



2022

SPONSORSHIP PROSPECTUS

Bond University Student Association
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**BOND
UNIVERSITY**
STUDENT ASSOCIATION INC.

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 Services and Ammenities Fee (SSAF)
The SSAF fee provides numerous benefits.

BUSA is anually 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.

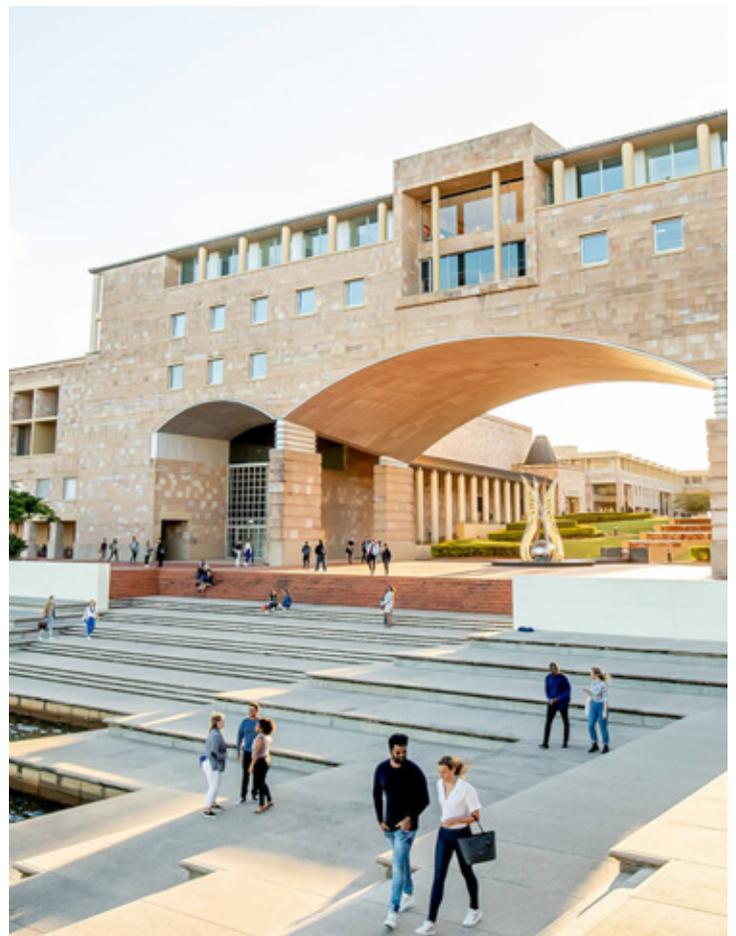
INTRODUCTION TO BUSA

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 an apolitical, secular and 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 are 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, close-knit and hardworking student body. Due to Bond's accelerated program structure 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 encouraging their presence at events.

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 whilst at university and beyond. Therefore, sponsorship will be a valuable opportunity for your company to secure loyal and reliable future clients.





THE 2021/22 BUSA COMMITTEE

EXECUTIVE

President	Josiah Neal
Secretary	Annabel Smyth
Treasurer	Paige Prieditis
Vice President (Education)	Heaven Elishav
Vice President (Recreation)	Carmen Davies
Vice President (Sport)	Alara Slattery

BUSA DIRECTORS

Corporate Relations Director	Max Liversage
Publications Director	Elka Devney
Marketing Director	Elise Lamb
Social Director	Sophia Kelly
Clubs & Societies Director	Sophie Parker
Clubs & Fiance Director	Olivia Chudleigh
Special Interest Director	Lachlan Creese
Sporting Events & Projects Director	Cameron Vele
Sporting & Recreation Director	Celine Dixon
Advocacy Director	Bronte Anderson
Post-Graduate Student Liaison	Caitlin Wunsch
International Student Liaison	Pooja Jaiswal
Committee Liaison	Issac Odisho

SPONSORSHIP PACKAGES

Benefit	Platinum	Gold	Silver	Basic
Investment: (cash or products)	\$10,000	\$3,000	\$2,000	\$800 per 3 months
Club Sign on Day: Invitation only event, valued at \$500 per Semester.	3 semesters	3 semesters	3 semesters	1 semester
Merchandise: Branding rights on event T-Shirts e.g Campus Crawl (occurs every semester).	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	3 per semester	1 per semester	1 per semester
BOUND: 1 x A4 advertisement page in the BUSA's student publication.	2 per semester	2 per semester	2 per semester	1 per semester
BUSA Socials: Posting and sharing promotions on BUSA Instagram & Facebook.	6 per semester	2 per semester	NO	NO
LOGO on BUSA Website: Sponsor's Logo will be included on the official BUSA website.	YES	YES	YES	NO
Newsletter: Sponsor's Logo and URL will be included in a student wide email each Wednesday and advertisement in weekly Newsletter.	YES	YES	NO	YES

Individual Sponsorship	Price
BUSA Socials: Post on BUSA Facebook & Instagram.	\$250 per post max 4 per semester
All Student Announcement: Email to all international and domestic students.	\$1,250 per announcement max 1 per semester
BOUND: 1 x A4 advertisement page in the BUSA's student publication.	\$100 per A4 page
Poster Advertisement: A4 poster advertisement around university.	\$50 each max 8 per marketing campaign

