

Info Sheet: Marketing

Marketing is the best way to introduce members to your Club, and funding avenues like sponsorships and fundraising expand your Club's events.

This info sheet goes over all the important things you need to know about marketing your Club and maintaining sponsorship and fundraising relationships.

► This info sheet works in tandem with **Info Sheet: Risk & Compliance**, which covers the risks that must be considered when running club events.

Contents:

1. Marketing & Promotion.....	1
On-Campus Advertising	2
In-Person Advertising	4
2. Social Media Strategy.....	6
Arc Clubs Platforms	6
Cross-Platform Principles	7
Platform-Specific Tips.....	8
Paid Advertising	10
3. Accessibility in Communications	10
4. Funding & External Relationships	11
Sponsorships	12
How to Approach Sponsors	12
Before You Sign Anything.....	12
Keeping the Relationship Going	13
Fundraising	13
Fundraising Considerations.....	14

1. Marketing & Promotion

Marketing encapsulates promoting your Club and your events - it's how you attract new members, fill your events, and build a community that lasts. There are two main channels:

- On-campus: gets you in front of people who wouldn't otherwise find you.
- Online: lets you reach them before and after they're physically on campus.

On-Campus Advertising

Promoting on campus is a great way to encourage students to attend your events. The guidelines below are set by UNSW Estate Management and apply to all Arc-affiliated Clubs and organisations on-campus. Breaching these guidelines can result in your materials being removed - and in some cases, costs charged to your Club.

Type of Advertising	Considerations
Postering	• Noticeboards are the only approved location for posters on campus - they're for the exclusive use of UNSW students and staff. • Each poster should take up no more than one quarter of the noticeboard. • Use tack pins, tape or BluTak only. Glue is not permitted, and any damage caused during removal will be charged back to your Club. • Estate Management clears all noticeboards on the last Friday of each month - time your postering accordingly. • Posters placed on unauthorised surfaces will be removed immediately. • Posters with content contrary to university policies will be removed promptly.

	 NOTICE BOARDS UNSW POCKET MAP 01 Mathews Building, Opposite Samuels Building (Botany St Parking Entrance) 02 Mathews Pavilions, Outside Mathews Theatres (Upstand) 03 Mathews Theatres, Next to Food Court Entrance 04 Main Library, Near Post Office 05 Main Library, Next to Nucleus 06 Main Library Walkway Pillars, Outside Nucleus 07 Morven Brown Building, Opposite Boost & Subway 08 Patricia O'Shane Building, Ground Floor Rest Walls 09 Electrical Engineering Building, Outside G03 & G04 10 Electrical Engineering Building, Various on Floors 1-4 Study Spaces 11 Computer Science Engineering 402, Next to Bongo Room 12 Quadrangle, South Entrance 13 Goldstein Building, Near Study Spaces 14 Science Theatre, Opposite Quad Food Court 15 Robert Webster Building, Opposite Marilyn Sleigh Lawn 16 Law Building, Inside Opposite Library Entrance 17 Sam Craddock Pavilion, Next to Public Toilets 18 Terraces, Opposite ISA 19 Terraces, Opposite Mamuka Village 20 Roundhouse, Toilet Corridor 21 Squarehouse, Opposite Roundhouse 22 Blockhouse, Near UNSW College Entrance
Banners	- Only UNSW students and staff may display banners on campus. - Banners must not be affixed directly to any campus infrastructure – Estate Management will remove them. Exceptions apply to officially sanctioned Arc or UNSW activities (e.g. O-Week, Open Day), where authorised contractors handle safe installation. - Unsafe or non-compliant banners will be removed without notice.
Flyers & Leaflets	- Only UNSW students and staff may distribute flyers associated with Club events. - Your Club is responsible for cleaning up any discarded flyers - dispose of them in paper recycling bins. - Flyers left on surfaces inside buildings will be removed at the next scheduled clean. - Do not place flyers on vehicles within campus grounds - costs for removal may be referred to the UNSW Conduct & Integrity Office.
A-Frames & Sandwich Boards	- Only UNSW students and staff may use A-frames to promote Club events. - A-frames must not block emergency egress paths or walkways.

