

# Arc @ UNSW Sponsorship & Advertising Opportunities



**52000+**  
**MEMBERS**



# An introduction to Arc @ UNSW

**Arc is everything outside of the classroom.** Arc @ UNSW is the not-for-profit student organization at UNSW. We're committed to providing programs, services and events that focus on student self-development and physical, mental and social wellbeing. Our programs and services are run by a small team of dedicated staff and a whole bunch of student volunteers.



**94%**  
**SATISFACTION**

**350+**  
**CLUBS**

**2200**  
**WELLNESS ENGAGEMENTS**



**230000**  
**CLUB MEMBERSHIPS**

**122k** **WEB VISITS**



# An introduction to UNSW

Since our foundation in 1949, UNSW Sydney has made an ongoing commitment to improve and transform lives in Australia and globally.

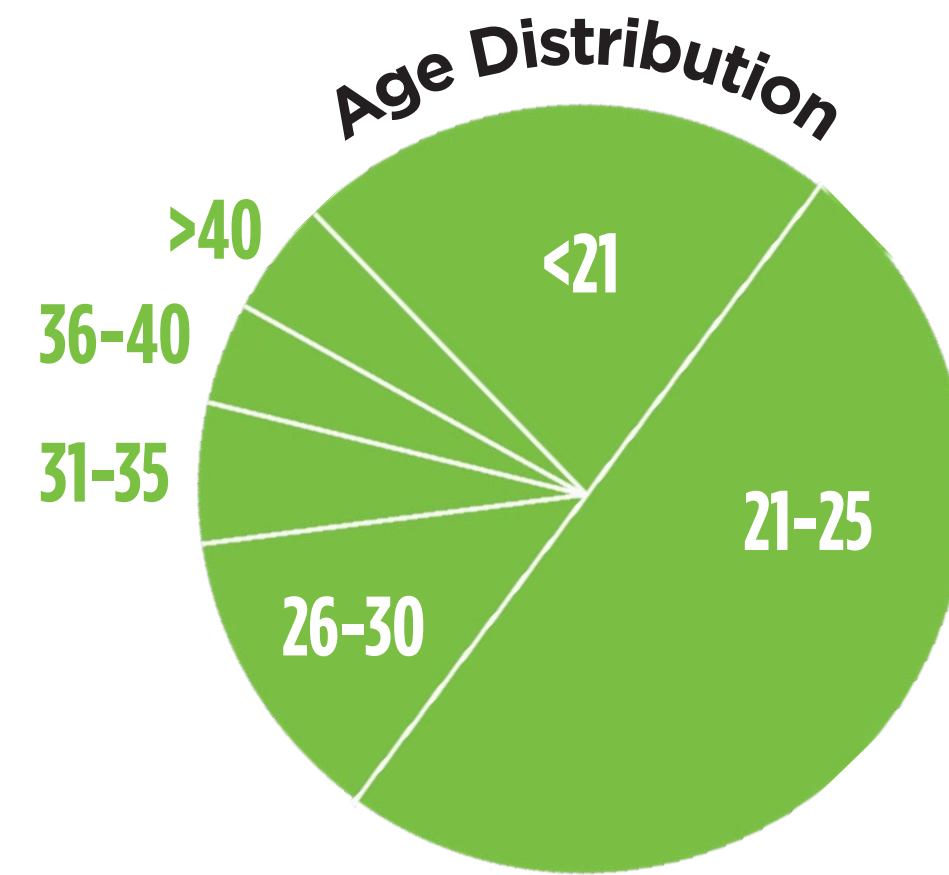
The essence of UNSW Sydney is not found in our impressive facilities or beautiful grounds. It is found in our students, our staff, our alumni and our generous donors. Our collective difference reflects the unique perspectives of our people, place and purpose as we play our part in the creation of a just society.



**3** CAMPUSES

**68000+**  
**STUDENTS**

**39000+**  
**UNDERGRAD**  
**24000+**  
**POSTGRAD**



**49%**  
**INTERNATIONAL STUDENTS**  
AS OF 2025

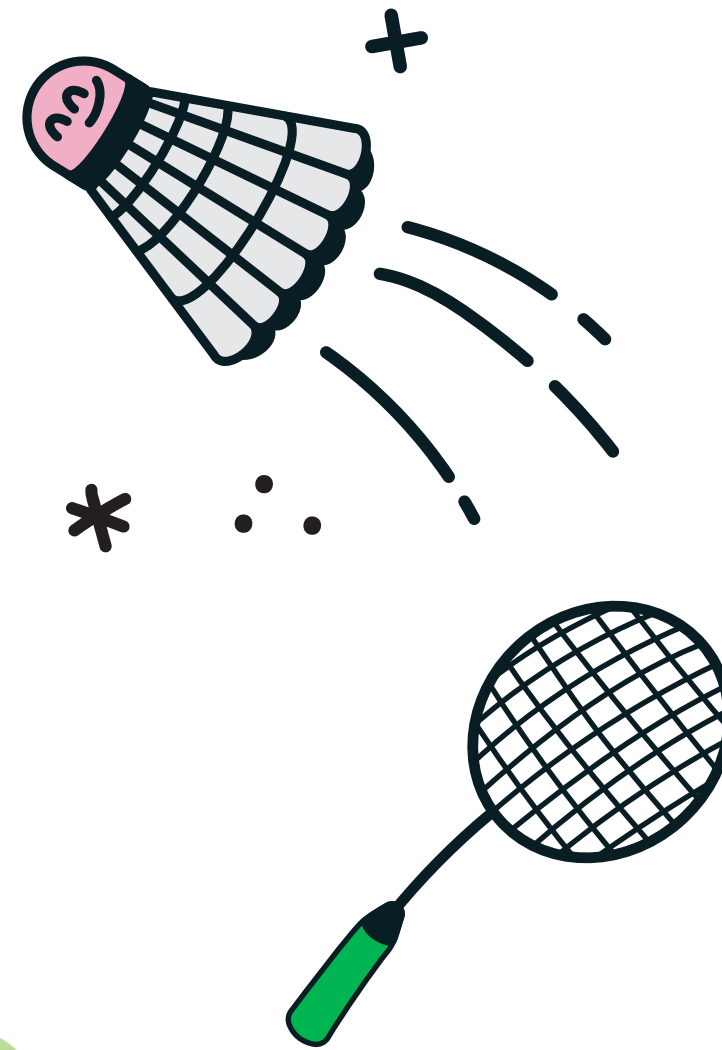
## THE GENDER RATIO OF STUDENTS



# SPORT

**Be where study meets sports and sports meets study!**

From our She Can program, to Social Sports and Uni Games - there is so much opportunity for your brand to be part of UNSW sport culture.



