2024 SPONSORSHIP PROSPECTUS

Byron Tan
President

Deslyn Chia
Vice-President (External)

The Singapore Students' Association (SSA) of the University of New South Wales (UNSW) is a progressive non-profit organisation led by a team of passionate and outgoing Singaporean students. Founded in the 1970s, UNSW SSA has been steadfast in supporting its members over the years, helping Singaporeans settle into new environments while enriching their student life. We also advocate for strong alumni connections and strive to provide opportunities for varied career options both abroad and at home. Today, we continue to support nearly 600 active members. The support we provide can be categorized according to the different phases of life experienced by our members in UNSW:

- **Pre-university** – Annual freshmen camp and pre-departure talks
- **Student life** – Social events, welfare happenings, and publications
- **Post-graduation** - Career-related events and alumni engagement

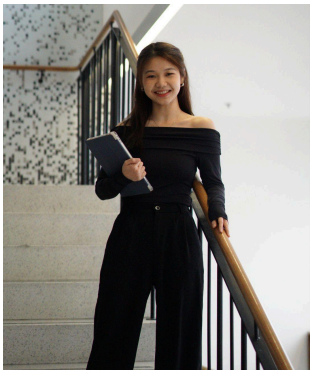
Presently, UNSW admits a great number of Singaporeans because of the university's focus as an international institution. This establishes UNSW SSA as the largest Singaporean student organisation in New South Wales. Moreover, UNSW SSA holds various events that are attended by Singaporeans from other universities (such as University of Sydney, University of Newcastle, amongst others). Due to these factors, we are privileged to hold much influence on Singaporean students studying in New South Wales in.

Partnering with UNSW SSA offers the opportunity for organisations to utilise our unique network in developing your corporate profile, and to garner familiarity and respect for your brand. This prospectus serves to represent us at UNSW SSA, and to be a reference point for you in partnering with us. And as always, we would love to discuss any opportunities with potential partners.

On behalf of the executives of UNSW SSA, we look forward to building a positive and mutually-beneficial partnership with your organisation.

Best Regards,

Byron Tan
President



Deslyn Chia
Vice-President (External)

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2024 Packages

Package	Inclusions	Price
Fresh from Home	❖ Camp Boomerang – Platinum Sponsor ❖ Freshmen Welcome Session – Gold Sponsor	**$1500**
The Athlete	❖ Weekly Sports – Gold Sponsor ❖ Intervarsity Games – Title Sponsor	**$1300**
The Social Club	❖ End-of-Semester Party – Title Sponsor ❖ Spring Games – Platinum Sponsor	**$1150**
Welfare	❖ Spring Games – Title Sponsor ❖ Welfare Pack – Platinum Sponsor	**$800**
Influencer	❖ UNSW SSA Website – Silver Sponsor ❖ Two Social Media Posts (valued at $400) ❖ Two Direct Post-out (valued at $300)	**$600**

Have something else in mind? We'd love to discuss a package that is more suitable to your interests. Please contact the Vice-President (External) for more information.

Camp Boomerang

March 100+ attendees

Started in 2016, Camp Boomerang, the annual freshman orientation camp, was designed to help freshmen integrate into the Singaporean community in UNSW. Every year, Camp Boomerang serves as the starting point for members to form cherished memories and friendships that will last throughout their university journey and beyond. It has also become a tradition whereby seniors would come back in their sophomore year to serve as orientation group leaders and guide the freshers as they enter a new chapter in their life.

Benefits	Title Sponsor	Platinum Sponsor	Gold Sponsor	Welcome Pack Sponsor
Naming Rights	✓			
10-minute presentation on Day 1	✓	✓		
Opportunity to conduct survey (during camp)	✓	✓		
Logo on **all** materials (T-shirt, social media, website, etc.)	✓	✓	✓	
Opportunity to distribute collateral	✓	✓	✓	✓*
Verbal recognition at Camp Boomerang	✓	✓	✓	✓
Price	$1500	$1000	$500	Price of item

Traditionally, around two-thirds of Singaporeans that enrol into UNSW attend this camp. Since 2019, UNSW SSA has partnered with our counterparts from other universities, such as the University of Sydney, University of Newcastle, and Macquarie University.

