

Bond University Student Association



Sponsorship Prospectus

BUSA

2017/2018

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Bond University Student Association

About BUSA

The Bond University Student Association (BUSA) is the over arching student organisation at Bond University. It represents the interests of the students to the university and provides for the student experience here at Bond.

BUSA is funded through the Student Activities Membership fee (SAM). The SAM fee provides numerous benefits to all students.

BUSA is annually elected by the student body, with elections being conducted in the third semester of every year. All roles are undertaken in a voluntary basis.

The BUSA office is situated by the Ornamental Lawns on campus, adjacent to the University Centre. BUSA encourages all to approach with any queries or concerns.

Introduction to Bond and BUSA

Bond University is Australia's first private not-for-profit university and holds an alumni community of over 19,000 graduates. At present, some 5,000 students study at Bond; a third being international students from around 60 countries, thus Bond students reach all corners of the world.

BUSA is a not-for-profit association, thus our mission is to facilitate the growth and advancement of the educational, recreational and sporting culture at Bond. BUSA is focused on increasing the number of sponsors that contribute to the Bond community, as we aspire to foster relations between our students and corporate entities to give our peers extensive exposure to businesses and companies within the wider community. We endeavour to create a mutually beneficial relationship in which sponsors and corporate partners receive maximum exposure to the Bond community.

Corporate partnerships and sponsorships with BUSA is a benefit to both organisations.

WHY PARTNER WITH BUSA?

Sponsorship with BUSA provides an excellent avenue for a corporation to expand on their marketing opportunities, and to present themselves to a diverse, academically stimulated and hardworking student body. As Bond is a fast-tracked university, Bond students generally have a mature approach to life and look towards large corporations that can provide stability to them after their time at Bond. BUSA endeavours to provide each sponsor with a multitude of advertising and promotional opportunities, as well as providing on-campus events to be present at. By sponsoring BUSA, your business will be demonstrating its interest in, and commitment to, the development of young leaders and dedicated workers across a broad range of professions. It is through your sponsorship, and support that BUSA can provide Bond students with an ability to make informed choices about companies, products, life styles and work ethics they wish to implement in their careers while at university and in their professional life after Bond. Therefore, sponsorship will be a valuable opportunity for your company to secure loyal and reliable future clients.



Bond University Student Association

The 2015/2016 BUSA Committee

BUSA Executives

President Robin Sutcliffe

Secretary Stacey Messini

Treasurer James Rosengren

Vice-President (Education) Lacey Rowett

Vice-President (Recreation) Nikki Marzbani

Vice-President (Sport) Damian Giuffrida

BUSA Directors

Corporate Relations Director Isabella Cerutti

IT & Communication Director Lachlan Castles

Publications Director Sophie Venz

Advocacy Director Emily Moodie

Postgraduate Student Liaison Beryl Kwambai

Special Interest Director Jacob Cookson

Social Director Tait Gaze

Clubs and Societies Director Gyan Wijekulasuriya

International Student Liaison Alana Bonenfant

Sporting Projects and Events Director Sophie Jones

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BUSA's Sponsorship Packages

Platinum Sponsorship Package

A three year investment of \$10,000.

The platinum package offers the benefits of Gold Sponsorship Package for three years

- ◇ Presence at three Club Sign on Days, valued at \$500 each
- ◇ Invitation to attend one BUSA event during each semester
- ◇ A4 page advertisement in the *BOUND* publication, twice a semester (six times within the year)
- ◇ Sponsor's logo on the official BUSA website
- ◇ Sponsor's Logo and URL link included in student wide email (5,000 students) once a semester
- ◇ BUSA/Bound Facebook post (Max 4 per semester)

Gold Sponsorship Package

An annual investment of \$3,000

Included in the package:

- ◇ Presence at three Club Sign on Days, valued at \$500 each
- ◇ Invitation to attend one BUSA event during semester
- ◇ A4 page advertisement in the *BOUND* publication, twice a semester
- ◇ Sponsor's logo on the official BUSA website
- ◇ BUSA/Bound Facebook (Max 2 per semester)

Basic Sponsorship Package

A semester, three month investment of \$800.