BRAND ASSOCIATION



DIGITAL



EVENT SPACE



SOCIAL



ADVERTISING



ROAMING

## SOCIAL SPORTS

Whether it's for a laugh or an escape from the study burn - social sports offers students the opportunity to participate in a sport they know or a sport they'd like to try in a fun team environment.

Be a part of their experience through product giveaways, prizes, brand activations or grassroots partnerships.

## SHE CAN

She Can is all about empowering women and non-binary students at UNSW to get active, try new sports or fitness activities, and thrive in a supportive, fun, and inclusive environment.

If your brand is about empowerment, confidence, lifestyle enrichment and connection then this is the environment for you!

## UNI GAMES - NATIONALS

Representing the Black and Yellow on the national stage - be the brand our UNSW athletes turn to when competing, training and having fun.

Your brand has the opportunity to be exposed to 6,000 + students from across the country while represented alongside UNSW's team of 400 + athletes.



# DISCOVERY FEST

## TRIMESTERS = MORE FUN ON CAMPUS!

Reach an elusive youth market while they're feeling refreshed and ready for action at our Term 2 & Term 3 O-Week and Discovery Fest events. It's a new term, positivity and energy are at an all time high, possibilities are endless and life is good. Join us for music, prize giveaways, activities, games, food and freebies.

### 2025 COMMENCING STUDENTS

|    |        |
|----|--------|
| T1 | 18,800 |
| T2 | 4,300  |
| T3 | 7,421  |



BRAND ASSOCIATION



DIGITAL



EVENT SPACE



SOCIAL



ADVERTISING



ROAMING



## PREMIER SPONSOR

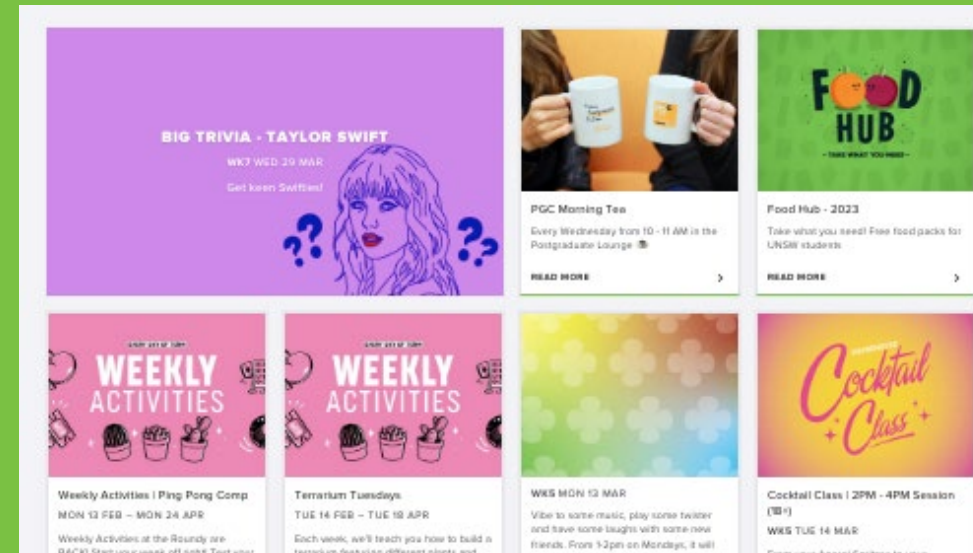
Limited to one sponsor

- 6m x 3m marquee in prime location
- Event Roaming permit
- Logo recognition on all event marketing material inclusive of digital/web & social
- 1 x Social Media Post
- Arc website Hero Banner & content card x 2 weeks
- Arc e-Newsletter Banner Ad x 2 weeks
- Poster Campaign x 2 weeks

## MAJOR SPONSOR

Limited to two sponsors

- 6m x 3m marquee in prime location
- Event Roaming permit
- Logo recognition on all event marketing material inclusive of digital/web & social
- 1 x Social Media Post
- Poster Campaign x 1 weeks
- Choice of:
- Arc website Hero Banner & content card x 2 weeks OR
- Arc e-Newsletter Banner Ad x 2 weeks



## OTHER OPPORTUNITIES

- Campus Poster Campaign
- Event Roaming
- Digital Advertising
  - Arc website
  - eNewsletter
  - Solus EDM



3 x 3m

## STANDARD STALL

- 3m x 3m
- 3m x 6m or tailored
- Approval required for marquees larger than 6m x 3m

# STRESS LESS WEEK

**A highly relaxing and engaging three-day event promoting positive mental health and wellbeing - involving the entire campus.**

With fun social activities, stress relief workshops, and acoustic music performances, it's the perfect opportunity to market your brand in a relaxed environment to promote happy and healthy lifestyles, and get promotion across all Arc @ UNSW marketing channels.

This is a three-event initiative held in Term 1, 2 and 3, hosted by Arc @ UNSW to provide a fun, positive and healthy break from stress leading up to the exam period.



BRAND ASSOCIATION



DIGITAL



SOCIAL



ADVERTISING



## MAJOR SPONSOR

- 3 days prime activation space
- Logo recognition on all event promotional collateral
- Social media post/posts during the event
- 2 x Ad banner on Arc e newsletter
- 1 x Hero Banner and 1 x Content Card on Arc website and Wellness webpage x 2 weeks

**15000+**  
STUDENT ENGAGEMENTS



## STANDARD STALL

- For this event, sponsors will need to provide their own stalls (prices are based on space allocation)



# INTERNATIONAL MARKETS

**A cultural celebration of UNSW's incredible diversity with a wide range of delicious food, drinks and performances.**

Extremely passionate about their culture, students from various backgrounds come together to create an international marketplace full of buzz, excitement and appreciation.

Mouth-watering cuisines and rich cultural performances draw student crowds well into the night. This is a great opportunity to locally market your brand and products on an international scale, in front of students who have a taste for adventure and worldly exploration.

