

UNSW CSE REVUE SOCIETY

Sponsorship Proposal 2016



CONTENTS

Welcome	3
About Us	4
Events	5
Why Sponsor Us?	6
Promotional Exposure	7
Sponsorship Packages	9
Benefits	10
Add-On Packages	11
Deadline	12
Contact	13

WELCOME

The University of New South Wales (UNSW) is one of the leading teaching and research universities in Australia. It is ranked 46th in the QS world rankings (2015) and is part of the Group of Eight, a coalition of Australia's leading research intensive universities. UNSW boasts over 50,000 local and international students from over 120 countries and is renowned for its quality of education and highly employable graduates.

The UNSW Faculty of Engineering is the largest faculty of engineering in Australia and is continually ranked amongst the nation's best. The School of Computer Science and Engineering (CSE), established in 1991, is one of the largest schools at UNSW and is made up of over 4500 students, staff and academics.

CSE Revue is a student-run society within the School of CSE which provides an opportunity for students to broaden their capabilities and acquire new skills, enhancing their university experience.

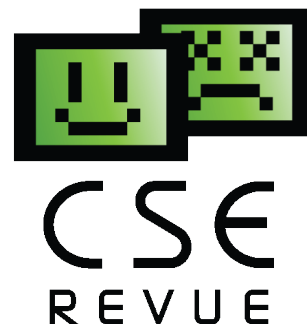
We thank you for taking the time to consider our proposal and look forward to discussing it with you soon.

Yours sincerely,

Octavia Soegyono
President/Producer

Lucy Dinh
Producer

Adam Chyb
Producer



ABOUT US

The UNSW Computer Science & Engineering Revue Society (CSE Revue) is a comedy sketch show held annually at the UNSW Kensington campus. The show is produced, directed and delivered by members of the Society which consist of over 200 students from a wide range of faculties across the university, allowing engineers, artists, scientists and researchers to collaborate on a large-scale year-long project.

Established in 2002 with the support of the School of Computer Science and Engineering of UNSW, and numerous industry sponsors, CSE Revue has become a phenomenal success.

We aim to proactively develop, promote, showcase and provide an outlet for the creative talent and skills within CSE. Our intention is to foster relationships with the wider community, and to encourage a cooperative atmosphere for the development and exchange of ideas.



EVENTS

O-Week

UNSW has over 7000 prospective students who will be exposed to O-Week 2016 before their first week of uni. An opportunity for them to have a snippet of university lifestyle. We will be holding an O-Week stall, promoting to new students to join us in our 2016 revue. To aid our recruitment, we will be holding an O-Week Revue, a small scale revue to give new students a taste of what revues are like. We will also be holding a DVD Screening of past revues, showing the best sketches, dances and choral items in the last 5 years.

Weekly Events

Typically, our weekly events will have up to 30 attendees.

- Script blocks: Attendees actively brainstorm ideas and concepts where they can discuss and try their hand at script writing and sketch development.
- Dance blocks: Attendees learn dances and build on their dancing ability.
- Choral blocks: Attendees are taught about vocals and are given tips on how to improve their singing ability, in particular projection while keeping pitch.

Fundraising

Teams will hold fundraisers during semester one to help fund their budgets for resources used in semester two. These events are accessible to the wider UNSW community of over 50 000 as they will be held in high traffic areas on campus. Some of these events include bake sales, gelato carts, BBQs and more.

Revue in a Day

This event was created to give first time revue members a complete taste of what it is like to be in a revue production with everything jam-packed into just one day. Teams are allocated a block of time to collaborate in the making of scripts, videos, costumes, props and posters to present a mini-show at the end of the day.

CSE Revue Camp

Camp is our biggest social event of the year occurring in the mid-year break. It is a three day, two night trip involving acting workshops, scripts and vocal blocks, as well as trivia night and a themed costume party. It is regarded as an important bonding experience for Revue members who attend, typically reaching 80 attendees.

WHY SPONSOR US?

CSE Revue is a society that provides opportunities for the development of a diverse range of talents. Your support can help us produce the show and create a unique university experience for students involved.

Sponsorship of CSE Revue provides your company with direct access to not only students immediately involved in the society, but to the wider UNSW community of over 50 000 students and staff members as well as the general public. Our show attracts audiences of over 1500 people, and our weekly events draw students from an array of faculties. Exposure of your company is achieved through various forms of publication, marketing, and events.

Our packages are highlighted in the subsequent pages and we truly appreciate your consideration. Packages are negotiable to suit the needs of your company and we would be happy to discuss any queries in person.



PROMOTIONAL EXPOSURE

Newsletter and External Publications

We have a fortnightly newsletter that circulates to all members of CSE Revue in which sponsors may advertise themselves and their promotional events. Articles are also placed in UNSW student publications Blitz and Tharunka with Major Sponsor logos included.

Website

The website is used by all members as a central source of revue knowledge, information and organisation. Sponsor logos will be placed on the website with links to the sponsor website, for the duration of the sponsorship term.

Social Media

Our Facebook page is regularly updated with upcoming events and opportunities for students to be involved in, all company-sponsored events will be given exposure on this platform. A collection of our show videos and trailers are available on YouTube.

Merchandise

The show T-shirt and hoodie is worn by the 200 or so members the weeks leading up to the show. Associate Sponsor logos are featured on the t-shirt. A limited edition, mystery item for that year is also available to purchase.

Posters and Flyers

1000 A2 full-colour posters will be displayed on campus and in the surrounding area for a month until the final show night. 10 000 full colour flyers are distributed during the 2 weeks before final night during peak times at high traffic areas on campus. Sponsors logos are included on all flyers.

