool is complimentary to Brands who are able to provide partnership activity or giveaways that add to the student experience.	

Prices are exclusive of GST

## other options available:

This event allows for brands to have much larger spaces to enable them to create their own 'precinct'. A quote can be provided on request. A limited number of roaming permits are available.





# Basketball Showcase

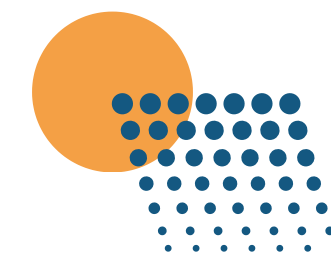
Game's on! The Deakin Dragons' male and female basketball teams will be fired up, ready to take on a prominent local university as they fight it out to win at this annual event.

Students enjoy two thrilling games, DJ, free food, competitions run by our awesome MC and the opportunity to meet Dexter, our loveable Deakin Dragons' mascot.

Bring a fun activation to complement this showcase and be one of a maximum of 3 partners at this not-to-be-missed event.







# Basketball Pricing

## Included in the cost:

- Activation Space in Sports Hall (we can go BIG!)
- Roaming
- MC Spotlight and plugs throughout the event
- On-the-day social story
- Opportunity to provide prize for winners of the games

## Logo carried on DUSA's promotional material for the event, including:

- A3 Posters and digital screens across Burwood campus
- DUSA website event page
- OFest edition of DUSA Goss newsletter
- OFest Partner Slide carried on digital screens across all campuses

## Partner digital advertising to be used at a time of partner choosing:

- Social Post
- Tile in DUSA Goss Newsletter
- Digital Screen at Burwood - 1 week

**When:** Friday 27<sup>th</sup> February  
12.30 pm - 3 pm

**Where:** Sports Hall, Burwood Campus

**Footfall:** 400+

**Cost:** \$3,500 plus GST







# Night Events

We have a range of night events which give students the opportunity to let their hair down, 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







# Showbags

Get your product and/or discount vouchers into the hands of 4,000 enthusiastic, influential GenZ. Students love the showbags which are handed out across all campuses. Preference is given to product samples and discount vouchers over paper inserts.

## Option 1 - \$2,000

- x1 product in 4,000 bags

## Option 3 - \$1,000

- x1 product in 4,000 bags

Option 3 - reduced rate - is only for partners booking x2 days at Market Days or x2 days at Beats & Eats.



## Option 2 - \$2,500

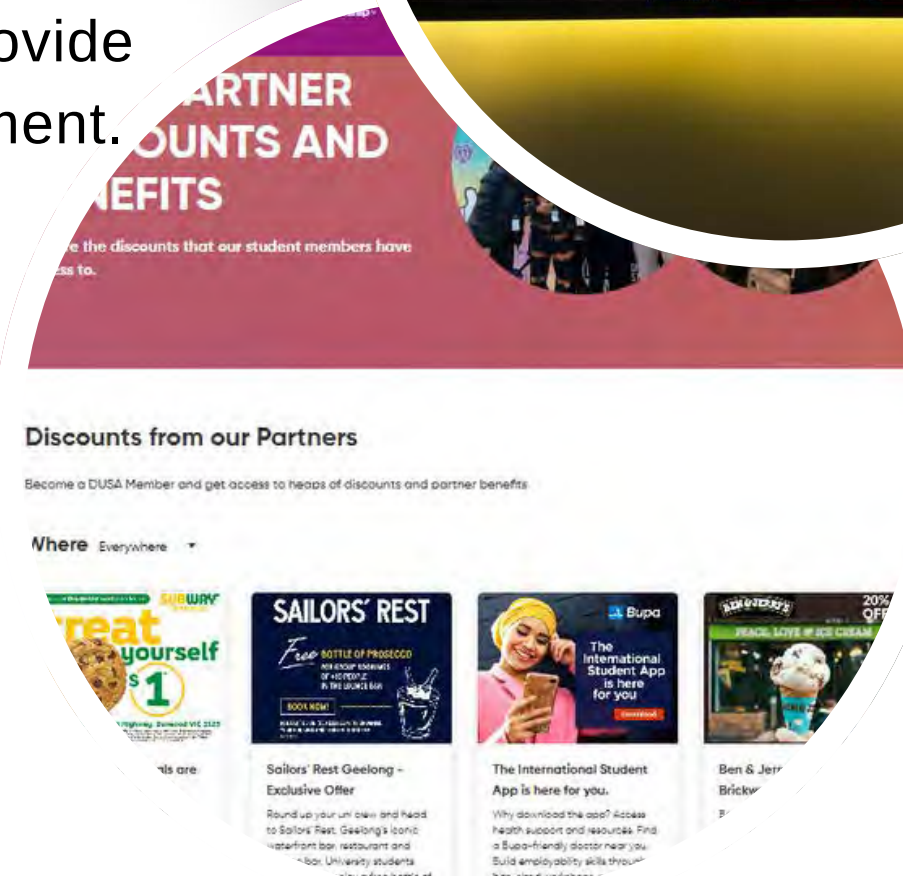
- x1 product in 4,000 bags
- x1 tile in OFest newsletter
- x1 social post