Included in the package:

- ◇ Presence at one Club Sign on Day, valued at \$500
- ◇ Invitation to attend one BUSA event during semester
- ◇ "section" in Bound Publication once

Silver Sponsorship Package

An annual investment of \$2,000

Included in the package:

- ◇ Presence at three Club Sign on Days, valued at \$500 each
- ◇ Invitation to attend one BUSA event during semester
- ◇ 'section' advertisement in the *BOUND* publication, twice a semester
- ◇ Sponsor's logo on the official BUSA website

Individual Purchases:

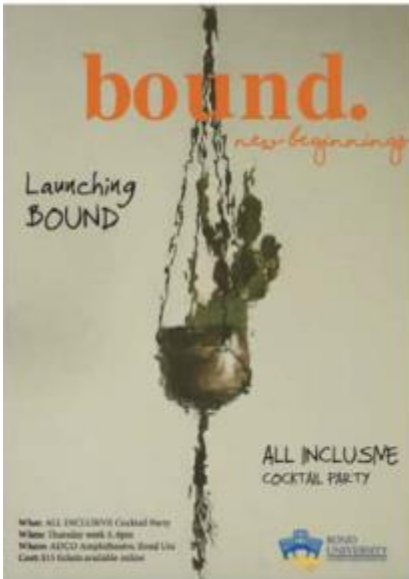
- ◇ BUSA/Bound Facebook Post: \$250 (Max 4 per semester)
- ◇ All student announcement: \$1,250 (Max 1 per semester)
- ◇ BUSA/Bound Instagram Post: \$100
- ◇ Poster Advertisement: \$50 each (Max 8 per marketing campaign)

Wednesday by the Water Attendance:
Please contact if interested.

- For Sponsorship Opportunities Specifically Regarding *BOUND Magazine*, please see *BOUND Prospectus*

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Bound Publication



Bound is Bond's premier student publication. From stories about university issues that affect students to student perspective on news and current affairs, Bound strives to be the perfect balance of interest and intellect - putting the U back in Bond. Between physical distribution, social media and website outlets Bound has a reach of around 6000 people. Bound has a unique audience. With most readers students scattered among an array of academics and community members, Bound offers sponsors a unique opportunity in terms of return on investment.

For more information about contributing to Bound please contact William Taylor:

publications.busa@bond.edu.au

For more information regarding sponsorship opportunities please contact Kimberley Pearce:

corporaterelations.busa@bond.edu.au

Bond Aid Program

Run the August-September student holidays, the Bond Aid Program is Bond's international volunteer initiative. An evolution of previous volunteer initiatives, the return of the program in 2017 is expected to attract widespread engagement from students, staff and the wider community. This year's program will see a student delegation travel to Nepal, where they will spend three weeks providing development assistance to a local community in recovery after the 2015 earthquake. As this program is in its second year, it aims to continue developing Bond's relationship with Nepalese communities.

Partnership with the Bond Aid Program provides an opportunity for socially conscious businesses to engage in with a philanthropic purpose, while supporting local youth. Opportunities for exposure through the Program are varied, including recognition on official shirts and presence at large-scale fundraising events as well as the opportunity to be a part of raffles here on campus. For more information about partnerships and sponsorship opportunities, please contact either Program Coordinator Sarah White, or Corporate Relations Director Kimberley Pearce.

Sarah White: specialinterests.busa@bond.edu.au

Kimberley Pearce: corpoaraterelations.busa@bond.edu.au



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Description of BUSA Events

Australian's University Games (AUGs)

AUGs are held once a year and are the largest annual multi-sport event. This event is held in September/October and travels around Australia each year. 2016 see's AUGs being held in Perth. As a flagship event of every university calendar, AUGs brings a friendly but competitive environment for Australian university athletes. Bond has over 200 students and between 15-20 teams that represent us. Each year we hope to field a bigger and better team, with high hopes of bring back the Doug Ellis Per Capita award for the fourth year running. This is a prime promotional opportunity with the capacity to reach a wide audience.



Northern University Games (NUG)

NUG is held every year and is the regional university games. At NUG Bond always has high performing teams with Men's Basketball, Futsal and Tennis all achieving silver medals in 2015. Like AUGs, this event is a great way for friendly competition between Northern university athletes and a prime promotional opportunity.

Club Sign on Day

At Bond, there are close to 100 cultural and sporting clubs, which organise 90 events per semester. BUSA runs Club Sign on Day (CSOD) on Friday of week 1 of every semester as an opportunity for both new and returning to sign up to Bond's multitude of clubs. This event showcase's each club's committee and what they offer their member base throughout the semester. External sponsors also attend this day as it provides exposure to around 1,000 students.

Executive Drinks

Executive Drinks is an event run each semester to recognise the outstanding efforts of our cultural clubs and societies, faculty associations and sporting teams. This is an initiative by BUSA to acknowledge and congratulate the clubs and associations, which have gone above and beyond in terms of their committee

management, financial stability, and accessibility to the student body. The awards range from best social event, to best cultural club, from sporting spirit award, to the best social justice initiative, service to students and best staff member. With almost 100 clubs and associations at Bond, the awards are always fiercely competed for. This evening also caters for acknowledging the individuals who contributed significantly to all-round student experience, or who have been instrumental in aspects of campus life, while maintaining academic excellence.