ATTENDEES

|        |        |
|--------|--------|
| T3 '24 | 8,673  |
| T1 '25 | 11,500 |



BRAND ASSOCIATION



DIGITAL



EVENT SPACE



SOCIAL



ADVERTISING



ROAMING



## MAJOR SPONSOR

- Prime activation space
- Logo recognition on all event promotional collateral
- Social media post during the event
- 1 x Hero Banner and 1 x Content Card on Arc website x 1 week
- 2 x eBanner on Arc's e-Newsletter



## STANDARD STALL

- 2.4m x 2.4m stall
- 3m x 3m marquee self-supplied only

2.4 x 2.4m



# PARTY SPONSOR

Be a part of a 2,200 sold out ticketed event.

With multiple spaces for creative activations, sampling and roaming options, your brand has the chance to engage with excited students in a fun and social environment.



BRAND ASSOCIATION



DIGITAL



EVENT SPACE



SOCIAL



ADVERTISING



## MAJOR SPONSOR

- Category exclusivity across whole event
- Activation space/sampling/roaming (max 4 x staff attendance)
- Logos across event marketing collateral (print + digital across campus)
- Event ad banner on Roundhouse website
- Social media exposure



## EVENT ACTIVATION

- Activation space/sampling/roaming (max 4 x staff attendance)
- Social media exposure

**AVERAGE TICKETS SOLD 1800+**

# ACTIVATIONS

## YOUR BRAND AND YOUR BRAND ONLY!

Why share, when you can have our students to yourself for a day, a couple of days or even a week! On campus activations are a great way to give students exposure to your brand and your brand only outside of event periods.



BRAND ASSOCIATION



DIGITAL



EVENT SPACE



SOCIAL



ADVERTISING



## ON CAMPUS ACTIVATIONS

These can be booked at any time during session periods and it's the perfect opportunity to launch new brands, new products, exclusive competitions, student offerings, provide tastings and hand out samples. It is the quickest and most direct way to engage with our students to build brand recognition and loyalty.



## SIMPLE OR AS CREATIVE

The following are some easy points to make your activation effective.

- Activation to be clear, simple, quick and easy for students to interact and gain an understanding and recollection of your brand, products and services
- Give something out for free that students can take with them
- Free food/drinks (non-alcoholic), free giveaways always go down well
- Include a competition for a student/students to win a prize significant in value and try and offer more than one prize.
- **NOTE:** Minimum on campus activation fee is \$2,500 + GST per day. Additional fees apply depending on space, location and equipment requirements.





WHAT OUR CLIENTS SAY...

# CAMPAIGN SUCCESS STORY

**SYDNEY OPERA HOUSE**

O-WEEK 2024

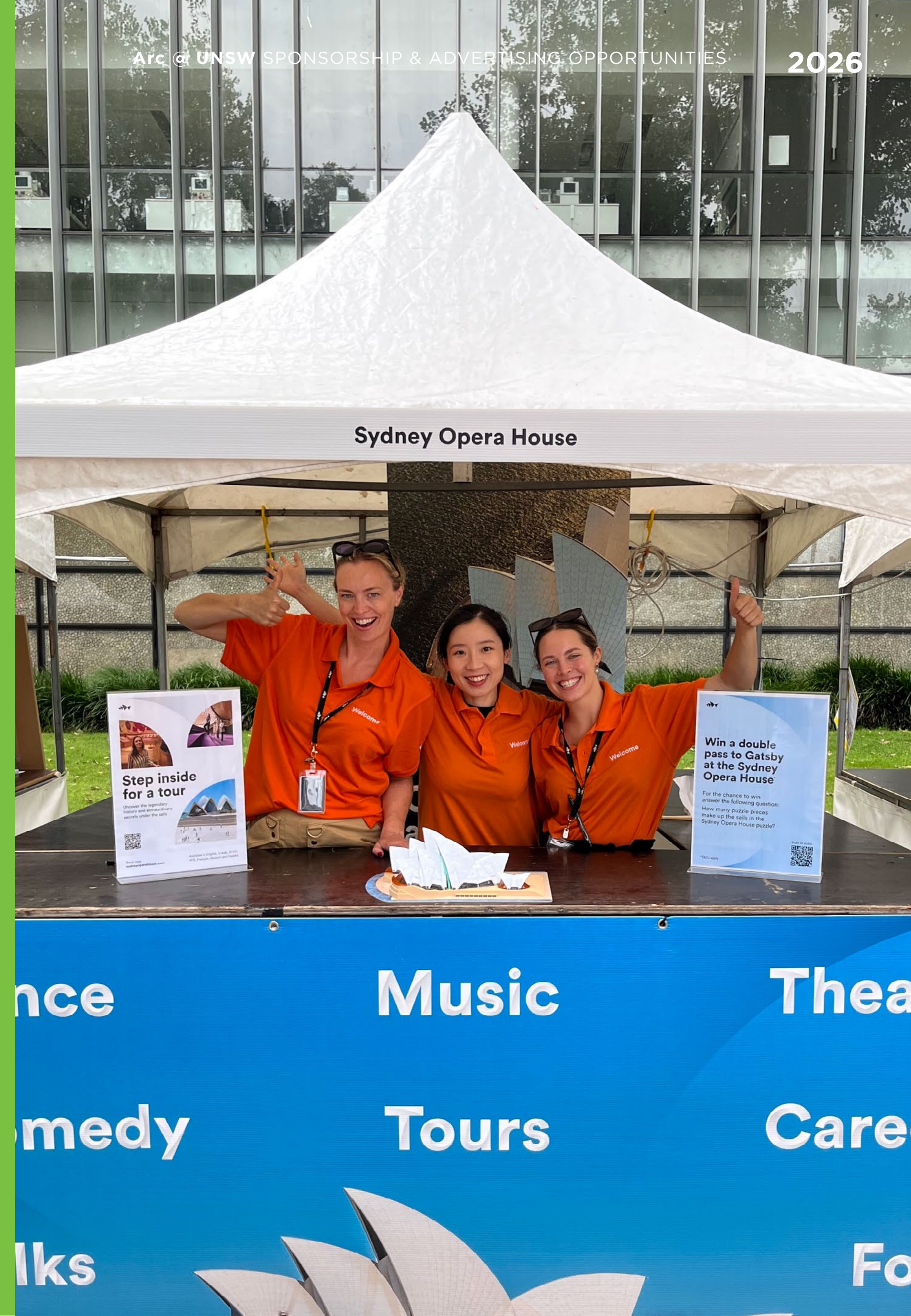


“Attending T1 O-Week the Sydney Opera House had over 1,000 visitors stop by to learn more about their products and experiences. 785 students participated in the SOH survey with 620 joining the mailing list for updates on student offers.”