DVD

Show footage is compiled into a DVD and sold to the public. Major Sponsors logos will be included on the cover of the DVD and in the credits. Any slides projected on the show night will also be included in the DVD.

PROMOTIONAL EXPOSURE

On-Site Event Exposure

Banner on Performance Night

A self-standing banner or poster or similar promotional device placed in the theatre foyer every night of the show.

Programmes

These are distributed before the show, free of charge to ticket holders. The programs are A4 sized and full colour. Sponsor logos will be displayed on the cover as well as having their ad inside the program. The artwork is supplied by your organisation by mid-July.



SPONSORSHIP PACKAGES

Major Sponsor

Price: \$4000+

Major sponsorship is for sponsors who wish to make a significant contribution to the development and experience of members as well as greatly increase their presence on the UNSW campus. Your company will have direct access to students with a wide range of degrees and qualifications.

The largest sponsorship value will be the presenting sponsor of the show.

Associate Sponsor

Price: \$1000, \$2000, \$3000

The Associate Package is divided into 3 levels, with incremental benefits. This package is fully negotiable and customisable. We are more than happy to work extensions of the existing benefits listed below as well as additional benefits, into your specially tailored package.

Affiliate Sponsor

Price: Negotiable

Affiliate Sponsors do not have a set starting package; a package is negotiated from scratch. Some common items include flyer and newsletter advertising. It is also possible to sponsor individual events to advertise directly as well as sponsor specific teams and interests.

Invitation to the Show

Complimentary VIP Tickets to see the CSE Revue 2016 will be offered to all sponsors.

BENEFITS

	Associate			Major
	L1 > \$1000	L2 > \$2000	L3 > \$3000	> \$4000
Website				
Logo on our sidebar	•	•	•	•
Feature Page about sponsors				•
Promotional Material				
T-shirt - logo			•	•
Flyers - logo			•	•
Posters - logo	•	•	•	•
Newsletter				
Logo		•	•	•
Advertisement for sponsor events and opportunities	up to 1	up to 2	up to 3	3 or more
Programme				
Logo on cover				•
Logo in credits	•	•	•	•
Page advertisement			Half	Full
DVD				
Logo on cover			•	•
Name in credits	•	•	•	•
Show Nights				
Banner in theatre foyer		•	•	•

ADD-ON PACKAGES

Slide Presentation/Video

Price: \$500

Either a slide presentation or video can be projected during the intermission of each performance, with an optional voice-over. There is a limit of two video advertisements in the show with a maximum duration of 30 seconds each. These are to be supplied by your company 14 days prior to show week.

Camp Pack

Price: \$500

This add-on provides sponsors with the naming right of the camp and the ability to distribute company promotional material to all attendees. Camp occurs mid-July in the winter break as a means to get members together before show development begins in semester two.

Sponsor Hosted Event

Price: Negotiable from \$100

Your company will be given the opportunity to host your own event and connect directly with students. Examples include BBQ socials, fundraisers, workshops and seminars. Merchandise from your company can also be distributed at these events.

Team Specific Sponsorship

Price: Negotiable from \$100

Become a Proud Sponsor of a particular team or several teams and your company name will also be included in the credits of our programme. Sponsorship of this kind may be provided in the form of resources, in-kind, or a negotiated monetary value. This may include materials provided to build set and make costumes leading up to show, or feed cast and crew during production and show weeks. More information on our teams and how they are involved in the show can be found on our website (<http://www.cserevue.org.au/home/teams>).

DEADLINE

Please note that the deadline for direct financial sponsorship offers is:

FRIDAY 22ND JULY 2016

Production of the 2016 CSE Revue started in mid-December 2015 with the Executive Handover and is well underway, thus pushing the need for budgets to be finalised before the majority of preparations for the show can commence.

This deadline will ensure we can meet print and other associated production deadlines in order to be able to promote your company to the fullest, in the manner outlined in this document. If however, this deadline is not feasible, alternative arrangements can be made based on your situation.

Past Sponsors

On behalf of CSE Revue, we would like to thank all our past sponsors from 2002 to 2015, with many returning year after year. Without the generous support of companies and businesses such as these, a major production like CSE Revue would not survive to broaden the tertiary educational experience of students or astound audiences as it has done over the past thirteen years.



CONTACT

To make an offer of sponsorship, negotiate a variation on the packages outlined in this document, or for more information, please do not hesitate to contact us through any of the following channels.

Mail

CSE Revue Society
School of Computer Science & Engineering
University of New South Wales
Sydney 2052, NSW

Email

producers@cserevue.org.au

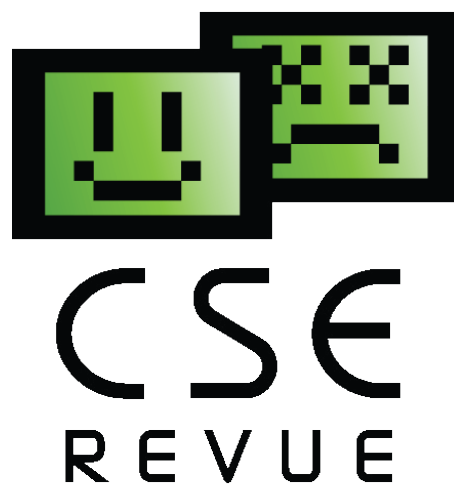
Website

www.cserevue.org.au

Octavia Soegyono
President/Producer
Mobile: +61 466 880 598

Lucy Dinh
Producer
Mobile: +61 435 286 527

Adam Chyb
Producer



COMPUTER SCIENCE
cse
AND ENGINEERING

ATC CLUBS
SUPPORTED BY Arc
INDEPENDENTLY RUN


CSE
REVUE