*only in Welcome Pack

Freshmen Welcome Session

Trimester 1 – March 90 attendees

Trimester 3 – September 120 attendees

The Freshman Welcome Session is the first major event organised in Sydney to welcome freshmen to the Singaporean community in UNSW. Refreshments are provided alongside carnival games and casual sports. The Freshmen Welcome Sessions attract many freshmen and seniors who come down to mingle and network. Each year, this customary event provides the avenue for freshmen to interact with their seniors and forge new friendships with their cohort mates.

In 2021, 90 and 120 members turned up for the Semester 1 and 2 Welcome Sessions respectively. Students from all courses and years turned up for the event. From 2019, the Freshmen Welcome Sessions will follow the new Trimester 3 Calendar. For more information about the demographics of each trimester's intake, please contact the Vice-President (External).

Benefits	Title Sponsor	Gold Sponsor	Food Sponsor	Prize Sponsor
Naming rights to the Welcome Session	✓			
Logo on **all** materials (T-shirt, social media, website, etc.)	✓	✓		
Promotional Post on Prizes for event	*optional*		✓	
Mentioned on bi-monthly reminders (text only)	✓			
Verbal recognition at event	✓	✓	✓	✓
Price	$1250	$800	Cost of food	Cost of prize

Opportunity to be a *Title Sponsor* is on a first-come, first-served basis. Please contact the Vice-President (External) for availability.

Students' Welcome Reception

February (Biennial) 100 attendees

Our Students' Welcome Reception is an annual formal event for freshers, under the support and partnership of the Overseas Singaporean Unit. Singaporean students from the various universities around Sydney (including UoN and USyd) gather for a time of networking. At the reception, Singaporean students find out more about the support they receive from their respective Singaporean student associations.

This event is great for corporate organisations that would like to familiarise their brand with freshers and an effective way to promote a positive brand image to Singaporeans in Sydney. Organisations can sponsor door gifts and prizes that are given out to freshmen at the event.

Benefits	Prize Donor
Promotional post about prizes	✓
Verbal recognition at event	✓
Price	Cost of prize

Only prize donors are available for this event. To sponsor this event, please contact the Vice-President (External).

Weekly Sports

Every week (during teaching terms)

Sport connects Singaporeans from all walks of life. An initiative started since SSA's early days in the 1970s, SSA's Weekly Sports has served as a platform for Singaporean students to learn to play a new sport and forge friendships. During Weekly Sports, members form teams to participate in our annual Inter-Varsity Games. Currently, there are four sports that are supported by UNSW SSA:

- Touch Rugby
- Football
- Ultimate Frisbee
- Captain's Ball

Weekly Sports happens weekly year-round and is a great way to boost your corporate image. Your corporate image will be promoted throughout the year and will be a stable presence amongst our members. Students from other countries and universities frequently join our Weekly Sports as well.

Benefits	Title Sponsor	Gold Sponsor	Equipment Sponsor
Naming rights to Weekly Sports	✓		
Logo on **all** materials (T-shirt, social media, website, etc.)	✓	✓	
Mentioned on bi-monthly reminders (text only)	✓		✓
Verbal recognition at sporting events	✓	✓	✓
Price	$800	$350	Price of equipment

Opportunity to be a *Title Sponsor* is on a first-come, first-served basis. Please contact the Vice-President (External) for availability.

Inter-Varsity Games

April (Biennial) 215 attendees

Inter-Varsity Games (IVG) is our annual sporting event that brings together Singaporeans from universities all over New South Wales. Students engage in a variety of sports during this non-stop action-packed event, competing for their university's bragging rights all in the spirit of friendly competition. IVG is also an event where students look forward to catching up with friends from other universities over a time of sports while enjoying food and refreshments catered in the event.