**1000+**  
**VISITORS**

**3 DAYS**

**620** STUDENTS  
SIGNED UP FOR  
STUDENT OFFERS



nce

Music

Thea

medy

Tours

Care

ks

fo

# TESTIMONIALS



**40,320  
SAMPLES**

“Which was fantastic! We also had 3000+ sign ups to the major prize competition.” - CeraVe

“I found this year the merch was amazing!!! Especially the fans the students were giving out Compared to other O-Weeks I truly think you’ve done an amazing job logistically, isn’t too hard to find anything or move around like most unis – well done to you and the team!”  
- Chartered Accountants



**49,152 UNITS**

“Our team did 16 pallets (4 pallets per day) 3072 units on a pallet = 49,152 units.” - V-Energy



**150+ NEW BLOOD DONORS**

“Which was brilliant & countless conversations and discussions – we were continuously talking to students.” - Life Blood Red Cross

# ON CAMPUS ADVERTISING

## ALL EYES ON YOU 24/7

Spread the word every day about you; who you are, what you do and how you do it with Campus Pillar Wraps and Display Boxes. For two weeks, at every major thoroughfare, you can mark your territory with a campaign ready to reach every student.



MAXIMUM EXPOSURE



TOTAL CAMPUS FOOTPRINT



ADVERTISING



## PILLAR & POLE LOCATIONS

- Red Centre
- Quad Food Court
- Quadrangle
- UNSW Grad Shop
- Boost Juice
- Library walkway (2 sided poles)
- Robert Webster
- Colombo Theatre



## DISPLAY BOXES

Available across campus - name your place!  
Please note that locations are subject to approval by Estate Management.





## ADVERTORIAL

Deliver a compelling message with targeted advertorial. Work with us to create content that will specifically entice your targeted demographic.



## COMPETITIONS

Generate hype, shareability and attention through a spicy student giveaway. Never underestimate the power of a freebie.

# COME TALK TO US!

Got ideas? Email us to discover how we can create value together.

Kathryn O'Connell:  
k.oconnell@arc.unsw.edu.au

Nathan Shipp:  
n.shipp@arc.unsw.edu.au



# DIGITAL ADVERTISING\*

Leverage our adored brand and high levels of customer intimacy to drive attention and conversion of your product.

Use email marketing to get your message straight to their inbox or cobrand on the Arc website for increased awareness and exposure.

\*Terms, Conditions and selection criteria strictly apply. Ask your Sponsorship and Advertising contact how this package can apply to you.

**WEBSITE**

**MEMBER EDM**

**DEDICATED EDM**

**INSTAGRAM**

**FACEBOOK**

**ON CAMPUS ADS**

# Arc WEBSITE

Boasting a million visits per annum, you can align your brand with students through targeted website features.

TOTAL USERS **580 000+**

TOTAL PAGE VIEWS IN THE LAST 12 MONTHS

**2 000 000+**

MONTHLY VIEWS **165 000+**

TOTAL NUMBER OF PAGE EVENTS IN THE LAST 12 MONTHS: **5 800 000+**

## Arc @ UNSW STUDENT LIFE WEBSITE

### HERO BANNER

1920x1080 pixels  
JPEG (RGB)

### CONTENT TILE

600x450 pixels  
JPEG (RGB)

### FOOTER BANNER

900x120 pixels  
JPEG (RGB)



JOIN Arc TODAY

FINANCIAL WELLNESS



Brought to you by Money FINANCIAL WELLNESS WORKSHOP

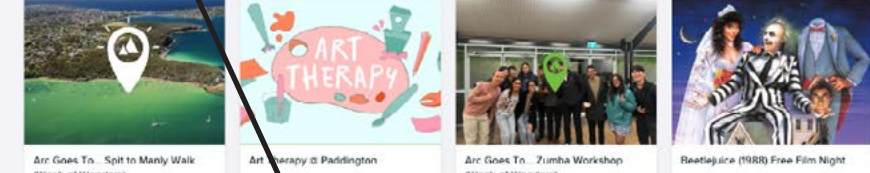
UPCOMING EVENTS



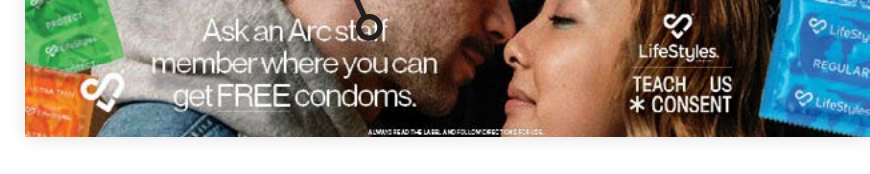
Phil's 24 Hour Fun-A-Thon  
UNSW O-Day 13C  
CHECKPOINT



Night-Time Nosh  
Quiz Takeover  
Food Hub - 2024



Arc Goes To... Call to Mindy Walk  
Arc Goes To... Zumba Workshop  
Arc Goes To... Body Dancing Taster



Arc Goes To... Art Therapy  
Arc Goes To... Zumba Workshop  
Arc Goes To... Body Dancing Taster



LET'S TALK ABOUT SEX & RELATIONSHIPS



WHAT'S ON THIS WEEK

# MEMBER EDM

Your brands exclusive message delivered direct to our 42,000+ student subscribers.

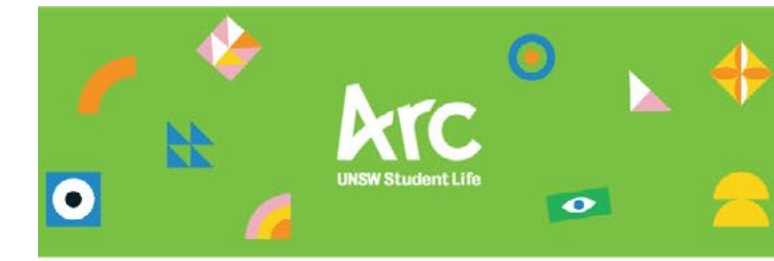
Members eNews is an effective way of communicating with students on campus. Our research indicates that over 50% of our members find it is the preferred method of communication.

The eNewsletter is mailed out weekly during term to over **42,000 UNSW students** on our database and provides useful information on what's happening around campus, deals available on and off campus, volunteering opportunities as well as exciting giveaways.