As stand-alone, or to complement 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.







# Digital Advertising

Prices are exclusive of GST

## SOCIAL MEDIA



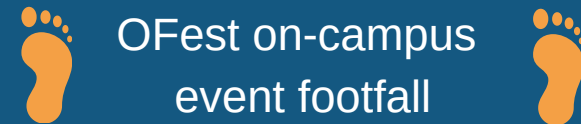
collective followers

**60k+**

facebook & instagram  
sponsored post = \$650

Instagram Story = \$150

## DIGITAL SCREENS



OFest on-campus  
event footfall

**20K+**

1 screen at Burwood  
1 screen at Waurin Ponds

1 week = \$200  
1 month = \$600

## DUSA GOSS NEWSLETTER



Average Reach

**7K+**

average open rate = 62.4%

x1 tile = \$200

## WEB BANNERS



our website is at the heart of  
DUSA's digital communication  
page views during OFest

**160k+**

prices **FROM** \$200

## AFRAMES



Display your own  
promotional Aframe at all  
major events during OFest  
with MC continuous  
spotlights

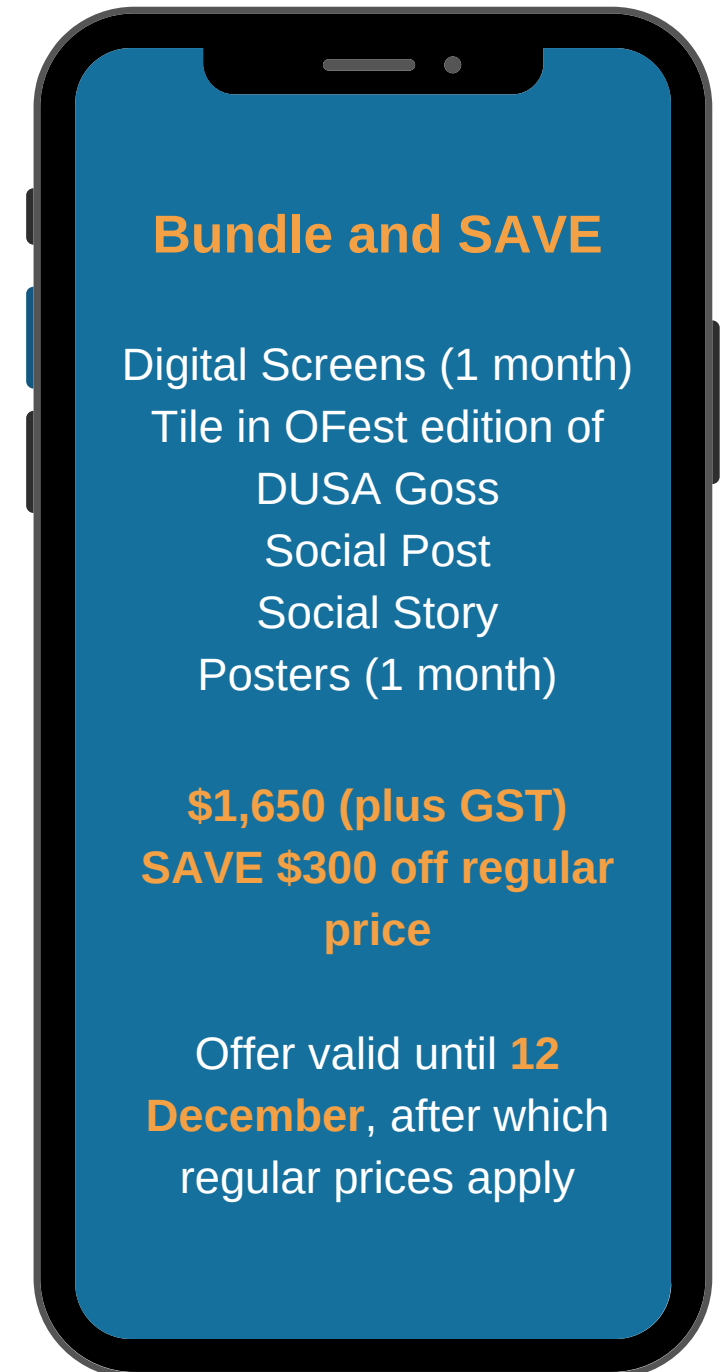
**Chat to us for more info**

## A3 POSTERS



displayed at 16 prominent  
positions across 4 campuses

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



### Bundle and SAVE

Digital Screens (1 month)  
Tile in OFest edition of  
DUSA Goss  
Social Post  
Social Story  
Posters (1 month)

**\$1,650 (plus GST)**  
**SAVE \$300 off regular  
price**

Offer valid until **12  
December**, after which  
regular prices apply





# Digital Advertising

## Specs

### **On-campus digital screens - .jpeg**

1920 px (w) x 1080 px (h)

If presenting video files for the screens, the file should be .mp4 with a maximum duration of 7 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 (w) x 1350 px (h) plus short copy

