

# UNSW CSE REVUE SOCIETY

## Sponsorship Proposal 2015





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# WELCOME

The **University of New South Wales** (UNSW) is one of the leading teaching and research universities in Australia. It's ranked 48th in QS world rankings 2014 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 **Faculty of Engineering** UNSW 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 Society within the school of CSE, run by UNSW students from many faculties, and provides an opportunity for students to branch out: acquiring new skills and enhancing their university experience.

Thank you for considering our proposal. We are looking forward to a valued discussion with yourself very soon.

CSE Revue Producers 2015,

Michael Yu  
Producer / President

Yingran Sun  
Producer

Nikki Sentinella  
Producer

# ABOUT US

The UNSW Computer Science & Engineering Revue Society (CSE Revue) is a large scale live comedy sketch show held annually on the Kensington campus of UNSW. It is produced and directed by members of the CSE Revue Society which consist of over 250 members from a wide range of faculties across the campus as well as from outside the university.

CSE Revue serves a dual purpose as a reputable production highlighting the technical and creative talents of UNSW students, as well as providing of an opportunity for students to develop and extend their skills and experience. We are a close knit Society where each member is actively involved in the teams that bring the show to fruition.

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.

Sponsorship of CSE Revue provide companies direct access to not only students directly involved in the Society, but to the wider UNSW community as well. Our show attracts audiences averaging 2000 people, and our weekly events draw students from an array of faculties. We are able to provide extensive exposure for your organisation in the UNSW community. This can be achieved through various forms of publication, marketing, and events, which are described in more detail in this proposal booklet.



# TEAMS

## Cast

Cast consists of students from diverse degrees who end up as the main performers in show. Students spend on-average 30 hours a week for 8 weeks on top of their studies to rehearse for the show; they also spend time outside of their commitments, together as a strong team, in promoting the show face-to-face to the students of UNSW as well as the general public.

## Promotions and Marketing

The Promotions and Marketing team focus on creating awareness for CSE Revue and engage the community within UNSW. Their job includes promoting during production week, organising lecture bashes, poster runs, and publishing articles in UNSW newsletters/papers such as Blitz Magazine and Tharunka.

## Front of House and Ticketing

Front of House and Ticketing team manage all ticketing desks set up around campus during production and show week, they also set up the candy bar and refreshments area for audience members during the show intermission.

## Design and Publications

The Design and Publications team is the creative force behind the aesthetics of show. They are trusted with designing important Revue merchandise and promotional material, including posters, flyers and the show programmes made for distribution.

## Social

Socials organise and run the majority of the Society's social events; including BBQs, Revue Ball and Revue Camp. They also ensure that the society maintains its presence on campus through our open events and stalls.

## Band

Revue Band is a group of musically talented people that arranges and performs all the musical pieces in the show. They also perform at CSE Revue events throughout the year.

# TEAMS

## -Behind the Scenes-

### Tech

Our tech team is the largest supporting group and constitute the main backbone of the back stage Revue production. They create all of set and the many props that appear in show from scratch; as well as managing cast, the props, lighting and sound elements for the entire performance.

### Web Administration

Webmin manages and maintains the CSE Revue website, updating the society events by publishing them via the home page. The team also manages all of our mailing databases and online ticketing system.

### Videos and Special Effects (VFX & FX)

These two teams create all the videos played in show (including writing, casting, filming and editing) and one major special effect designed to enhance the show. They are behind the creation of our 2012's show Hack to the Future light suits and the moving 3D dragon on set of 2014's show - Game of Codes.

### Costumes and Makeup

Designs and creates many of the costumes worn by cast in show: from elaborate dresses to simple printed shirts. They are especially known for making Theme costumes and clothing worn for the dance pieces, and they also happen to teach how to put on stage makeup craft.

### Wellbeing

The Wellbeing team is an essential part of CSE Revue and are in charge of cooking and meal arrangements for society members during rehearsal and show week, this team is to thank for keeping cast and crew healthy and happy.

# EVENTS



## WEEKLY EVENTS

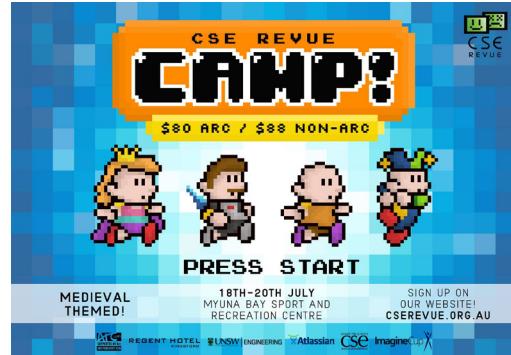
- Scripts Blocks : students brainstorm ideas and concepts in a group discussion for show and try their hand at script writing and sketch development
- Dance Blocks: students learn and/or build on their dance skills
- Choral Blocks: students learn and/or build on their vocal skills and learn to modulate their voice in acting, on stage in front of a big audience.

