



# PRESIDENT'S FOREWORD

Dear Prospective Sponsor,

As President of UQ Reality Labs (UQRL) in 2024, I lead a community redefining XR's boundaries – not just geographically, but in terms of who gets to experience its magic. Since igniting Brisbane's XR scene in 2023, UQRL has transformed from a campus club to a national network of collaboration, blazing a trail of inclusivity and innovation. Earning the "UQ Union Best Small Club of the Year 2023" award within our first year was a thrilling nod, but our real fuel is seeing XR's potential reach all corners of the map, regardless of background or access.

This past year was more than just achievements; it was about breaking down barriers. We partnered with numerous universities ensuring voices from across Australia echoed within our vibrant tapestry of interdisciplinary collaboration. We bridged the gap between academic exploration and real-world application through collaborations with industry luminaries, ensuring theoretical brilliance translates into tangible solutions. But the most transformative moment? Sharing XR's wonder with the public at large, witnessing their awe as they explored immersive worlds created by their peers – a powerful reminder of XR's power to unite and inspire.

By partnering with UQRL, you gain more than brand visibility amongst a diverse pool of talented students at Australia's top university (AFR 2023). You become a champion of inclusive innovation, actively contributing to the development of the next generation of XR leaders who reflect the world around them. Together, we can rewrite the narrative of XR, transforming it from a futuristic buzzword into a **tangible force** for positive change, accessible to all.

We are actively building bridges, not just within our community, but with industry partners like yourselves. Our executive team's VR Game project, slated for unveiling later this year, exemplifies our collaborative spirit and dedication to pushing the boundaries of XR storytelling, while ensuring accessibility is woven into its very fabric. This commitment extends to every aspect of UQRL. Increased resource allocation unlocks everyone's potential to explore, experiment, and create within the immersive world of XR, regardless of their academic background. We are diligently removing logistical hurdles, streamlining equipment access to cultivate a culture of exploration and boundless possibility for everyone.

Your support, in any form, can be the catalyst that propels UQRL's ambitious vision into reality. Whether it's funding equipment purchases, sponsoring events and workshops, or sharing your expertise as mentors, your investment will ignite the spark of ingenuity in countless students, shaping the future of XR one pixel at a time, for a diverse and inclusive world.

Join us on this transformative journey.

Sincerely,

Masham Siddiqui

Penultimate Year Bachelor of Computer Science (Machine Learning) Student 2024 President, UQ Reality Labs



# SPONSORSHIP EXECUTIVE FOREWORD

Dear Esteemed Industry Executives and Distinguished Members of the XR Community,

I hope this message finds you well. I am writing to share with you the remarkable journey of UQ Reality Labs over the past year and extend an invitation to collaborate and sponsor our endeavours as we look ahead to an exciting future.

In just one year, UQ Reality Labs has achieved a significant milestone by being recognised as the Best Small Club of the Year at the prestigious UQ Union Clubbies Awards. This accomplishment stands as a testament to the dedication and passion of our student members and the invaluable support we have received from our esteemed industry collaborators.

Our journey began with a pivotal industry panel where luminaries from various sectors discussed the profound relevance of XR in today's landscape and the abundant opportunities it presents. This set the tone for a year marked by growth and collaboration. We were honoured to be invited to showcase our work at a special event organised in the heart of the city's XR hub, an opportunity that allowed us to expand our network and forge meaningful connections. One of the highlights of the year was a successful collaboration with QUT Reality Labs, where students had the privilege of presenting their work in front of industry stalwarts. This achievement was made possible through the unwavering support of our industry partners, to whom we extend our heartfelt gratitude. As we reflect on the past year, we are proud to have represented UQ Reality Labs at an XR-based conference on the Sunshine Coast. Our members engaged in insightful discussions, organised question-and-answer sessions, and left a lasting impression on the XR community.

Looking ahead, our vision for the coming year is ambitious. We aim to build on our success by securing more industry partnerships, organising significant events, and enhancing the impact of our club. This is where we seek your collaboration and sponsorship. Your support will be instrumental in helping us realise our goal of becoming Australia's premier XR-based student club, fostering a strong bridge between students and industry.

I invite you to join hands with UQ Reality Labs, to walk alongside us on this journey of growth and innovation. Together, we can create a powerful alliance that not only benefits our students but also contributes to the advancement of the XR industry in Australia.

Please feel free to reach out to discuss potential collaborations or sponsorship opportunities. We look forward to the prospect of working together and making a lasting impact in the world of XR.

Thank you for your time and consideration.

Regards, Shuvodeep Saha Ph.D. (VR in Human-Computer Interaction) 2024 Industry Executive, UQ Reality Labs



# **ABOUT UQ REALITY LABS**

UQ Reality Labs is a student-run society that is pioneering the advancement of virtual, mixed, and augmented reality research and development at the University of Queensland. The club was co-founded by Claudia McPherson, Jatin Pawar and Neil Reitmann in October 2022 with a mission to cultivate an interdisciplinary environment that fosters collaboration, project-based learning, and innovation to drive progress in emerging technologies. With that, Reality Labs is Australia's first student-run AR/VR Club, aiming to provide ease of access to XR and education around it.