AVG CLICK THROUGH RATE

2.6%

44%  
AVG OPEN RATE



### T3 Newsletter

Breaking news... it's officially Week 6! Flexi Week is hereeee!

We have heaps of events and activities to fill your Flexi Week! From volunteering with Good Deed Days, exploring Sydney with Arc Goes To... Week of Wonders, or even witnessing the joys of Phil's Fun-A-Thon - there's so much on this week!

Keep on reading!



### Good Deed Days

MON - FRI WK 6

Good Deed Days is on THIS week and it's your chance to get a taste of volunteering through exciting events on and off campus!

We've got 8 unique and exciting activities on throughout the week including sandwich making with EatUp, aged care visits, dog walking, and so much more! The full schedule is up on our social media now!

You don't need any skills or experience, just register, come along and help us give back to the community!

[More Info + Regos Here!](#)



### Fun-A-Thon

THU-FRI 17-18 OCT

Fun-A-Thon is THIS WEEK!

On Thursday and Friday, 150 Fun-a-thon participants will be on campus for 24 hours raising money for the Sydney Children's Hospital Foundation!

This year, Phil's goal is to raise \$60,000 for the Sydney Children's Hospital!

You can help us reach that goal by donating below.

[Donate Here!](#)



Galaxy Z Fold7 | Z Flip7  
Pre-order on Samsung Student Store

SAMSUNG

\*T&Cs apply.

eBANNERS  
670 x 120px

# SOLUS DEDICATED EDM

## LIMITED AVAILABILITY!

Cut through to students by creating personalised messages and banners which can be linked through to a nominated page.