**MONTHLY BBQ** Every month, the Society holds a barbecue on the Main Walkway of UNSW. It is often looked forward to and attracts an audience of more than 100 people per BBQ. Sponsors will have the opportunity to come and advertise for their company at a BBQ.

# EVENTS

## CSE REVUE CAMP

Camp is one of our biggest events in the first half of the year. Organised by the Social team, it is typically a three day camp involving acting workshops, script blocks, trivia, sport, dance party (with a set performed by our band) and costume party. It is a crucial bonding experience for Revue members who attend; generally reacching over 80 attendees. Teams have this an opportunity to show off their skills and practise for the busy semester ahead, including Wellbeing cooking the meals for a mass of hungry students for the first time.



## REVUE IN A DAY

The creation of this event is to give students a complete taste of what it's like to be involved in a revue production, jam packed in the duration of just one day. Students are delegated into teams as they organise and create scripts, costumes etc. to able to accomplish a small revue performance at the end of the day.



# MERCHANDISE

Each year, CSE Revue produces merchandise for promotion and to act as a souvenir of the show. Sponsor companies can increase exposure through advertising on the merchandise distributed from the CSE Revue Society:

**SHIRTS** The show T-shirt is a nearly exclusive item of the 250+ members of the CSE Revue team, worn definitely in the weeks leading up to show. A huge percentage of revue members are also known to casually wear their merchandise throughout the rest of their university degree.

**DVD** Footage of the show is recorded each show night and compiled into a DVD which is then sold to the public, extending the reach of the show.

\*As a sponsor, you will also be able to provide merchandise which we will then distribute at our events.



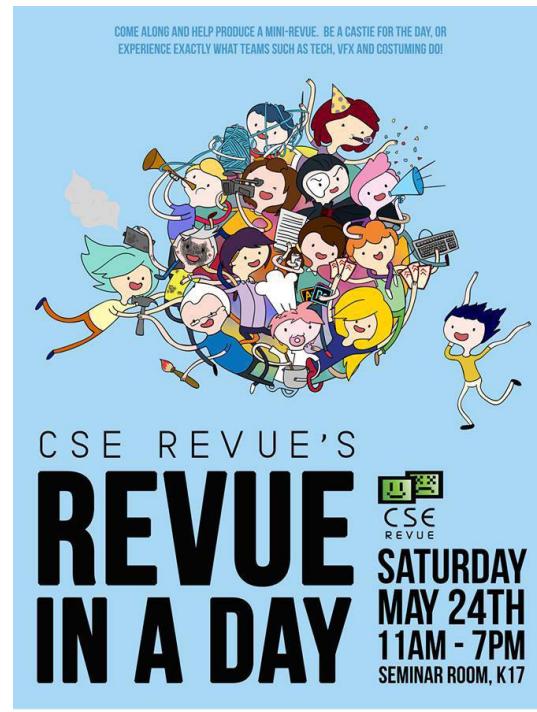
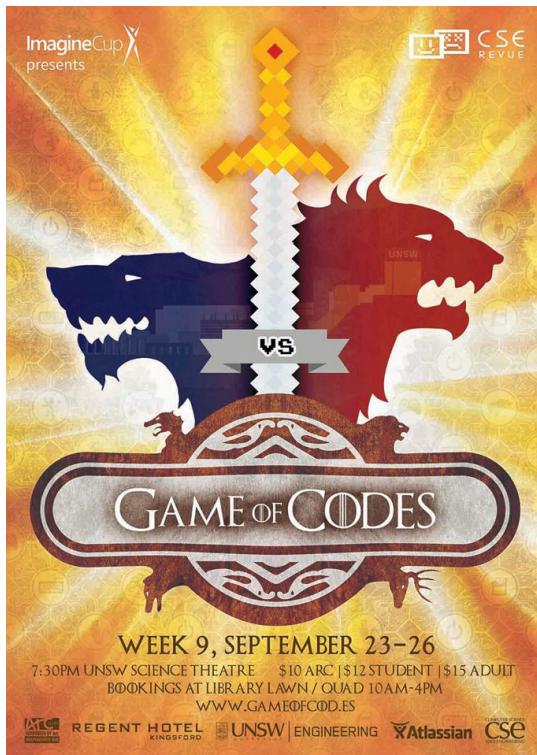
# PROMOTIONAL MATERIAL

CSE Revue distributes numerous amounts of promotional material every year to advertise show in second semester. Below are three of our main means through which we promote our events.

