

UNIVERSITY OF QUEENSLAND DENTAL STUDENT ASSOCIATION

SPONSORSHIP PROSPECTUS 2015



WELCOME

MISSION STATEMENT

Our journey begins with a mission to bring people together.

We endeavour to:

Foster a sense of belonging amongst all people

Encourage excellence in and beyond that of academia

Offer support and opportunities to individuals and groups who reach out for assistance

Form lasting partnerships with the community to mature and grow together

Provide leadership in issues most pertinent to our members

And most importantly, have fun and provide entertainment



MESSAGE FROM THE PRESIDENT

Greetings,

The 2015 year marks a major change for both the University of Queensland School of Dentistry and the University of Queensland Dental Students Association (UQDSA). The relocation of the school and its student body to a new home at the UQ Oral Health Centre in Herston heralds the start of a new and exciting era in which to build an environment that inspires people to think, act and grow.

The UQDSA recognises that our activities and development of this rich community would be limited if not for the generous support received from our partners, sponsors and volunteers. We are grateful for the kind donations and gifts we receive and sincerely hope to have you participate in our new adventure.

I warmly invite and thank you for your time in reading this prospectus.

Patrick Bowman



President
University of Queensland Dental Students Association

MESSAGE FROM THE VICE-PRESIDENT (EXTERNAL)

Hello!

Our University of Queensland Dental Students Association executive committee is comprised of a group of dedicated, ambitious and enthusiastic senior year dental students who will strive to make uni life for our members as welcoming and exciting as possible.

UQDSA is very keen to make 2015 the best year yet! This year we have a jam-packed calendar filled with our annual classic social events designed to encourage inter-student and staff collaboration, along with a host of upcoming events such as tradeshow to enhance our members' exposure to different industry leaders.

All of this could not be possible without the support and generous contributions made by our industry partners and sponsors. We sincerely thank you for your support in considering us, and hope to partner with you in 2015!

Jessie Jia



Vice President (External)
University of Queensland Dental Students Association



SPONSORSHIP OVERVIEW

Why Sponsor Us?

UQDSA serves as the sole student representative group in the dental school community and provides social, educational and leadership opportunities that are integral for the UQ dental student experience.

We are seeking support from our industry leaders and partners to help us make our annual events calendar possible. Support of UQDSA will be accompanied by many benefits for your business.

SPONSORSHIP OVERVIEW

BUILD A RELATIONSHIP WITH THE UQ DENTAL
SCHOOL AND UQDSA, ONE OF THE PIONEERING
DENTAL SCHOOLS IN AUSTRALIA

GAIN BRAND EXPOSURE TO A LARGE GROUP OF
FUTURE DENTISTS AND ORAL HEALTH THERAPISTS

SUPPORT THE ACADEMIC, SOCIAL AND
MENTAL WELLBEING OF FUTURE DENTAL
HEALTH PROFESSIONALS

ENCOURAGE PROVISION OF LEADERSHIP
OPPORTUNITIES TO EXPAND COMPETENCIES
AND PROMOTE PERSONAL GROWTH

ENCOURAGE STUDENT DEVELOPMENT OF EVIDENCE
BASED RESEARCH AND INFORMED DECISION MAKING
WHEN DETERMINING BEST PRACTICE

OPPORTUNITIES TO NEGOTIATE SPONSORSHIP PACKAGES

RECEIVE VERBAL AND WRITTEN RECOGNITION
AND ADVERTISING OPPORTUNITIES IN OUR
PUBLICATIONS AND DURING OUR EVENTS
(SEE SPONSORSHIP PACKAGES)

COMMUNICATE WITH A GROUP OF COURTEOUS,
INTELLIGENT AND ENTHUSIASTIC FUTURE ORAL
HEALTH PROFESSIONALS!

SPONSORSHIP TIERS



CLASSIC



BRONZE



SILVER



GOLD



PLATINUM

SPONSORSHIP TIERS

	CLASSIC	BRONZE	SILVER	GOLD	PLATINUM
Cost	\$600	\$1,250	\$3,500	\$5,000	\$7,000
Website	Mention	Mention	Listed	Home page	Home page
Social Media Exposure	No	No	Yes	Yes	Unlimited
Tangka Year Book Publication Exposure	Text	Small	Medium	Large	Full page
Brand Exposure on Dental Ball Banner	Yes^	Yes	Yes	Yes	Yes
Major Event Sponsoring Title	No	Yes	Yes	Yes	Yes
Access to Tradeshow*	No^	Yes	Yes	Yes	Yes
Exclusiveness of Sponsorship for Event	No	Yes	Yes	Yes	Yes
Distribution of merchandise	No	No	Yes	Yes	Yes

* Access to Tradeshow is given priority to Platinum, Gold, Silver, Bronze and partners in order and is limited to 6 sponsors. In the event that UQDSA is unable to cater, we will arrange a separate event or upgrade sponsorship status and provide exclusive naming rights to a higher tier event.

