

2020

DUSA

WELCOME

BACK WEEK



MELBOURNE | GEELONG
WARRNAMBOOL | ONLINE

WWW.DUSA.ORG.AU

WHO IS DUSA?

DUSA is the Student Association of Deakin University. Serving students across all five campuses, DUSA aims to provide a fun, safe and inclusive community.

We aim to enrich students' lives through:

- Social Events: OWeek, Welcome Week, festivals and parties
- Student Services: advocacy, legal services, student bookshop
- Trips, tours and short courses
- Sport and Recreation: social and competitive

AND we provide partners with innovative and effective marketing solutions.

You can find a video [here](#) explaining more about what we do and the results we achieve for partners.

61,000 +
STUDENTS



14,660
INTERNATIONAL
STUDENTS



63,500
DIGITAL & SOCIAL
SUBSCRIPTION



 40K+ FOLLOWERS
 10K+ FOLLOWERS
 1.6+ FOLLOWERS
 11.6K+ SUBSCRIBERS



COVID 19 RESPONSE.

2020 Welcome Back Week will look a little different at Deakin University in trimester 2. DUSA will be moving away from the large on campus event that has been run in previous years and will instead focus on running a hybrid event which will incorporate both digital and on-campus elements for events and promotion of partners to students.

Government restrictions on event gatherings and social distancing rules combined with Deakin holding minimal classes on campus in Trimester 2 of 2020 have resulted in DUSA now focusing on running an online Welcome Back Week event. Partners will have the ability to partake in digital marketing to students and a Welcome Back Week showbag that can be picked up on campus.

You will find further information on the partnership opportunities on pages 5 and 6.



THE ESSENTIALS.

Dates: 12 –17 July

Campuses: Burwood, Geelong Waterfront, Geelong Waurrn Ponds, Warrnambool, Cloud (Online)

Opportunities for partners:

- Sampling Product through the DUSA Welcome Back Showbag
- Sponsor of the DUSA Online Welcome Back Week
- Digital Opportunities including social media advertising, email marketing and more.
- Webinars

Some examples of successful digital content in 2020 so far include:

- Competitions on social (artwork right)
- Webinars run by First State Super and BUPA for students through Wellness Week

Deakin University Student Association
April 30 at 10:00 AM

DUSA Member Competition Time! 🍬 Did you know that chewing gum can help maintain focus?! We've teamed up with Extra Australia and New Zealand to give away a year's supply of gum!
To go in the draw simply:
1. Tag a mate
2. Comment your DUSA membership level... See More

WIN

Performance for Your Post

5,260 People Reached		
133 Reactions, Comments & Shares		
21 Like	21 On Post	0 On Shares
3 Love	3 On Post	0 On Shares
109 Comments	107 On Post	2 On Shares
0 Shares	0 On Post	0 On Shares
261 Post Clicks		
21 Photo Views	0 Link Clicks	240 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

Deakin University Student Association
April 12 at 9:00 AM

Happy Easter to our DUSA community! 🐰
Did you get any eggs from the Easter Bunny? Our friends at CACAO have given us an Easter Hamper valued at \$150 to give away to one lucky DUSA Bunny!
To be in the running all you need to do is complete these 3 easy steps..... See More

Performance for Your Post

4597 People Reached		
92 Likes, Comments & Shares		
306 Post Clicks		
30 Photo Views	0 Link Clicks	276 Other Clicks
NEGATIVE FEEDBACK		
0 Hide All Posts	1 Hide Post	
0 Report as Spam	0 Unlike Page	

Adulting made Easy

Managing Money and Debt
12.30pm - Monday 18th

Finance for Final Year Students
12.30pm - Tuesday 19th

Noodles on the couch picturing that dream house make it your reality sooner than you thought

POWERED BY FIRST STATE SUPER

DIGITAL PROMOTIONS PACKAGES.

Throughout Welcome Back Week DUSA will be running a number of activities including a new online Welcome Back Week portal, social media campaigns as well as activity across email marketing, posters and digital screens on campus. There is plenty of opportunity for partners to take out individual options (on final page) or take out package options as outlined below. These will occur across July and August.

A key opportunity is being a major sponsor of the 2020 Welcome Back Week Online portal which will be the website housing all Welcome Back Week events, club events, club and society registration, webinars, DJ sets, happy hours and plenty more. DUSA can help with idea generation for how to best utilise digital to promote your brand.