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







# T1 OFest Early Bird

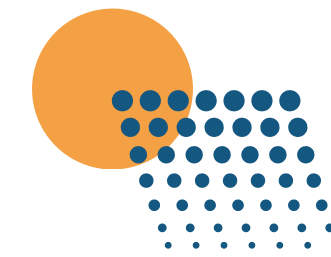


All Market Day marque bookings made and paid by 5pm on Friday 12 December will receive a complimentary tile in the OFest edition of the DUSA Goss Newsletter (running prior to OFest) and an entry on the DUSA website partner page for the period 1 January to 30 June 2026.

- Check out the 2025 T1 OFest edition of DUSA Goss [here](#).
- Check out the DUSA website partner page [here](#)







# T1 OFest Deadlines

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.

**Early bird offer closes**

Friday 12 December

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

Friday 12 December

**Artwork for OFest edition of DUSA Goss**

Monday 2 February

**Partner Logo to be received**

Friday 6 February

**Showbag inserts to be received**

Friday 6 February

**Market Days and Beats & Eats bookings cutoff**

Friday 6 February

**Artwork for all other digital advertising to be received**

Friday 13 February







# Booking Form

To secure your booking at DUSA's 2026 T1 OFest 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 2026 T1 OFest Partner Booking Form [HERE](#).**







# Important Information

It is a requirement of Deakin University that all partners coming on campus 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.

## 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 an **EMPLOYEE** Working with Children Check (WWCC).
- Photo ID
- Required to complete online Induction prior to attendance onsite (approx. 15min)