In 2018, IVG brought together over 200 students from 4 reputable universities in New South Wales, featuring popular modern sports along with classics such as Captain's Ball, Ultimate Frisbee, Touch Rugby, Football, and Dodgeball.

IVG is the perfect platform to engage a variety of students, enabling students from various universities to familiarize themselves with your image. It is the perfect event for any organisation that would like to expand its corporate reputation to the broader audience.

Benefits	Title Sponsor	Food Sponsor	Equipment Sponsor
Naming rights to IVG	✓		
Logo on **all** materials (T-shirt, social media, website, etc.)	✓	✓	✓
Mentioned on bi-monthly reminders (text only)			✓
Verbal recognition at sporting events	✓	✓	✓
Price	$1250	Cost of food	Price of equipment

Opportunity to be a *Title Sponsor* is on a first-come, first-served basis. Please contact the Vice-President (External) for availability.

End-of-Semester Party

Trimester 1 – March

Trimester 3 – September

The End-of-Semester parties is the key post-trimester social event for Singaporean students. In the past, UNSW SSA has collaborated with other societies, either from UNSW or other Singaporean student associations. Feedback from previous parties have always been positive with a high turnout rate from our members.

Our parties are an effective way to distribute targeted promotional material to our members. With collaboration with other societies and/or universities, you will be able to reach out to a greater audience. Additionally, we can electronically distribute collateral when sending confirmation emails to attendees.

Benefits	Title Sponsor	Platinum Sponsor	Gold Sponsor
Naming Rights	✓		
Complimentary entry to venue	✓		
Electronic distribution of collateral in ticket purchase receipts	✓	✓	
Logo on promotional material	✓	✓	✓
Verbal recognition during event	✓	✓	✓
Price	$1000	$650	$300

Opportunity to be a *Title Sponsor* is on a first-come, first-served basis. Please contact the Vice-President (External) for availability.

Spring Games

October 80 attendees

Spring Games is an annual event catered for Singaporeans to catch-up with one another towards the end of the calendar year. Each year, we feature carnival games, sports, food, and board games to let Singaporeans relax and interact with others within the community before they start preparing for their examinations.

Our annual Spring Games is a good way for sponsors to reach out to students before their examinations. Approximately a fourth of Singaporean freshmen will seek part-time working opportunities. Spring Games is a great opportunity for any organisations seeking skilled and passionate part-time employees.

Benefits	Title Sponsor	Platinum Sponsor	Gold Sponsor
Naming Rights	✓		
Trade-show table	✓	✓	
Logo on promotional material	✓	✓	✓
Verbal recognition during event	✓	✓	✓
Price	$600	$400	$250

Opportunity to be a *Title Sponsor* is on a first-come, first-served basis. Please contact the Vice-President (External) for availability.

Welfare Pack

Trimester 1 – May (100 packs distributed)

Trimester 2 – October (120 packs distributed)

Welfare Packs consists of a combination of food stuff (stuff is uncountable), stationery, and mementos for Singaporeans preparing for their upcoming examinations. In 2018, we received an over-subscription for the welfare packs. Building on the success of the previous event, SSA strives to increase the amount of packs distributed to reach out to more members of the Singaporean UNSW community.

Following the implementation of UNSW's trimester academic calendar in 2019, SSA distributes Welfare Packs in the first and third trimesters. We are currently considering and planning to distribute packs in the second trimester.

Welfare Packs are a powerful and effective way of distributing promotional material to Singapore students. Collaterals can be distributed directly to students and can build familiarity with your brand. Historically, our Welfare Packs receive strong positive responses with many Singaporean students citing this as a highlight each year.

Benefits	Platinum Sponsor	Packaging Donor	Item Donor
Distribution of packaging for Welfare Packs	*optional*	✓	
Distribution of collaterals (pamphlets, etc.)	✓		
Logo on promotional material	✓	✓	✓
Price	$400	Price of items	Price of item

Prices are per each Welfare Pack distribution. Packaging sponsors are on a first-come, first-served basis. Should you have any enquiries or wish to sponsor more than one Welfare Pack distribution, please contact the Vice-President (External).