# **WHY SPONSOR?**

- Accessibility Champions: We're committed to making XR accessible to all. Your support fuels our mission of inclusive events, workshops, and equipment access, ensuring everyone can be part of the XR revolution.
- **First Mover Advantage:** Join us as a founding partner of Australia's first student-led XR club. Witness our growth and leverage our early adopter status to reach a passionate and tech-savvy audience.
- Talent Pipeline Access: Connect directly with Australia's best and brightest in XR – UQ students, ranked the top university in the nation (AFR 2023).
   Collaborate on innovative projects, recruit future XR leaders, and nurture young talent.
- Industry Bridge: Our events and workshops are your gateway to the next generation of XR creators and industry experts. Network with influential figures, showcase your brand, and forge valuable connections for the future
- **Be Part of the Future:** Your support fuels the fire of XR innovation. See your contribution directly power immersive projects, research initiatives, and community events that shape the future of how we experience the world.

Don't just sponsor, partner in progress. We offer tailored collaboration opportunities, which allows you to co-host workshops, sponsoring specific events or even sponsor UQRL equipment. Together, let's build a vibrant XR ecosystem, pushing the boundaries of technology and creating a future where everyone can explore the magic of immersive experiences.

Dive into XR's endless possibilities.

#### **O SPONSORSHIP PACKAGE OVERVIEW**

Sponsorship Packages for sponsors effective from contract initiation date until December 1st of 2024.

	Sponsorship Package			
	XR PROMOTE	XR ATTRACT	XR ENGAGE	XR INVEST
Annual Sponsorship Fee	\$750 (NEGOTIABLE DISCOUNT)	\$1000	\$1500	\$2000
BENEFITS	ELIGIBILITY			
Verbal and multi-media recognition of sponsorship at all industry events	√	✓	✓	√
Promotion of company and employment opportunities through weekly newsletter (on request)	√	✓	✓	√
Sharing of company promotional material (including logos) on social media (on request)	√	V	✓	√
3 corporate invites (free ticket) per networking event and exhibition night	X	V	✓	✓
I opportunity to host flagship event and internal event (firm visit, workshop, bespoke event, showcase, demo, or presentation )*	X	√	√	√
1 panelist seat at every panel event	x	x	✓	<b>√</b>
30-minute Zoom interview shared to socials	x	x	✓	<b>√</b>
Unlimited corporate invite/ event tickets	x	x	✓	<b>√</b>
Unlimited minutes on Zoom interview shared to socials	x	x	x	✓
Logo displayed on shirts	X	x	x	✓

<sup>\*</sup>Please note that events to be hosted should be notified minimum 2 weeks prior in advance to accomodate for sufficient event advertisement

# 2024 EVENT SCHEDULE

All events in BOLD are slots that may be used for sponsors, given the slot is not already filled.

Semester 1	Event
Week 0	Market Day   O-Week
Week 1	
Week 2	UQ MARS x UQ Reality Labs x Other Clubs Launch
Week 4	Industry workshop
Week 5	Expert Seminar
Week 6	Social Event
Week 7	Expert Seminar
Week 8	In-house XR workshop
Week 9	Social Event
Week 10	Networking Night
Week 11	Available Event Slot
Week 12	Industry workshop
Week 13	Available Event Slot
SWOTVAC	
Mid-Year Semester Break	

Semester 2	Event
Week 0	Engineering, Architecture & IT (EAIT) Faculty Exposition
Week 1	Market Day
Week 2	UQRL XR Competition
Week 3	Industry workshop
Week 4	Networking Night
Week 5	Expert Seminar
Week 6	Social Event
Week 7	Available Event Slot
Week 8	Industry workshop
Week 9	Expert Seminar
Week 10	In-house XR workshop
Week 11	Social Event
Week 12	Available Event Slot
Week 13	Annual UQ x QUT Reality Labs Showcase
SWOTVAC	

Semester 1, Week 0 for UQ Students Commences on February 12, 2024 and Semester 1, Week 13 concludes on May 26, 2024 Semester 2, Week 0 for UQ Students Commences on July 15, 2024 and Semester 2, Week 13 is concludes on October 27, 2024 \*Please note that these events are subject to change at any given moment with immediate effectivity



# **EQUIPMENT SPONSOR**

Powering Innovation Through Equipment Sponsorship:

At UQ Reality Labs, we believe that cutting-edge XR technology is the key to unlocking the boundless potential of immersive experiences. Through equipment sponsorships, you can play a direct role in fuelling our research, development, and creative projects, making a tangible impact on the future of XR.

Here's how your equipment contributions will empower our members and drive innovation:

- VR Headsets: Equip our members with the latest VR headsets to explore virtual worlds, design immersive experiences, and conduct research across diverse fields, from healthcare and education to entertainment and engineering.
- AR Equipment: Provide AR devices and software to enable our members to blend digital content with the physical world, pioneering new applications in areas such as training simulations, product design, interactive storytelling, and accessibility solutions.
- **Development Tools**: Support our creative process by contributing software licenses, game engines, or other tools essential for XR development.
- Accessories and Peripherals: Enhance the immersive experience with contributions of VR controllers, haptic devices, motion trackers, or other accessories that expand the capabilities of our equipment.