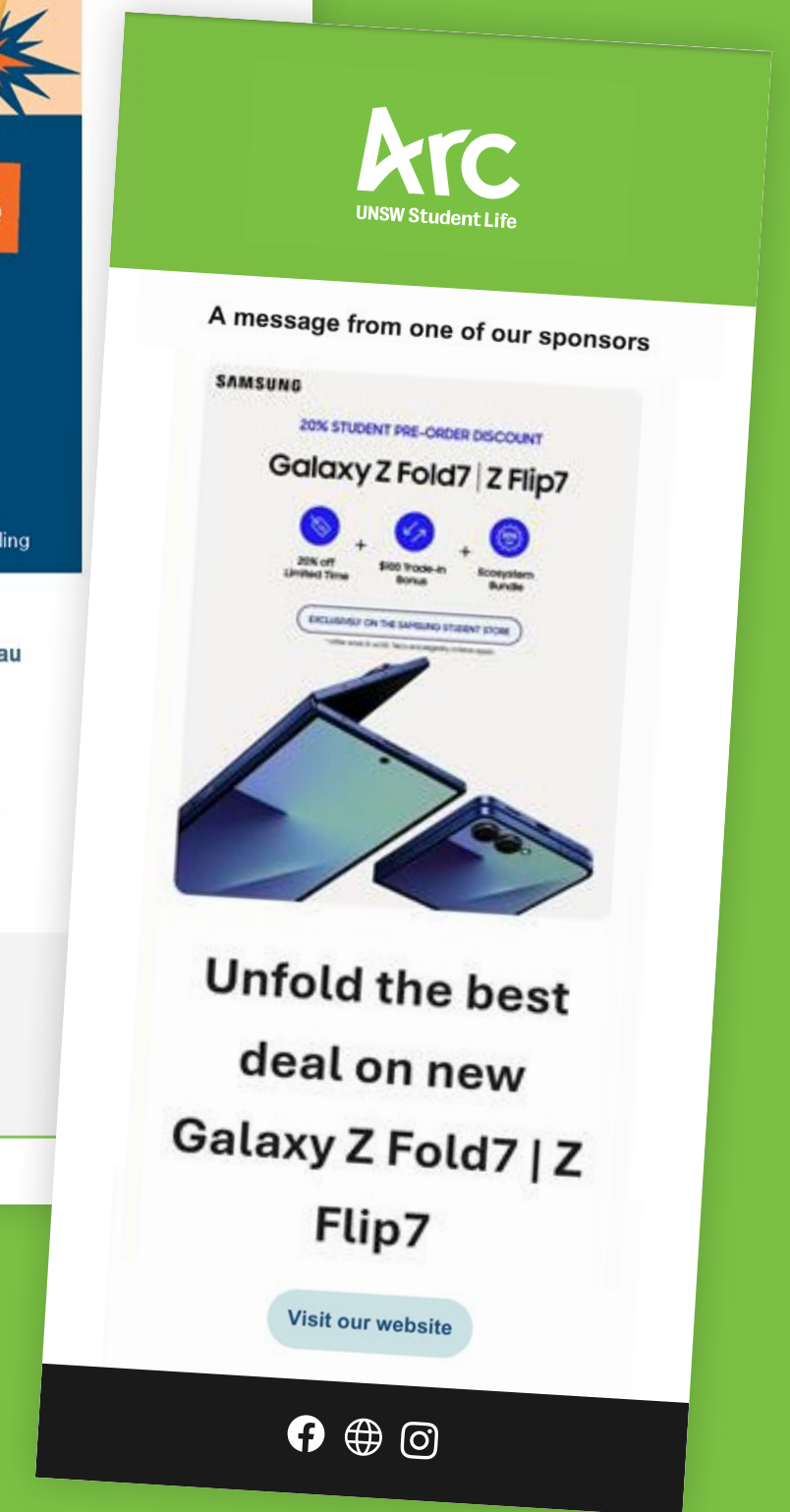
# 38%

## AVG OPEN RATE

## AVG CLICK THROUGH RATE

# 2.5%

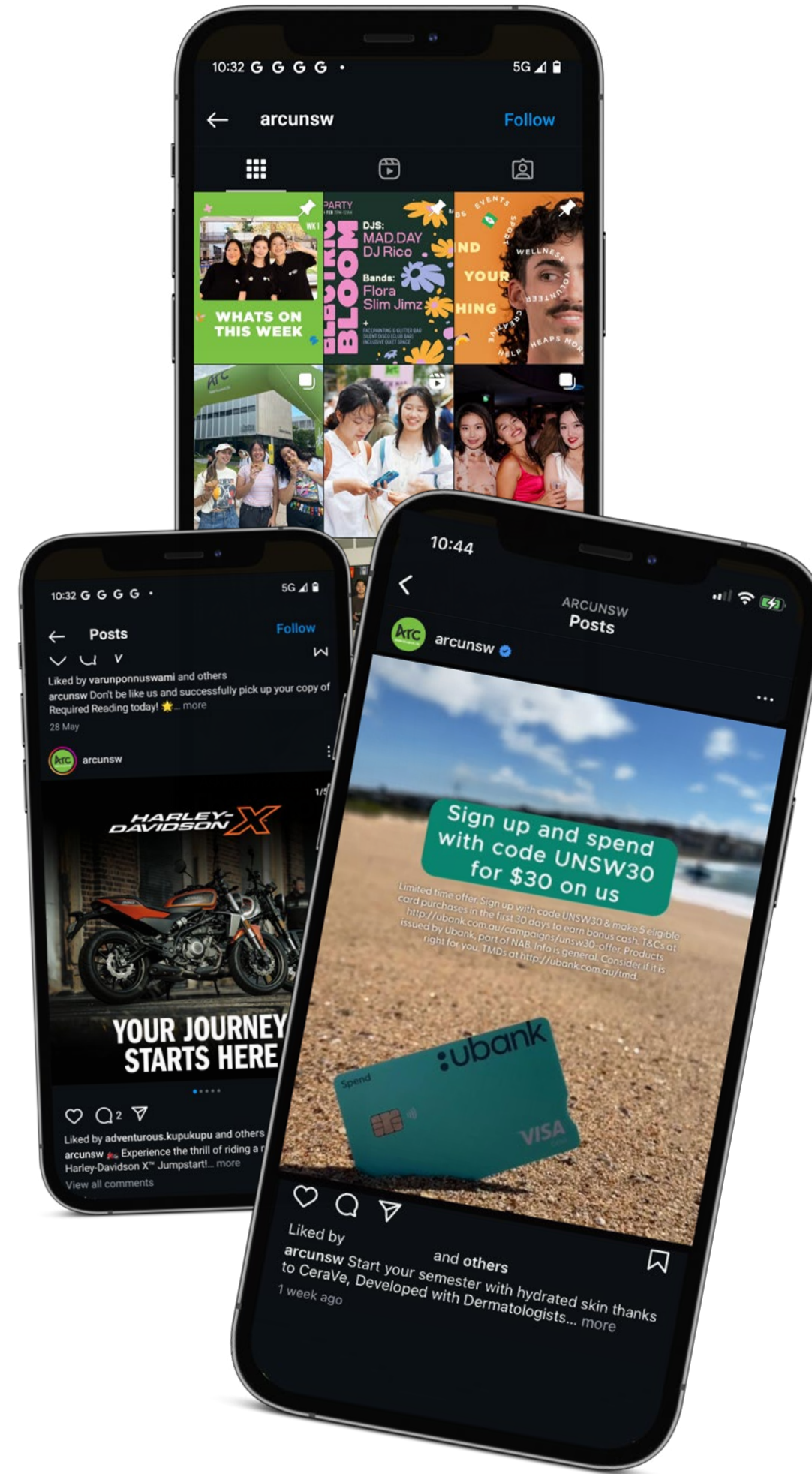
SOLUS EDM  
700 x 851px



# INSTAGRAM & FACEBOOK

The go-to for marketing and awareness. Hit the eyes and hearts of Gen Z and Millennials by having your brand integrated into our Instagram story & feed.

**30K+**  
**FOLLOWERS**  
**162 000+** TOTAL REACH

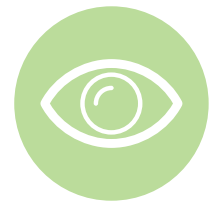


| MEDIA               | SPECS (WXH) | NOTES   |
|---------------------|-------------|---|
| Single Image        | 1080x1350px | JPG/PNG (RGB)   |
| Carousel (Up to 10) | 1080x1350px | Multiple JPG/PNGs   |
| Story               | 1080x1920px | Safe area top and bottom of 250px - mp4/mov                       |
| Reels               | 1080x1920px | Vertical video format - Safe area top and bottom of 250px mp4/mov |

# VILLAGE GREEN SCREEN

All eyes on you, 180° degree sightline right near the main campus walkway.

A huge, illuminated screen placed alongside Kensington campus' main walkway. Be sure that eyes are naturally drawn to this colourful display bringing much wanted awareness among a highly competitive demographic.



MAXIMUM EXPOSURE



TOTAL CAMPUS FOOTPRINT



ADVERTISING



## CONTENT CAROUSEL

- Drive brand awareness cost effectively using our evergreen carousel.
- Ample seating and leisure space around the Village Green lends to significant targeted brand awareness.
- With limited placements, showcase your brand to students each day of the week.



## MOVIE NIGHT

- Reach a captive audience with pre and post-screening brand appearances.
- Helping your brand stand out with hundreds of captive audience members
- Possibility of movie sponsorship



# INTEGRATED DIGITAL PACKAGE\*

Maximise student engagement through one, (or several) of our new digital bespoke campaign opportunities across Arc's social media & web pages.

\*Terms, Conditions and selection criteria strictly apply. Ask your Sponsorship and Advertising contact how this package can apply to you.



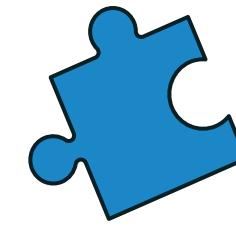
BRAND ASSOCIATION



EVENT SPACE



ROAMING



## FACEBOOK

- Become part of our newsfeed through posts, Facebook Live, workshop and event partnerships. Boost your post for targeted reach.



## INSTAGRAM

- Hit the eyes and hearts of Gen Z and Millennials by having your brand integrated into our Instagram story & feed.