**FLYERS** Promotional flyers distributed during production and show week; posters are displayed in the central areas on campus, while flyers are distributed daily by the promotions team. This will be seen by over 10,000 people.

**POSTERS** 1000 A2 full colour posters displayed on campus and in the surrounding areas over 4 weeks until the final show night.

**THEATRE PROGRAMME** These are free programmes detailing information about the show given to ticket holders. The programmes are A4 sized and colour printed.



# SPONSORSHIP LEVELS

We are very flexible with our sponsorship options and are happy to negotiate specific benefits with you. We offer the following types of sponsorship packages:

## Principal Sponsorship

The Principal Sponsorship package is for sponsors who are looking to greatly increase their presence across UNSW. Your company will have direct access to students with a wide range of degrees and qualifications. All sponsors who contribute over \$3000 are eligible for this package.

## Major Sponsorship

The Major Sponsorship package provides students with a high level of continual exposure to your company. All sponsors who contribute over \$1500 are eligible for this package.

## Affiliate Sponsor

Affiliate Sponsorship allows sponsors to pick and choose which benefits they would like. Pricing for this package depends on the specific interests of the company. Companies interested in this package are encouraged to talk to us to arrange a personalised agreement.

# BENEFIT SUMMARY

	Principal Sponsor	Major Sponsor
<b>Events</b>		
Logo on promotional posters for Revue in a Day and BBQs	•	•
Merchandise provided by sponsors will be distributed at our BBQs	•	
<b>Website</b>		
Logo on our sidebar	•	•
Feature Page about sponsors	•	
<b>Promotional Material</b>		
Logo on T-shirts	•	•
Logo on Flyers	•	
Logo on Posters	•	•
<b>Newsletter</b>		
Logo	•	•
Advertisement for sponsor events and opportunities	Up to three	Up to one
<b>Theatre Programme</b>		
Logo on Cover	•	
Logo in Credits	•	•
Full Colour Advertisement	Full page	Half page

# BENEFIT SUMMARY

	Principal Sponsor	Major Sponsor
<b>DVD</b>		
Logo on Front Cover	•	
Logo on Back Cover	•	•
Logo in Credits	•	•
<b>Social Media</b>		
Facebook advertising for sponsor events and opportunities	•	
YouTube advertising for sponsor events and opportunities	•	•
Twitter advertising for sponsor events and opportunities	•	•
<b>Show Nights</b>		
VIP tickets to see the show	•	•
Banner in theatre foyer (A self-standing banner, poster, or similar promotional device placed in the theatre foyer every night of show)	•	

# ADD ON PACKAGES

Sponsors who are interested in furthering their influence should also consider our add on packages as a way to facilitate even more exposure amongst students of our Society as well as the wider UNSW community.

## **Video Advertisement**

**Price: \$800**

This video advertisement is guaranteed to be seen by approximately 2000 people as it will be played every night of our show. There is a limit of two video advertisements in the show with a maximum duration of 30 seconds.

## **Camp Pack**

**Price: \$200**

This package allows sponsors to provide us merchandise or promotional material which we will distribute at camp. We will also include your logo on all our camp promotional material.

## **Team Specific Sponsorship**

**Price: \$200**

Become a Proud Sponsor of a particular team or several teams. Companies who have purchased this package will be able to email the team they sponsored and promote to them directly. Your company name will also be included in the credits of our theatre programme.

# PAST SPONSORS

CSE Revue would like to thank all our past sponsors from 2002 to 2014, with many supporting us yearly. It's the generous financial support of companies and businesses that fuels any major production such as us - CSE Revue, all in all, broadening the tertiary educational experience of students and astounding audience crowds as it has been over the past twelve years.

- Accenture
- Atlassian
- Aurema
- B.I.A Clothing
- Cisco
- Coffee on Campus
- Deloitte
- Gamevision
- Gelato@UNSW
- Google
- Manugistics
- McDonalds
- Microsoft
- NICTA
- Optiver
- Singtel Optus
- The Regent Hotel
- UNSW Engineering
- UNSW Union

# DEADLINE

Please note that our scheduled deadline for direct financial sponsorship offers is:

**FRIDAY 24TH JULY 2015**

Production of the 2015 CSE Revue started in mid-December 2014 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.



Thank you

# 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  
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Sydney 2052, NSW

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