



# **BOND UNIVERSITY STUDENT ASSOCIATION**



**2023 SPONSORSHIP PROSPECTUS**







# *A little message* from us here at BUSA...

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Bond breeds standout students. As Bondies, we willingly disrupt the status quo. With one in three students being born on international soil, the Bond experience is inspired by a culture of diversity.


Guided by world-class academics, our students are eager, ambitious and ready to challenge the norm with innovation always top of mind. The result? Bondies are awake to opportunity. We know you have the potential to make a real difference because we have seen so many Bond graduates over the years do just that.

As the Bond University Student Association's (BUSA) External Relations Director, my prerogative is to facilitate corporate relations which will benefit you. I'm here to give your business ventures exposure. BUSA endeavours to embellish the student experience with the involvement of companies that honour a variety of different cultures, interests, and social pursuits. From collaborating with the new kids on the block to the tried and true, our non-remunerated team is always eager to nurture relationships with organisations who stand for what we value. With a helping hand from you, 2023 can be the year students see more deals and discounts than ever before.

Powered by a close-knit community of approximately 4,500 students, Bondies yearn for the next trend, inside scoop and hub to secure unforgettable souvenirs. The opportunity to enrich the student experience is now right at your fingertips.

From our perspective, enhancing student life outside of the classroom is an equally essential part of the university experience. To skyrocket your business's earning potential, become a corporate partner of the Bond University Student Association today.

*Your External Relations  
Director: Stella Cole*



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# Your *Experience*

*Why you should choose BUSA*

## Because B.O.N.D.I.E.S

**B**

### ***BROADCAST***

What better way to broadcast the news of your business than handing the microphone to a social media savvy student body?

**O**

### ***OPEN DOORS***

Opens the door to a host of events held by BUSA.

**N**

### ***NO AGENDA***

As an apolitical, secular and unpaid organisation, our only focus is our students.

**D**

### ***DARE TO DREAM***

Bond students are entrepreneurial and avant-garde in spirit.

**I**

### ***INDIVIDUALITY***

We embrace the uniqueness of every student and their interests.

**E**

### ***EXPAND***

Expand your customer base with a collective of diverse up and comers.

**S**

### ***STABILITY***

With trimesterly intakes, benefit from the ongoing opportunities to secure a loyal and reliable clientele.



# Bond University Student Association

## SPONSORSHIP PACKAGES

BENEFIT	PLATINUM	GOLD	SILVER	BASIC
Investment - Cash or Products.	\$10,000	\$5,000	\$2,500	\$1,000
Club Sign on Day: Invitation only event, values at \$550 per semester.	3 SEMESTERS	3 SEMESTERS	3 SEMESTERS	3 SEMESTERS
Merchandise: Branding rights on event t-shirts.	YES	NO	NO	NO
Promotional Material: To be displayed continuously throughout the year at BUSA events.	YES	NO	NO	NO
BUSA Events: Invitation to attend BUSA run events per semester.	3 PER SEMESTER	2 PER SEMESTER	1 PER SEMESTER	1 PER SEMESTER
BOUND: 1 x A4 advertisement page in the BUSA student magazine.	2 PER SEMESTER	1 PER SEMESTER	1 PER SEMESTER	1 PER SEMESTER
BUSA Social Media: Posting and sharing promotions on BUSA Instagram & Facebook.	6 PER SEMESTER	3 PER SEMESTER	NO	NO
Newsletter: Advertisement will be included in a student wide email.	YES	NO	NO	NO



# INDIVIDUAL SPONSORSHIP

BENEFIT	PRICE
BUSA Socials: Post on BUSA Instagram & Facebook.	\$200 per post max 4 per semester
BOUND: 1 x A4 advertisement page in the BUSA student publication.	\$150 per A4 page
Poster Advertisement: A4 poster advertisement around university.	\$50 each max 8 per campaign
Newsletter: Advertisement will be included in a student wide email on a Wednesday.	\$50 each max 4 per semester

## DEALS & DISCOUNTS PACKAGES

Welcome to SUGA BUSA, our association's one stop deals and discounts shop. SUGA BUSA is here to organise all of the perks available to the student population. Whether you're here to lighten the load by way of a discounted lunch, or have an opportunity that will prevent Bondies from breaking the bank, we appreciate fun packages for the students. SUGA BUSA deals and discounts are promoted heavily via our social media outlets and can reach our constituency with the press of a button! Like and subscribe to the simplest sponsorship option.