#### Benefits of Becoming an Equipment Sponsor:

- Witness Your Tech in Action: See your contributions directly impact the research and creations of passionate XR enthusiasts, shaping the future of immersive technology.
- Brand Exposure and Recognition: Gain visibility within the vibrant UQ Reality Labs community and beyond through our events, social media, and partnerships.
- Contribute to XR Accessibility: Help us make immersive technology accessible to a wider audience, breaking down barriers to innovation and education.

#### Additional Perks for Equipment Sponsors:

- Guaranteed Logo Feature: Your logo will proudly be displayed on our executive team's shirts, increasing brand visibility across campus and fostering a sense of community among our members.
- Tailored Opportunities: We're open to discussing additional branding and collaboration opportunities that align with your specific goals and interests.



# **'24 SPONSOR PACKAGES**

Please note that UQ Reality Labs reserves the right to offer individual benefits to non-sponsors

#### **XR PROMOTE**

As an UQRL sponsor under the XR Promote Package, expect to generate brand awareness.

The XR Promote Package benefits include all of the following:

- Acknowledgement of your company/organisation's sponsorship verbally and/or through multimedia forms at all 2024 UQ RL industry events
- Promotion of company and employment opportunities within the weekly UQRL newsletter, which is distributed to all 2024 club members within a reasonable time frame of notice (on request).\*
- Promotional material with company/organisation's logo distributed on social media within a reasonable time frame of notice (on request).\*

The XR Promote Package is a \$750 investment

#### **XR ATTRACT**

As an UQRL sponsor under the XR Attract Package, expect to attract top-tier talent.

The XR Attract Package benefits include all of the following:

- All of the XR Promote package benefits
- 3 corporate invites, with no additional ticket cost, per networking event and UQRL exhibition nights\*\*
  - Presentation invites are done under the discretion of the relevant team at UQRL and this benefit does not entitle you/your company/organisation to a guaranteed presentation at a UQRL event.
- 1 opportunity to host a flagship event and internal event (firm visit, workshop, bespoke event, showcase, demo, or presentation)\*\*

The XR Attract Package is a \$1000 investment



# **'24 SPONSOR PACKAGES**

Please note that UQ Reality Labs reserves the right to offer individual benefits to non-sponsors

#### **XR ENGAGE**

As an UQRL sponsor under the XR Engage Package, expect to engage a wider audience.

The XR Engage Package benefits include all of the following:

- All of the XR Attract package benefits
- 1x panelist seat at every UQRL panel event\*\*
- 1x 30-minute Zoom interview shared to all UQRL social media\*
- Unlimited corporate invites and tickets to UQRL events\*\*

The XR Engage Package is a \$1500 investment

### **XR INVEST**

As an UQRL sponsor under the XR Invest Package, expect to invest in the current and future workforce.

The XR Attract Package benefits include all of the following:

- All of the XR Engage package benefits
- Unlimited minutes on Zoom Interviews shared to social media\*
- Company/Organisation logo displayed on all executive shirts under a reasonable time frame\*

The XR Invest Package is a \$2000 investment



Bespoke packages are available. Please contact our team to discuss an alternative arrangement to meet your requirements. Alternative arrangements include but are not limited to: Equipment Sponsor & Sponsorship Packages combination deal and Alteration of Benefits Under Sponsorship Packages

\*Limit of 2 XR Invest and XR Engage packages available overall.

\*Benefits expire on November 30th 2024.



# **TERMS & CONDITIONS**

The selection of prospective sponsors for UQ Reality Labs will be determined by a committee within the executive team of UQRL. It should be noted that sponsorship opportunities will be assessed based on their potential benefits, merits, and availability, and not on the date of expression of interest.

Competing companies or businesses may be considered for sponsorship simultaneously at the discretion of the UQRL executive team, provided they offer unique benefits and services that align with the vision and mission of UQRL. The UQRL executive team is committed to promoting inclusivity and equal opportunity for all students and sponsors.

Sponsorship opportunities will be open indefinitely until slots are exhausted, and interested parties are invited to submit their expressions of interest as soon as possible to ensure maximal use of benefits, if the prospective sponsor is successful on their application. However, it should be noted that the UQRL executive team reserves the right to close sponsorships at any time and without notice, should circumstances dictate.

# **CONTACT US**

Feel free to contact us over email if you have any further questions.

#### uqrealitylabs@gmail.com

Please note that UQRL is prepared to negotiate any alternative sponsorship arrangements, should you have any in mind.

# **APPLICATIONS**

For all applications, please refer to and fill out the "UQRL Sponsorship Form 2024", which was distributed with our 2024 Prospectus with what you/your company/organisation was contacted through by our team. When completed, please submit this to our contact email uqrealitylabs@gmail.com