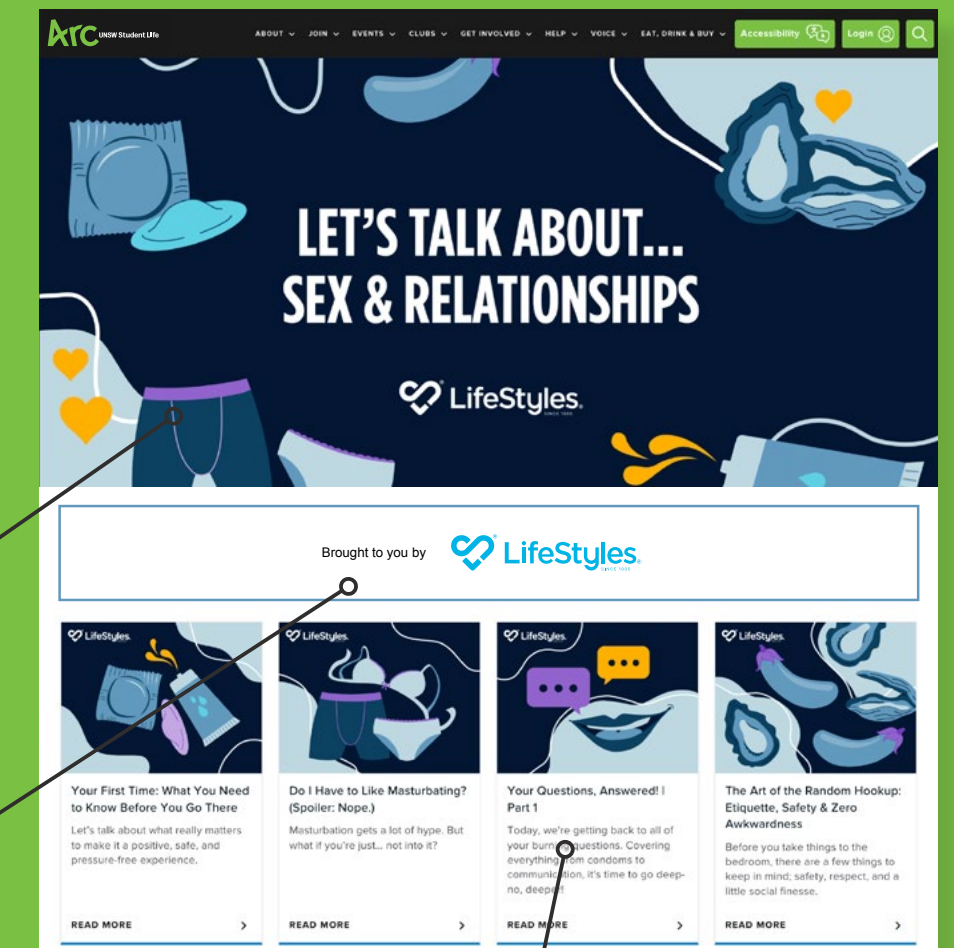


## Arc WEBSITE

- Boasting a million visits per annum, you can align your brand with students through targeted website features.

**HERO BANNER**  
Hero banner on Wellness/Post Grad/Sport page

**WEBPAGE BANNER LOGO INCLUSION**



**CONTENT TILE**  
600 x450px

# DIGITAL ADVERTISING\*

Leverage our adored brand and high levels of customer intimacy to drive attention and conversion of your product. Use email marketing to get your message straight to their inbox or cobrand on the Arc website for increased awareness and exposure.

\*Terms, Conditions and selection criteria strictly apply. Ask your Sponsorship and Advertising contact how this package can apply to you.



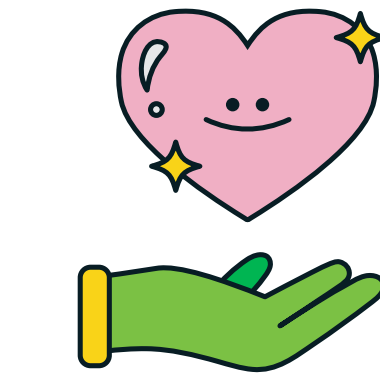
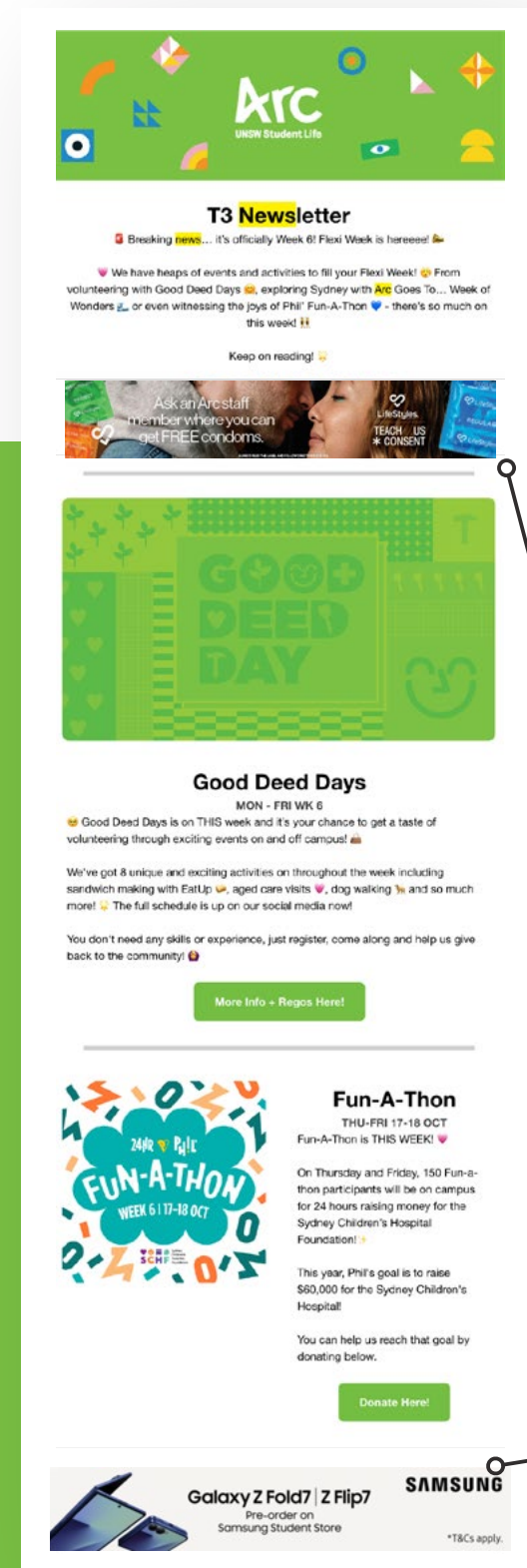
DIGITAL



ADVERTISING

## Arc MEMBERS ENEWS

- Members eNews is an effective way of communicating with students on campus. Our research indicates that over 50% of our members find it is the preferred method of communication.
- The eNewsletter is mailed out weekly during term to over **45,000+ UNSW students** on our database and provides useful information on what's happening around campus, deals available on and off campus, volunteering opportunities as well as exciting giveaways.