***SUGA BUSA because everyone deserves a bit of SUGA***

# BUSA EVENTS

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## BONDSTOCK

Bondstock, a week-long celebration of everything Bond, is the premier social event in every Bondy's calendar. It is an opportunity for the students to celebrate their peers' achievements, recognise their talents and make connections across and between the standard groupings of faculty, course, and year.

Every year, BUSA establishes a dedicated sub-committee who collaborate over the course of a ten-month period to plan the marketing, merchandising, and managing of the event in detail. This group is directly overseen by the BUSA Vice President (Recreation), and as Bondstock coincides with the announcement of the next year's BUSA committee, it is a swansong for the Vice President (Recreation) and the crowning achievement of the outgoing committee.

With such importance placed upon the event by students, it is a highly anticipated and highly attended event. Throughout the first eight months of each year, a series of smaller events and pop-ups are used to build hype and introduce each new intake of students to the seminal event in the Bond social schedule. On the other hand, veteran students will have years' worth of Bondstock merchandise in their cupboards and often still wear it proudly around campus, demonstrating the value it provides to students and its status as an annual institution.

Bondstock is a large part of what BUSA does, but it is not all of it. If you would like to engage with us across different events, including Bondstock, reach out!



If Bondstock appeals to your business, you can receive a separate prospectus with further details by contacting **[bondstock@student.bond.edu.au](mailto:bondstock@student.bond.edu.au)**

# UNI NATIONALS

Every year, the peak governing of university sport in Australia (Unisport) holds the National Championships in a dedicated location. Historically, over 5,000 students attend from 43 universities to participate in 26 different sports ranging from netball to ultimate Frisbee.

In 2023, the Gold Coast will host Unisport Nationals as students from across Australia come to participate in friendly but fierce competition. The athletes are equally as fired up off the field, court, or pitch with many using the opportunity to explore everything that the host city has to offer. With one third of Bond students hailing from interstate, yet considering themselves locals, we are uniquely placed to share with our many contemporaries visiting for Nationals week the best spots on the Gold Coast, which as a result of continued engagement through BUSA, could include your business.

Unfortunately, Unisport is an organisation that pursues its own corporate sponsorships, so the ability to have locally sourced sponsors is severely limited at the tournament itself. However, BUSA sees Uni Nationals as only one example of the opportunities to leverage the active Bond student population in providing exposure for you and your business.







# CLUB SIGN ON DAY

Bond University has ranked #1 for 17 years in undergraduate student experience\* and a large contributor to this is the variety of the clubs and societies we have available to students. Like BUSA, all these groups are run by students who do it out of a passion for the role each one plays in the fabric of our community.

The administration and funding of these clubs is overseen by BUSA and part of this involves Club Sign On Day, which is a showcase of student groups, university departments and notably, external stakeholders for Bondies to explore. It is held on the first Wednesday of each new semester (in Week 1) and it is a hive of activity out on the Ornamental Lawns every time. Although other universities have similar events, none of them quite match the way we do it.

CSOD, as it is affectionately known, sees over 1,000 students attend across the class-free 12pm-2pm Wednesday timeslot. Bondies enjoy checking out everything on offer, whilst eating the free food, drinks, or ice cream BUSA provides. As many would say, “it’s a vibe” spending time with friends in the sun; music playing, Lake Orr glittering with the striking Arch in the background. It is a great opportunity for your business to sign students up for rewards programs, add them to mailing lists, provide samples or even just make them aware of what you provide - and consistent attendance every semester will see you succeed even more in capturing the attention of students.



*Please note that sponsorship packages include complementary stalls at Club Sign On Day to varying degrees but one-off vendors are charged a fee for their attendance.*



# WEDNESDAY BY THE WATER

Aussies infamously love a good sausage sizzle and BUSA are no different! Every week we organise a free fry-up for our students in the Wednesday 12pm-2pm class-free period. Wednesday by the Water is all about food, friends and fun times and provides ample opportunity for your business to have a stall, activation or engaging activity on display.



# MID SEM BASH

Every semester, Mid Sem Bash is the most highly attended uni party as the big return to socialisation for students after a two-week social event blackout for assessment. Thus, it always pulls a crowd and the BUSA Social Director selects a creative theme that informs everything from decorations to after-party locations. If your business would like to be involved with Mid Sem Bash or you want more information, contact us!