GOLD DIGITAL PACKAGE

\$3,500

INCLUDES:

- » Webinar during OWeek for students
- » Social post x 2 paid and targeted
- » Blog post & Facebook post
- » Email strip ad in DUSA Winter OWeek email promoting webinar
- » Website advertising (2 weeks)
- » Posters on campus (4 weeks)
- » Digital screens on campus (4 weeks)
- » Option for additional social posts in conjunction with a competition

SILVER DIGITAL PACKAGE

\$2,500

INCLUDES:

- » Webinar during OWeek for students
- » Social post x 2 paid and targeted
- » Email Tile in DUSA Winter OWeek email promoting webinar
- » Website advertising (2 weeks)
- » Option for additional social posts in conjunction with a competition

BRONZE DIGITAL PACKAGE

\$1,500

INCLUDES:

- » Social post x 2 paid and targeted
- » Email tile in DUSA July or August monthly email promoting competition, discount or student offer
- » Digital screens on campus (4 weeks)
- » Posters on campus (4 weeks)

WELCOME BACK SHOWBAG.

DUSA will be coordinating a Welcome Back showbag for students in 2020 to enable partners to still get their products into the hands of students. This 'Welcome Back Showbag' will be distributed to students through a pick-up system at the DUSA reception offices on campus. Welcome Back Showbags will be handed out to students at all campuses across the two weeks of Welcome Back Week.

DUSA will aim to distribute 4,000 showbags with 2,500 distributed at Burwood, 1,400 in Geelong, 100 in Warrnambool. Partners have the ability to put product in all 4,000 showbags, or put product in a select number of showbags.

GOLD SAMPLING PACKAGE

\$3,000

INCLUDES:

- » Space for 1 product in up to 4,000 showbags.
- » Social Media Post (paid and targeted)
- » Email Tile to students in Welcome Back email
- » Ability to have signage at DUSA pick-up points

SILVER SAMPLING PACKAGE

\$2,500

INCLUDES:

- » Space for 1 product in up to 4,000 showbags. Partners can provide product for 2,000-4,000 showbags.
- » Social Media Post (paid and targeted)

BRONZE SAMPLING PACKAGE

\$2,000

INCLUDES:

- » Space for 1 product in up to 4,000 showbags. Partners can provide product for 2,000-4,000 showbags.

Major sponsor rights are also available to provide branded bags for the sampling showbags, and be a presenting partner of Winter OWeek.

SEPTEMBER BEATS & EATS EVENT.

With Covid-19 restrictions likely to still be in place for the July Winter OWeek event DUSA are aiming to host an on-campus event in September nicknamed 'Beats and Eats'.

Beats and Eats will have a number of pop-up locations around campus to spread students and will provide great opportunity for partners to sample, engage with students, collect data/ sign-ups all whilst ensuring that traffic is spread out over campus. This event will also look to have live music, chill-out zones and free lunch for students. Partnership options for the September 'Beats and Eats' event are below.

Note: Currently we are taking expression of interests for this event with more details to come in July!

STANDARD SPACE

BURWOOD

1 DAY \$2,500
2 DAYS \$4,000

GEELONG

1 DAY \$1,200
2 DAYS \$2,000

INCLUDES:

- » 3x3m space
- » 2 chairs, trestle table and marquee (if required)
- » Access to power

ADDITIONAL OPTIONS

PREMIUM SPACE

If you are after a larger space for your activation DUSA can provide tailored pricing.

ROAMING PERMITS

\$600 Burwood || \$400 Geelong

SOCIAL MEDIA & DIGITAL PROMOTION

Please see page 9 for pricing.

DIGITAL PROMOTIONS PRICING.

There are a range of digital advertising opportunities available to brands. These opportunities can be purchased individually or built into packages. DUSA are able to create and tailor marketing campaign packages to suit partners including digital advertising, events and on-campus promotions. Digital marketing packages help to provide your brand with the maximum value and return on investment when combined with on-campus activations.

WEB BANNERS

- » 1 week \$300
- » 4 weeks \$900
- » Includes four tiles across web pages
- » Reach 70,000 per month (average)

DIGITAL SCREENS

- » 1 week \$200
- » 4 weeks \$700
- » Static or video advertisements on five screens across three campuses.

FACEBOOK POST



Paid Facebook Advertising:

- » \$350 one post, includes \$20 spend to boost engagement and reach
- » \$600 two posts, includes \$40 spend to boost engagement and reach
- » \$100 Instagram Story Advertising
- » DUSA social following includes 50,000 followers

EDM (EMAIL)

- » \$300 email tile
- » \$500 two email tiles
- » \$1000 dedicated email to database of 11,500+

POSTERS ON CAMPUS

- » 1 week \$150
- » 4 weeks \$500
- » A3 posters displayed at 15 locations around campuses. Ability to also target one specific campus.