# Other Opportunities

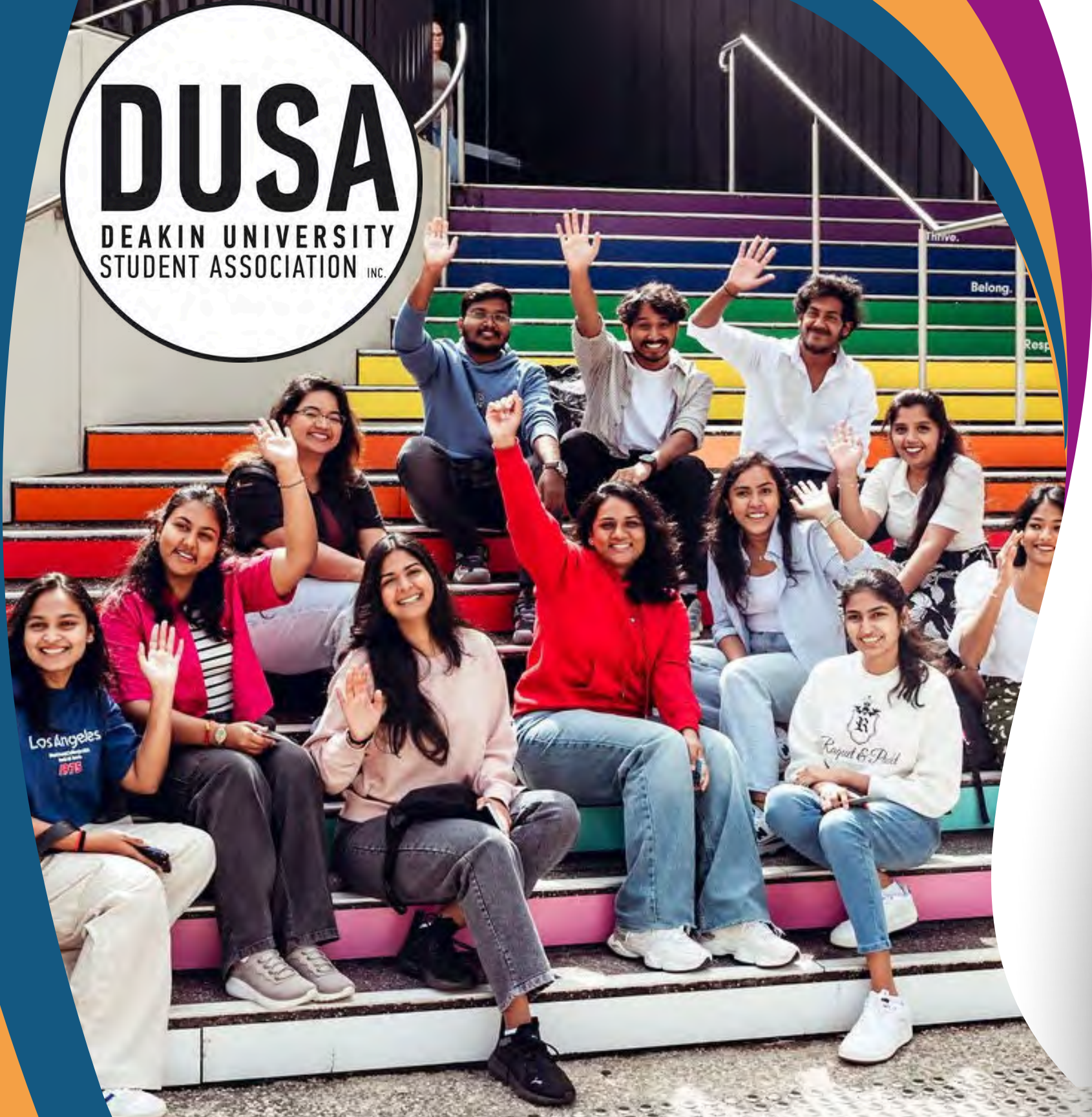
There are many other ways to partner with DUSA throughout the year. Some examples are listed below.

- T2 OFest - Market Days
- The Deakin Dragons - Indigenous Nationals and UniSport Nationals
- Themed Events: UBelong, Self Care Week and a range of Cultural Events
- DUSA Welfare Initiatives
- DUSA Club Awards
- Pop Up Activations
- DUSA's Preferred Supplier List
- e-Sport Training and Competition facility
- Tailored Digital Advertising Packages

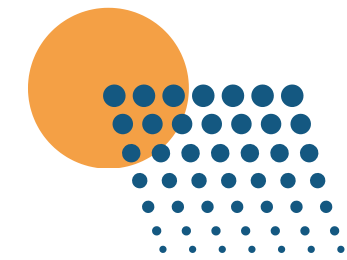
NOTE: If you are intending to complete the OFest booking form, you will be provided with the option to indicate your interest in the above opportunities, so no need to register your interest here. If you will not be joining us at OFest, but would like to receive more information on other partnership opportunities, please register your interest [HERE](#).







2026



# Let's Chat



Karen Scholey  
Corporate Partnerships Specialist, DUSA  
E: karen.scholey@deakin.edu.au  
M: 0418 537 711



[www.dusa.org.au](http://www.dusa.org.au)



[@yourdusa](#)



[@yourdusa](#)