



# Feeling frustrated by budget cuts? One university's story of going outside the ivory tower to fund fun for their students

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# Our mission

**We empower international students to flourish**, by providing timely, clear and accurate advice, facilitating meaningful connections, and celebrating cultural diversity.

# Our services

Our team includes International Student Advisors, who provide one-on-one support to all current international students. **We also run a wide range of social programs for international students.**



# The villain: Let me take it all away



# The quest: May the odds be in your favour

- Deliver top-notch international student engagement experiences
- Operate “business as usual” when our business is not the same as it was 3 years ago
- Grow the business (aka come up with new ideas/initiatives)



# The search: Looking inwards to look outwards

- After I finished my whinge ...
- Found the right time and space to share our misery
- Opportunity where there had been loss
- Relinquish control (but not ownership)



# The partnerships: All for one and one for all

## YouX

- great sponsorship models
- staff sharing

## medibank

- ask the rich uncle!





# Sponsorship

**YouX**

# Types of sponsors

## **Financial/Cash Sponsor**

These are the main type of sponsors, and their primary objective is to promote/sell their product or service to a student audience. A sponsor offers money in exchange for benefits outlined in their sponsorship agreement as agreed with the Sponsorship Manager. Examples of cash sponsors would be UniSuper, Contiki, CBA etc.

## **Contra/In-kind Sponsor**

Provides goods or services instead of physical financial/cash sponsorship. Compared to financial/cash sponsorship, contra/in-kind sponsors contribute items or services which add value to a particular event/organisation. An example of in-kind sponsorship is food or drink suppliers that supply an agreed amount of stock free of charge that can be distributed at an event to students.

## **Strategic Partner/Sponsor**

Like contra/in-kind where they are not charged to attend but the value of their attendance is by providing students with beneficial and tailored information that they would otherwise not have access to. An example of a strategic partner/sponsor would be a NFP such as Headspace/Shine SA or an organisation providing information to students regarding careers, support or promotion for the University such as a media partner/sponsor.

# Importance of charging for sponsorship

- For a particular group of sponsors/advertisers, our students and our campus is a valuable demographic for their business to reach.
- It is unfair for sponsors that have paid and have an agreement in place if we are giving the same opportunities free of charge to brands that can afford to pay for the opportunity.
- Other universities/associations charge brands to advertise/be on campus.
- Students are missing out on additional events and services by us not charging external organisations for these opportunities.
- By charging, a contract is signed and agreed to by both parties which reduces the risk to both organisations and ensures what has been agreed is delivered.

# Sponsorship Charter

**We partner with like-minded brands and organisations that want to connect with and create meaningful experiences for students. In considering advertising and partnership opportunities, we are steered by the following guiding principles:**

- Advertising should be of value to the student audience.
- Advertising must show regard for health and safety and should not appear to condone or incite violent, unlawful, or anti-social behaviour.
- Advertising must never be false, misleading, or deceptive.
- Advertising should respect human dignity and diversity. It should not incite or condone any form of discrimination, including that based upon ethnic group, national origin, religion (or no religion), gender, age, disability, lifestyle choice or sexual orientation.
- Advertising should be tasteful and decent.
- Advertising of other tertiary institutions will not be considered.
- Advertising of alcohol must promote responsible drinking to be considered.
- Advertising of gambling will not be considered in any format.
- Advertising of political parties on an exclusive basis will not be considered. Activations by political parties on campus or advertising must provide benefit to students. Active campaigning on campus will not be permitted.

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# Sponsorship Pricing

## Digital and outside of O'Week

	Inclusions	Examples	Cost
<b>Stand</b>	3m x 3m space Marquee Trestle Table 2 x chairs	Mid Year Orientation Food Truck Feast Stress Less	\$1000 + GST \$500 + GST ( <i>A reduced price is offered to NFPs at all YouX events to ensure these organisations can attend</i> )
<b>Contra/In-kind Event Sponsor (e.g. food or drink)</b>	3m x 3m space Sponsor to provide staff to hand out food/drinks Sponsor can brand space	Member Lunch	500 cans of drink
<b>Contra/In-Kind showbag inclusion (items of value only, not flyers)</b>	Item in showbag	Mid Year Orientation	Branded pens, toys, lollies, drinks x minimum qty
<b>EDM</b>	Sent to approx. 30,000 University of Adelaide students	300 x 300p tile with text	\$600 + GST

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# Sponsorship Pricing O'Week – 2 Day Event

	Platinum	Gold	Sapphire	Silver
Sponsorship Available	1	2	7	5
Investment	\$15,000 + GST	\$9,000 + GST	\$4,500 + GST	\$3,500 + GST
Stand Size	Custom stand or activation in highest traffic area (choice of location)	Premium location Up to 6m x 3m (choice of location)	Up to 3m x 3m (Stalls are subject to availability)	Up to 3m x 3m (Stalls are subject to availability)
Branded Marquee	Yes	Yes	Yes	Yes
Max no. of staff	10	6	4	3
Power	Yes	Yes	Available for a fee	No
Event Signage	Yes	Yes	No	No
MC Announcements (MC Plug every 30 mins)	Yes	Yes	No	No
Digital Screen Advertising	6 x weeks campaign	No	No	No
Web Advertising	1 x banner ad in YouX newsletter 2 x weeks banner ad on YouX website	1 x 300x300px ad in YouX newsletter	No	No

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# Victor Harbor tour: The YouX & ISS collaboration



# The Medibank sponsorship



# Leaving the ivory tower to fund fun: The final chapter

1. Share not only your triumphs, but your limitations.
2. Find the right time, space, people.
3. Get off your high horse!
4. Let's face it: we're here because we all want to provide awesome student service, but we can't be martyrs.
5. Give up your baby.



# And they funded happily ever after: Student fun in action



make  
history.



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