^ Classic sponsorship will get either brand exposure at the annual dental ball OR access to the trade show pending availability



DENTAL BALL

The coveted UQDSA dental ball is a seriously glamorous evening and the highlight of our social calendar. Students, academics, dental assistants and clinical demonstrators alike put their best fashion foot forward and head to the best night of the year. With over 300 people in attendance this ball is always a sold out show and can offer your company numerous branding opportunities. From photography watermarks and an opportunity to be named our exclusive major sponsor title, to verbal recognition, printed recognition on our tickets and banner, the dental ball is an undeniable goldmine for extending your brand awareness.

Students and staff and our invited sponsorship partners are all able to socialize and communicate in a laid back environment. A gourmet three course meal is served with unlimited drinks, and our talented students perform musical ensembles for our listening pleasure! Aside from the dancing, eating and unrelenting photography, our annual dental ball also serves as an occasion where we are able to acknowledge and celebrate our highest achievers in each year level. Prizes, generously sponsored by various alumni, organisations and partners are given to only the most deserving high achievers and we always round it off with a presentation from a guest speaker.

It is definitely an event not to be missed!

EVENTS



HALFWAY DINNER

The traditional Halfway Dinner, held annually for our third year students marks an important occasion for everyone to acknowledge and celebrate all of the achievements, experiences and meaningful friendships they have all built throughout the first half of their dental school career. The night is attended by our third year cohort, as well as many beloved lecturers, clinical demonstrators and mentors.

This memorable and intimate event has plenty of marketing potential for companies via logo placement on our banners, certificates, photography, verbal acknowledgments and an invitation for two people from your team to personally attend the night.



GRADUATE BALL

The graduate ball represents the single greatest opportunity in the UQDSA calendar for industry partners to communicate directly with newly graduating dentists. Through opportunity to become a guest speaker, having brand exposure via watermarking our event photography or advertising on our banner, your brand and your products will be locked in the minds of a highly sought after demographic. Our graduates will become the future practice owners, principal and referring dentists and dental industry leaders so getting exposure early is a chance not to be missed.





SPORTS DAY

Sports day is an annual UQDSA tradition where all students from all year levels come together at St Lucia campus to socialise, enjoy the Brisbane sun and compete in various competitions.

Every year, budding inter-year level rivalries are at a high, as teams compete in our Amalgaman/Rubber damsel obstacle course, tug-o-war and soccer games. In addition, our third year students embark on a 'coming of age' toga run, while the fourth years enjoy a spot of lawn bowls at the local range. This day aims to give our students a well deserved break in a long academic calendar, forms inter-year friendships and helps UQDSA promote a balanced student lifestyle.

BOAT CRUISE

UQDSA Boat Cruise is one of our favourite events and starts the social year with a bang. Year after year, this sold out event allows our members to go wherever their imagination brings them, with previous themes such as 'When I was Young' bringing out many fantastic costumes. This is not your ordinary theme party. Our photos will attest to that. Prizes of best dressed bloke and lady are given out throughout the night as we enjoy our leisurely sail down the Brisbane River



EVENTS

LUNCH AND LEARN

An exciting new addition to the UQDSA academic calendar last year, our regular lunch and learn events bring together the two things closest to student hearts – knowledge and pizza. These lunchtime lecture slots enabled students to broaden their knowledge base and explore special interest areas that are not directly covered by the curriculum. For sponsors these events offer a unique opportunity to enrich the student experience by sharing valuable knowledge and experience while providing integral brand association with the learning experience.



GRADUATE INFORMATION NIGHT

This night is a chance for recent graduates and sponsors to provide essential information to current fourth and fifth year students about searching for graduate positions and sharing practical knowledge regarding the transition from university study to professional practice. This event provides for excellent brand exposure through advertising on our banner and direct communication between sponsors and students at sponsor information stalls.



HAPPY HOUR

Happy hours are our theme-tastic answer to the Friday after clinic blues. Instead of commuting home and falling asleep after a long day of seeing patients, happy hour held twice a semester serves as a guilt free, laid back excuse to chill out with friends and some faculty staff. Our end of year Halloween happy hour has become another major UQDSA event, where our members love to dress up, feel silly and party on just before the dreaded SWOTVAC looms.

EVENTS

CLASSICAL MUSIC SOIREE

Our classical music soiree was first introduced in 2013. The objective was to give the many undiscovered musicians in our midst the chance to perform the music they love in front of their classmates and also to promote a night dedicated to the appreciation of good music. Pianists, violinists and flautists alike all come together to wow the audience, who in turn never fail to respond with a powerful ovation and demanding an encore.



INTER-UNIVERSITY SOCCER

The annual soccer grudge match between Griffith University Dental Students Association and UQDSA is an event not to be missed! With the conclusion of our previous sponsorship deal for this event we are expanding the tournament to include UQ Pre-medical society and QUT Optometry in an epic battle to determine the reigning champion of health science in Queensland.





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Designed by Matthew Pagliano