



SPONSORSHIP 2016



**PROUDLY AFFILIATED WITH THE UNIVERSITY
OF QUEENSLAND STUDENT UNION**

UQ BARS 2016

Founded in 2013 the UQ Beer and Rum Society (BARS) has enjoyed a successful few years in operation. After a short hiatus in 2015 the club is preparing to launch the 2016 BARS program with the new executive. The club is currently seeking sponsorship for 2016 and welcomes any offers in exchange for advertising and product placement. A number of options are available to potential sponsors and are included in this document. The club anticipates a minimum of 350 new members in 2016.



190 UQU Clubs and Societies sign up thousands of students to clubs in the Great Court twice a year. With over **40,000 STUDENTS** enrolled at UQ, Market Day is an incredible opportunity for sponsors to showcase their brands and promote their products.

UQU clubs run heaps of social gatherings all year round including BBQs, Club Balls, Dinners, Movie nights, Pizza nights, Industry nights and Red Room Sessions. UQ BARS plans to run events throughout 2016 and believes this is the perfect opportunity for sponsors to promote their businesses to the thousands of new and current students. We would welcome your support.

In exchange for funding we are prepared to commit to the promotion of your brands through social media, at events, on the UQ BARS Card and on merchandise.

Our UQ BARS Facebook account has over **1000 LIKES** and a reach of over 2500. We predict these statistics will increase in 2016. We would be happy to post about products and events on the page.

We look forward to speaking with you in regards to sponsorship. Please find attached the sponsorship options we have available to you should you wish to sponsor BARS in 2016.



UQ BARS CARD 2016

PLEASE NOTE THAT WE ARE OPEN TO ANY DISCOUNT OR FREE ENTRY OFFERS AND WOULD LIKE TO FEATURE THESE ON OUR CARD AND WEBSITE

The BARS Club card will launch at Market Day in February 2016 where thousands of UQ Students join clubs each year. We are seeking ANY:

- Discount offers
- Free entry and VIP entry deals

These will feature on the card and website. The card will be well publicized and UQ students have made use of these deals in the past generating business and publicity for card sponsors.

(Detailed card offerings and discounts will be published in full with featured logos on the BARS website. Cards form a major incentive for student to join clubs and societies and the deals offered by sponsors are promoted by the club over O Week).

The 2016 design of the card is featured to the right:

Please note the Card design is subject to change based on sponsorship offers.

CARD DESIGN



FREE ENTRY / VIP

RETAIL

FOOD & BEVERAGE



UQ BEER AND RUM SOCIETY
EMAIL: info@uqbars.com
WEBSITE: www.uqbars.com
FACEBOOK: www.facebook.com/uqbars



***CARD DESIGN SUBJECT TO CHANGE**



UQ BARS BANNER

UQ BARS intends to purchase a 2 meter high roll up banner which will be present at major events and the 2016 Market Day. A diagram of the banner is shown below.

We are seeking sponsorship for 4 spots which are highlighted in the diagram. Please contact us if you would be interested in purchasing a position on the Banner.

The Banner will be used for 2 years and so sponsors will receive exposure over that period. We intend to have the Banner created by the end of January.



2 METERS



UQ BARS SHIRTS 2016

UQ BARS intends to have a minimum of 300 t-shirts printed for members in 2016 and is seeking sponsorship for these. The shirts will be worn to fortnightly BARS gatherings, to Pub Crawls and other major events held throughout the year. There will be a need for members to wear the shirts to access discounts and bar tabs. The shirt will feature the UQ BARS logo on the front and sponsor logos on the back.

If you are interested in being featured on the back of the t-shirts there are a number of packages available:

Option 1: 1 x Sponsor Logo featured on the back of the shirt

In addition to this the sponsor will be featured on the UQ BARS 2016 Card, marketing flyers, website and the club will post 3 advertisements for the sponsor on the UQ Bars Facebook page which has 1000 + likes and a large university student reach. **(Cost: \$2000)**

Option 2: Sponsor 1 of 2 sponsor sections featured on the back of the shirt

In addition to this the sponsor will be featured on the UQ BARS 2016 Card, marketing flyers and the club will post 3 advertisements for the sponsor on the UQ Bars Facebook page which has 1000 + likes and a large university student reach. **(Cost: \$1000 per sponsor)**

Option 3: Sponsor 1 of 9 sponsor sections featured on the back of the shirt

Depending on offers we will then determine how many logos appear on the back of the shirt. A contractual agreement will be drawn up and sponsors will receive a shirt. For any further enquires about shirt sponsorship or offers please feel free to email the club.