BOUND MAGAZINE

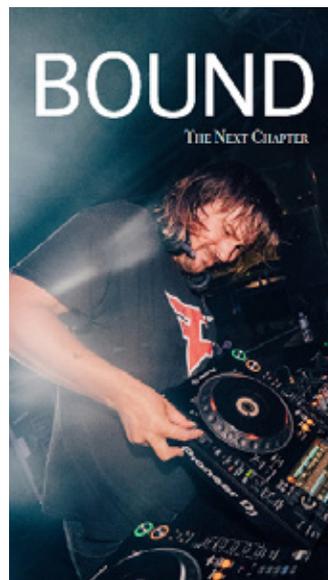
BOUND is Bond's premier bi-semesterly student publication. Putting the U back into Bond, BOUND covers stories about university issues that affect students to student's perspective on news and current affairs. BOUND strives to be the perfect balance of interest and intellect. Between physical and online distribution alongside social media and website outlets, BOUND has a reach of over 6000 people. BOUND has a unique audience with most readers students scattered across not only an array of academics but also the world. BOUND offers sponsors a unique opportunity in terms of return on investment.

For more information about contributing to BOUND please contact Elka Devney

0437 837 277 | publications.busa@bond.edu.au

For more information regarding sponsorship opportunities please contact Max Liversage

0402 346 980 | corporaterelations.busa@bond.edu.au



BUSA EVENTS

NATIONAL UNIGAMES (NUGs)

NUGs 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. As a flagship event of every university calendar, NUGs brings a friendly but competitive environment for Australian university athletes. Bond has over 200 students and between 15-20 teams the represent us. Each year we hope to field a bigger and better team, with high hopes of bringing 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.



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.

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.

MID SEM 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 uni bar Don's Tavern and then 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.

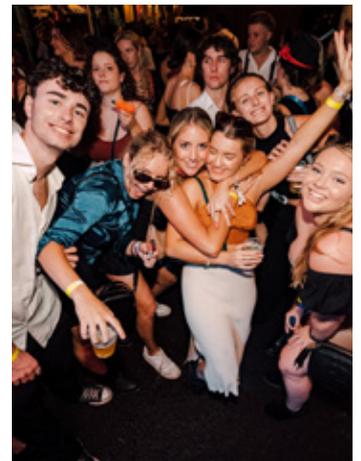
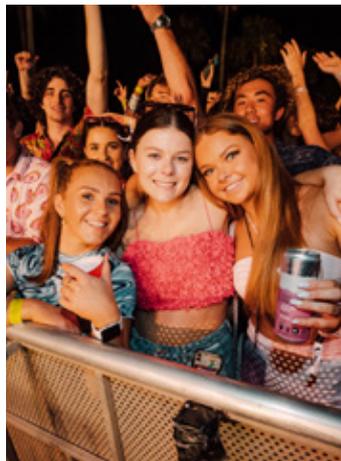
END OF SEM BASH

End of Semester Bash is the final event of each semester. It is held on the evening of the last day before exams and provides fellow students with a chance to unwind before final assessments. 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 ask for the Bondstock prospectus.





THIRSTY THURSDAYS

Every Bond student is at Dons every Thursday night. Our social director works with subsidiary clubs and societies to ensure that a DJ livens up the mood and the dance floor. Afterwards BUSA provides free buses to the after party at our sponsor nightclub.

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.



CLUB SIGN ON DAY

At Bond, there are close to 80 cultural and sporting clubs, which organise over 100 events per semester. BUSA runs Club Sign on Day (CSOD) on Wednesday 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. Many sponsors also attend this day as it provides exposure to over 1,000 students.



WELLNESS WEEK & THE CONVERSATION

A considerable focus in modern society is the development and care of one's mental health, and that of those around us. This is in combination with how kindness, compassion, and other factors influence our physical and mental health forms the basis of Wellness Week. Each semester the collaboration of Faculty Student Associations and clubs in conjunction with BUSA solidify the week of events focused on wellness, with the highlight always the Wellbeing Festival held on the Wednesday.

During Wellness Week, BUSA's mental health publication The Conversation is released. The Conversation is more than just a glimpse into individual's lives. The magazine is a window into the world of struggles, thought processes and emotional tidal waves that shape more people's lives than we like to realise. The Conversation is about compassion, empathy and patience. Starting an open discussion about mental health and wellbeing at Bond, The Conversation offers sponsors a unique opportunity.



EXECUTIVE DRINKS

Executive Drinks is an event run each semester to recognise the outstanding efforts of our cultural clubs and societies, faculty student 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 success, and accessibility to the student body. The awards include best social event, best cultural club, sporting spirit award, best social justice initiative and service to students. With almost 90 clubs and associations at Bond, the awards are always fiercely competitive. 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.

INTERNATIONAL WEEK

Currently, Bond University has a 80:20 ratio of Australian to International students. This strong contingent of international students, hail 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.

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 traditional sausage sizzle, 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 anticipated regular events.

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