# END OF SEM BASH

The more sensible sibling of the two, BUSA's End of Semester Bash is the final celebration before our students enter their study period and final assessments. Although often a more relaxed affair, End of Sem Bash still attracts many of our students seeking a soirée to satisfy them socially. As with Mid Sem Bash, if you are interested in a collaboration, reach out!



# THE CONVERSATION

BUSA's mental health publication The Conversation provides a window into the inner thoughts and emotions of students, with many submitting pieces providing tips, reflections, or recounts of their experiences with mental health issues. The Conversation, as the name suggests, is about starting an open discussion about mental health and wellbeing at Bond and for sponsors who see value in joining this discussion, we would love to have you!



## BARTS WEEK

BARTs (Bond Arts) is a subcommittee of BUSA dedicated to facilitating an environment where Bondies can easily develop an interest in the arts. Whether you express yourself through a boogie on the dance floor or prefer getting groovy on a guitar, we aim to make sure all students feel included and can contribute to cultivating their creativity. In conjunction with events throughout the year, our main purpose is to host the annual BARTs week. During this week we hold various arts activities and events for a range of skill levels from casual paint and sip classes to a student-run play and even an orchestra event.



# WELLNESS WEEK

The development and care of the holistic wellness of Bondies is a considerable focus today. This is in combination with the influence kindness, gratitude and consideration has on our physical and mental health forms the basis of Wellness Week. Each semester, BUSA's Wellness Director works with the University's Office of Student Success and Wellbeing and other student groups to plan a week of events focused on wellness, with the highlight always being the Wellbeing Festival held on the Wednesday.

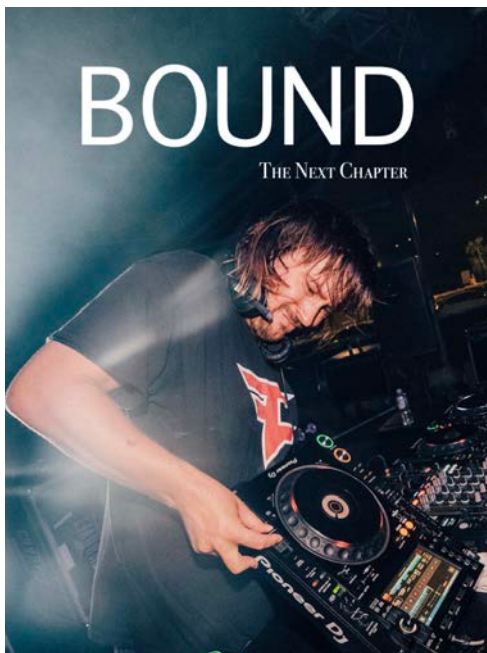




# BOUND

BOUND is Bond's premier student publication. Putting the 'U' into Bond, BOUND covers stories from university issues affecting students, to contributors' perspectives on news and current affairs.

BOUND strives to be the perfect balance of interest and intellect. Using both physical and online distribution alongside social media and website outlets, BOUND has a reach of over 6,000 people. BOUND has a unique audience which includes students, academic and non-academic staff, and Bond community members. BOUND offers your business a unique opportunity in the breadth of exposure it provides.



*Putting the  
'U' into Bond*



# CLUB EXECUTIVE AWARDS

This semesterly event recognises the outstanding efforts of all our clubs and societies across culture, sport, and academia. This is an initiative by BUSA to acknowledge and congratulate clubs and students who went above and beyond in terms of their management, financial success, and accessibility to students. With over 100 clubs and societies, the awards are always fiercely competitive. The evening also includes recognition of individuals who contributed significantly to the student experience as a whole, or who have been instrumental in significantly improving campus life.



# RIVAL NIGHT

The Rival Night is one of the most welcomed events and traditions at Bond University. It serves as an indispensable opportunity for all students to witness some of the best student sporting talent compete against local universities, district teams and other students. For this reason, it brings together hundreds of students, local, interstate and international, to experience the vibrant atmosphere of Bond sporting culture. Whether it is the slam dunks in basketball, the incredible aces in tennis, the flawless passes in netball, the marvellous plays in Touch Football, the support from our cheerleaders, the music from the DJ, or the open bar - a Bond Rival Night is never missed by our student audience.



# GRAD PARTY

Grad Party provides the unique chance to attract students, graduates, and their families concurrently as the send-off for each Graduation Ceremony at the University. It opens promotional ties to a broader range of students who differ in age, education level and career aspirations. Grad Party always has an overwhelmingly positive atmosphere. It provides an opportunity to capture the minds of those entering the next stage of their life, whilst still getting exposure to current students and other stakeholders.





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