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International Week

Currently, Bond University has a 60:40 ratio of Australian to International students. Bond University has a strong contingent of International students, hailing from over 80 countries. As International students are an integral part of Bond University, a week-long event celebrates the various cultures and countries in the form of International Week. Throughout the week, various themed events would be held not only to celebrate the different cultures, but to share the experiences between domestic and international students. Student-run cultural clubs play an essential role to be the leaders of their respective cultures by holding events that includes everyone to participate in. Whilst running international week, external businesses can capitalise on the event by supporting the niche needs of the various clubs. Moreover, businesses can expand their local customer range to a broader international market

Mid Semester Bash

Mid Semester Bash is held every semester at the conclusion of mid-semester exams. This is a themed event that begins on campus at our Don's Tavern. From which the night proceeds to our sponsor nightclub. Events, such as BUSA Bashes, always have solid attendances and with the night kicking off at 8pm this is a prime sponsorship advertising opportunity.

End of Semester Bash

End of Semester Bash is the final costume event of each semester. It is held on the evening of the last day of exams and provides fellow students with a chance to unwind after a busy semester. As social activities are an important element of university life, events such as End of Semester Bash attract a large portion of the student body. These parties provide an ideal environment to endorse a business, and act as a sponsorship opportunity, which assures promotion to hundreds of students.

Bondstock

Bondstock is an annual, week-long event, held in the third semester of the year. The week comprises several highly anticipated events which have been prepared by a specific Bondstock committee for the year. The events, such as Launch Party, Music Festival, Secret Location and Student Ball are incredibly well-respected and ensure a massive hype surrounding the entire week. For more information, please see the Bondstock prospectus.



Grad Party

Grad Party is an avenue to attract the attention of both current and graduating students. It opens up promotional ties to a broader range of students who differ in age, degrees studied or being studied and skills. This is because Grad Party is an event which is attended by both current and graduating students. The camaraderie of the Bond student body means that current students attend in support of their life-long friends who are graduating. Grad Party always has an overwhelming euphoric atmosphere and a sense of ambition and achievement. It is a way to capture the minds of those transitioning into the next stage of their life, but also to make current students aware of the businesses and corporations within the wider community.

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Vice-Chancellor's High Achievers Recognition Cocktail Evening

This evening provides exposure to the highest and most academically astute students of Bond. In saying this, these students generally hold instrumental positions within multiple cultural and sporting clubs and societies, and have more often than not devoted time and commitment to Faculty Student Associations. Bond students are well-rounded leaders and scholars, and events such as this present an exclusive opportunity to be promoted and marketed to some of the world's future leaders.

Rival Night

Rival night is a sporting competition between Bond University and Griffith University. This is a three hour event that sees a multitude of sporting teams, including netball, rugby, soccer, water polo and basketball, compete for victory! Sponsorship of this sporting event would be well advertised to a large audience.



Thursdays at Dons

Thursday Nights at Dons is where every Bond student should be each Thursday. From 8.30 our social director ensures that a DJ livens up the mood and the dance floor. Following BUSA provides free busses to the after party at our sponsor nightclub.

Black and White (Post Graduate Handover)

Black & White is a cocktail party and is the biggest event for postgraduate and sells out every semester. This event provides exposure to the mature age students and well versed sector of the Bond community.

The Speaker's Breakfast

The Speakers Breakfast held during Over Grad is a weeklong festival held in June each year, catering to postgraduate and mature age students. The breakfast invites notable speakers around Australia to speak to the students about their career, life and success.

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Over Grad

Over Grad is a week aimed to aid the social integration and professional development of postgraduate and mature age students at Bond. The Postgraduate Student Association (PGSA) at Bond University runs numerous events throughout the week in conjunction with the Bond University Student Association (BUSA). Past events have included professional development sessions, Gala Cocktail nights, golf days and wine retreats. For the coming year, we aim to mix it up to the best cater to the interests and needs of the students we represent.

Wednesday by the Water

Wednesday by the Water (WBTW) is a free BBQ organized and run by BUSA every Wednesday from 12-2pm. This is a massive traditionally Aussie styled feast, attracting over 500 students every Wednesday, predominately our International Students. Wednesday by the Water is BUSA's way of having a tangible presence and connecting with our peers as a committee. WBTW, where appropriate, also functions as an opportunity for external sponsors to have a brief, casual on campus presence. It proves as a great opportunity for a less-formal mingling session and exposure to a large crowd. This is one of BUSA's most looked forward to regular events.

USA vs. Rest of the World

This is an internal Basketball competition where Bond's exchange students from the United States battle it out against students from everywhere else. An event like this demonstrates the diversity of Bond's community and is seen as an opportunity to capitalise on the multicultural Bond community. This is always a popular event with both sides pooling competitive teams.



Bond University Student Association

Contact Details

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Other Useful Contacts

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