Merchandising

Occasionally, UNSW SSA releases merchandise and memorabilia for our members. Most notably, we release a limited number of UNSW SSA T-shirts each year. Each release receives positive feedback and is well-subscribed. Members wear these T-shirts on a casual basis or during UNSW SSA events as a show of support. Having your logo on these T-shirts will give your organisation a strong presence in UNSW SSA events.

Benefits	UNSW SSA T-shirt Sponsor	Committee T-shirt Sponsor	Limited Release T-Shirt Sponsor
Logo on back of committee T-shirts	✓	✓	
Logo on back of limited-release T-shirts	✓		✓
Price	$500	$300	$250

Additionally, for all volunteer student-leaders in UNSW SSA, they will receive a committee T-shirt. This T-shirt will be worn to most UNSW SSA events. Having your logo on the back of the committee T-shirt would give your organisation a permanent presence in every event held by UNSW SSA.

Other forms of merchandise may be released through the year. Our Vice-President (External) will inform you of any sponsorship opportunities.

UNSW SSA Website

www.UNSWSSA.com

A forward-thinking society, UNSW SSA reimagined UNSWSSA.com in 2017. Today, it serves as the landing page for Singaporean students and alumni from UNSW. In 2021, UNSWSSA.com averaged 800 unique visits and nearly 2000 views monthly.

In late 2022, UNSWSSA.com was recognized by Google Nonprofit as a high-standard website and has begun receiving traffic flow from Google's Nonprofit SEO.

Prior to the start of their university life, the UNSW SSA website is one of the ways for freshmen to find out more about the Singaporean community in UNSW. UNSWSSA.com features our **Freshmen Survival Guide** which details useful tips to navigate Sydney and UNSW. We also promote our annual freshmen orientation camp, **Camp Boomerang** (sponsorship separate from UNSW SSA Website, please refer to section above).

In 2024, UNSW SSA plans to publish more information on our website, such as internship opportunities and upcoming seminars. More benefits will be revealed as UNSWSSA.com undergoes further innovations and improvements.

Benefits	Silver Sponsor
Logo on landing page of UNSWSSA.com	✓
Price	$200

From 2019, all partners (sponsors and membership deal partners) will have their logos added to a Partner's page @ UNSWSSA.com

Social Media

Facebook - www.facebook.com/unswssa/

Instagram - @unswssa

Telegram - https://t.me/+o-_QJUWBWJ1jMDc9

UNSW SSA engages many of its members through Facebook and Instagram. A promotional post can be sent out and posted to our Facebook and Instagram channels.

As of July 2024, our Facebook page has 1900 followers and 1700 likes. Our Facebook group (used for discussions) has 450 members. On Instagram, we have 1100 followers. We also use a networking platform called Telegram, to disseminate news on events and any publicities.

Item	Cost
1 Facebook/Instagram post	$100
5 Facebook/Instagram posts	$400
1 Facebook and Instagram post	$200
5 Facebook and Instagram posts	$700
Boosting	*Cost of boosting*
Pinned post / Instagram Story Highlight	*$50 each week*

To reduce social media congestion, your post will be scheduled minimally a week after. Please contact the Vice-President (External) for more information.

Direct Post-outs

Email – mail@unswssa.com

Facebook Messenger - www.facebook.com/unswssa/

Periodically, UNSW SSA sends out direct / push notifications to our members. Emails Updates of UNSW SSA's happenings are sent out quarterly. On Facebook Messenger, updates are sent out on a bi-monthly schedule through direct push notifications.

Item	Cost
1 Email	$150
5 Emails	$675
1 Facebook Messenger Post-out	$250
5 Facebook Messenger Post-outs	$1125
Post-out Bundles	
Dual-platform Post-out	*25% off lower priced platform*
Tri-platform Post-out	*50% off lowest priced platform*

Sponsors can purchase a direct post-out to our members which will be sent at any desired time. Please keep your promotional content to two short paragraphs. To avoid information congestion on our media platforms, please let contact the Vice-President (External) to enquire for the best date to send out your material.