BARS CALENDAR 2016

UQ BARS is seeking sponsorship for Calendars that will be distributed to individuals who purchase membership at UQ Market Day in 2016. The Calendars will feature important event dates for the club. Sponsors have the option of purchasing a space at the bottom of the calendar for \$130. In addition a sponsor will be allowed to place text in 3 of the days on the calendar to promote an event. The sponsorship money will assist in paying for the Calendar. A minimum of 250 calendars will be printed in A2 and A3 sizes. These calendars have proved popular at Market Day in the past, especially for College students and are used by students to plan their semesters. A mockup calendar design is featured below:



SEMESTER 1 2016



WEEK	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
0	21ST FEB	22ND FEB	23RD FEB	24TH FEB	25TH FEB	26TH FEB	27TH FEB
1	28TH FEB	29TH FEB	1ST MARCH	2ND MARCH	3RD MARCH	4TH MARCH BARS LAUNCH PARTY	5TH MARCH
2	6TH MARCH	7TH MARCH	8TH MARCH	9TH MARCH BARS NIGHT RED ROOM 7PM	10TH MARCH	11TH MARCH	12TH MARCH
3	13TH MARCH	14TH MARCH	15TH MARCH	16TH MARCH	17TH MARCH	18TH MARCH	19TH MARCH
4	20TH MARCH	21ST MARCH	22ND MARCH	23RD MARCH BARS NIGHT RED ROOM 7PM	24TH MARCH	25TH MARCH GOOD FRIDAY	26TH MARCH
5	27TH MARCH EASTER SUNDAY	28TH MARCH	29TH MARCH	30TH MARCH	31ST MARCH	1ST APRIL	2ND APRIL
6	3RD APRIL	4TH APRIL	5TH APRIL	6TH APRIL BARS NIGHT RED ROOM 7PM	7TH APRIL	8TH APRIL	9TH APRIL
7	10TH APRIL	11TH APRIL	12TH APRIL	13TH APRIL	14TH APRIL	15TH APRIL	16TH APRIL
8	17TH APRIL	18TH APRIL	19TH APRIL	20TH APRIL BARS NIGHT RED ROOM 7PM	21ST APRIL	22ND APRIL	23RD APRIL
9	24TH APRIL	25TH APRIL	26TH APRIL	27TH APRIL	28TH APRIL	29TH APRIL	30TH APRIL
10	1ST MAY	2ND MAY	3RD MAY	4TH MAY BARS NIGHT RED ROOM 7PM	5TH MAY	6TH MAY	7TH MAY
11	8TH MAY	9TH MAY	10TH MAY	11TH MAY	12TH MAY	13TH MAY	14TH MAY
12	15TH MAY	16TH MAY	17TH MAY	18TH MAY BARS NIGHT RED ROOM 7PM	19TH MAY	20TH MAY	21ST MAY
13	22ND MAY	23RD MAY	24TH MAY	25TH MAY	26TH MAY	27TH MAY	28TH MAY
14	29TH MAY	30TH MAY	31ST MAY	1ST JUNE	2ND JUNE	3RD JUNE	4TH JUNE
15	5TH JUNE S	6TH JUNE W	7TH JUNE O	8TH JUNE T	9TH JUNE V	10TH JUNE A	11TH JUNE C
16	12TH JUNE	13TH JUNE E	14TH JUNE X	15TH JUNE A	16TH JUNE M	17TH JUNE S	18TH JUNE
17	19TH JUNE	20TH JUNE E	21ST JUNE X	22ND JUNE A	23RD JUNE M	24TH JUNE S	25TH JUNE

**SPONSORSHIP
SPACE
\$130 (INC 3
DATES)**

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STUBBY COOLERS

UQ BARS is seeking sponsorship for Stubby Coolers that will be distributed at Market Day in 2016. The club plans on producing a minimum of 300 coolers, which will be given to members for a reduced price of \$2. Given the high cost to produce the coolers we are looking to use sponsorship to reduce costs. Options are included below for stubby cooler sponsorship and we are open to different offers.

PRELIMINARY DESIGN:



UQ BARS BAGS 2016

UQ BARS is seeking sponsorship for bags which will be distributed at Market Day in 2016. The bags will feature sponsorship on the sides as can be seen below. The UQBA society distributed these in 2015 and students within the University have been seen around Campus with these.

The pricing for sponsorship spacing is below however we are open to changing these and negotiating. We plan to produce over 350 bags for distribution on Market Day.



**SPONSOR
COST:
\$100**

**SPONSOR
COST:
\$100**

**SPONSOR
COST:
\$200**

**SPONSOR
COST:
\$200**

DRINK COASTERS



**SPONSOR
\$150**

**SPONSOR
\$150**



**SPONSOR
\$290**

UQ BARS is seeking sponsorship for 2000 drink coasters which, will be distributed over 2 years. These will be given out at Market Day in 2016 and at events throughout the year. As every club provides free products at Market Day we have determined that this may be one way to promote sponsors and provide students who sign up to the club with a free item.

The sponsorship costs are listed above in the diagrams. Please note that we are open to changing the design and negotiating prices.



UQ BARS

Hopefully this document has provided a comprehensive overview of the sponsorship sought by UQ BARS in 2016. If you would like to negotiate or make any offers please feel free to email us (info@uqbars.com). We are happy to draw up a contract and form a relationship with your business.

Thank you for taking the time to read this document. We look forward to hearing from you.

*Please note that the proofs in this document may change as well as the distribution of sponsorship over products based on demand.

UQ BEER AND RUM SOCIETY

EMAIL: info@uqbars.com

WEBSITE: www.uqbars.com

FACEBOOK: www.facebook.com/uqbars



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