## SOLUS EDM

- Cut through to students by creating personalised messages and banners which can be linked through to a nominated page
- Note there are limited availabilities - Only six are sent per year

**SOLUS EDM**  
700 x 851px



**eBANNERS**  
670 x 120px

## Arc @ UNSW WEBSITE

### HERO BANNER

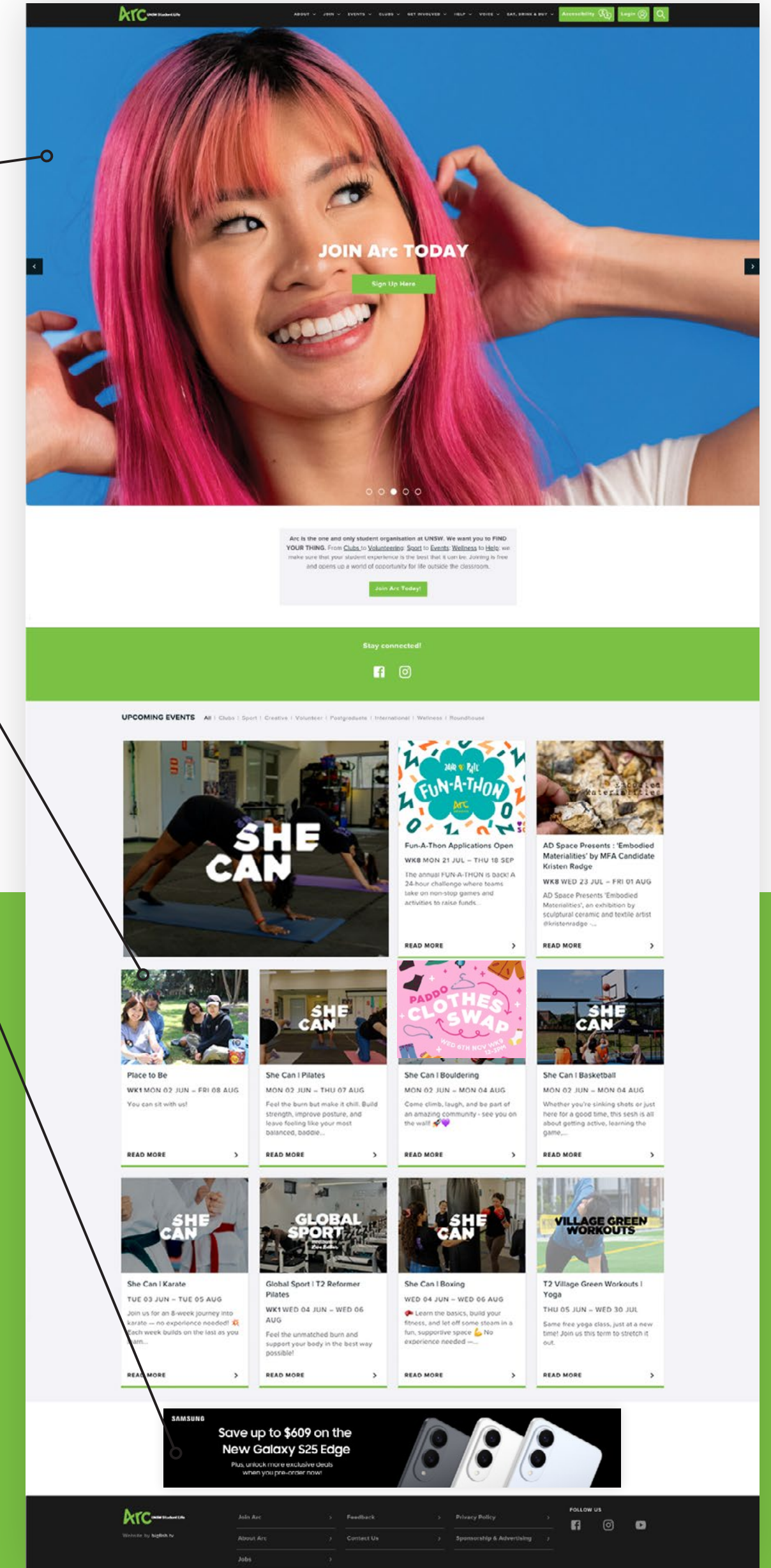
1920x1080 pixels  
JPEG (RGB)

### CONTENT TILE

600x450 pixels  
JPEG (RGB)

### FOOTER BANNER

900x120 pixels  
JPEG (RGB)



Galaxy Z Fold7 / Z Flip7  
Pre-order on Samsung Student Store  
\*TBC apply.

# ADVERTISING SPECS

| CHANNEL              | INVENTORY  | SPECS (WxH)                    | FORMAT         | NOTES   | TEMPLATE                    |
|----------------------|--|--------------------------------|----------------|---|-----------------------------|
| Arc Website          | Hero   | 1920x1080 pixels               | JPEG/PNG (RGB) | Image based with built in web overlay.<br>Safe Area: 960x660px                          | <a href="#">Arc Website</a> |
|                      | Content Tile   | 600x600 pixels                 | JPEG/PNG (RGB) |   |                             |
|                      | Footer Banner  | 900x120 pixels                 | JPEG/PNG (RGB) |   |                             |
| Member EDM           | eBanners   | 670x120px                      | JPEG/PNG (RGB) |   |                             |
| Solus EDM            | Banner   | 700x851px                      | JPEG/PNG (RGB) |   |                             |
| Instagram            | Single Image   | 1080x1350px                    | JPEG/PNG (RGB) |   |                             |
|                      | Carousel (Up to 10)                                    | 1080x1350px                    | JPEG/PNG (RGB) | Please supply multiple JPG/PNGs numbered or in the order they are intended to be posted |                             |
|                      | Story  | 1080x1920px                    | MP4/MOV        | Safe area top and bottom of 250px   |                             |
|                      | Reels  | 1080x1920px                    | MP4/MOV        | Vertical video format - Safe area top and bottom of 250px                               |                             |
| Facebook             | Image post   | 1200x1200px                    | JPEG/PNG (RGB) |   |                             |
| Village Green Screen | Image post   | 1080x1920px                    | JPEG/PNG (RGB) |   |                             |
| Reception Screens    | Image post   | 1080x1920px                    | JPEG/PNG (RGB) |   |                             |
| Pillar Wraps         | Dimensions are site specific.<br>Please get in contact |                                | PDF (CMYK)     |   |                             |
| Campus Posters       | A3 - A2  | A3: 297x420mm<br>A2: 420x594mm | PDF (CMYK)     |   |                             |