	• Estate Management can direct you to remove an A-frame deemed unsafe - follow that direction immediately. Non-compliance will result in a referral to the Conduct & Integrity Office. • Content that breaches University policies will be removed.
Chalking	• Chalk may only be used on bitumen surfaces. Not pavers, walls, tiles, or any other surface. • Other materials - paint, ink, or crayons - are not permitted on any surface. • Chalking is removed by Estate Management on the next business day.
Stickers & Other Display Materials	• Affixing stickers to university infrastructure is prohibited unless pre-approved by Estate Management. • Display materials from unaffiliated or unidentified groups will be removed at the next scheduled clean.

In-Person Advertising

Type of Advertising	Considerations
O-Week: O-Week (Or O-Day in T2 & T3)	This is your single biggest opportunity to recruit new members each year. Watch the Arc Clubs Newsletter and social media pages for details on how to apply for a stall. • Write out your elevator pitch that clearly explains to potential members what your Club is, who it's for and why they should join. • Have enthusiastic members running your stall who can speak clearly about what your Club does and sign people up on the spot.

	• Make it quick and easy to have them sign up to your Club with Rubric (Print QR Codes, make NFC tags etc.) • Activities, freebies, or food are always great drawcards. • Think about what would make you stop at a stall.
One-on-One:	Talking to people directly is still one of the most effective ways to bring someone into your Club. • Keep it conversational. If someone doesn't want to chat, don't push it. • Don't outnumber the people you're approaching - a maximum of two Club members per group works well. • Always follow up a conversation with something tangible: a flyer, a card, or a QR code to your socials so people know where to find you. • Best times are mornings and afternoons near campus entry points, and at lunch around the Quad, Library Lawn and Alumni Lawn.

Lecture Bashing (Lecture Promo / Shoutouts)	• Always ask the lecturer's permission first. • Keep it short - thirty seconds maximum. Name the Club, what it does, when the next event is, and where to find out more. • Leave flyers near the door for people to grab on their way out, or hand out before class starts. • Get your own Club members to cover lectures they're already in. You'll promote to a better variety of students that way.
Sales Deck	• To sell tickets in person, book an outdoor space and table through Rubric. • Can be a great way to expand your reach to students who may have not heard about your Club/event. • Leverage spontaneous students and make a personal appeal for why they should come to the event.

2. Social Media Strategy

Social media is your always-on channel - it's how members follow along between events, how prospective members discover you, and how your Club builds its identity over time.

Arc Clubs Platforms

- **Arc Clubs Newsletter:** To have your event featured in the weekly Arc Clubs Newsletter, find the Event of the Week form at the bottom of your weekly newsletter.
- **Rubric Emails:** Send event updates and announcements to your member's email directly through Rubric. Keep reminder emails to a minimum - a few well-timed messages are far more effective than constant notifications.

- **Arc's Club Leaders Discord server:** for Club executives is your direct line to the Clubs team and your fellow execs. If you're a current executive, join to get updates, opportunities, and reminders straight to your feed.

Cross-Platform Principles

Type of Advertising	Considerations
Know your audience	Think beyond what your members want from an event - consider what being part of your Club says about them. Content that captures that will resonate, and people will share it.

Be consistent	A predictable posting rhythm keeps your Club front of mind. Members start to anticipate your content, which means they're more likely to think of you - and mention you to friends - even when there's nothing coming up. You don't need to post every day. Just regularly.
Tell a story	Social media is how people keep up with each other. Ask questions, share behind-the-scenes moments, and celebrate your members. Posts that share a story of how an event came together performs better than a poster for an event almost always.
Provide value	Every post competes for attention. Mix informational and entertaining content in alongside your event promotion. Use scheduling tools, e.g. Meta Business Suite, to batch-prepare posts ahead of time so you're not scrambling each week.
Track what works	Every major platform has built-in analytics. Check them. What time does your audience engage? What format gets the most traction? Use that to improve your approach over time, not just to report on it.

Platform-Specific Tips

Platform	Best for	Tips
Instagram	Visual brand-building, event promotion, Stories, Reels	- Invest in consistent visual design - Canva templates are a great starting point. - Use Stories for real-time updates and day-of event content.

		• Use Reels for short video and wider reach beyond your existing followers. • Add alt text to all image posts (Advanced Settings when editing a post). • Check your Insights to see what content performs and when your audience is most active.
TikTok	Reaching new audiences, trend-based short video	• Works best when content feels genuine - scripted content falls flat. • Trends have short windows - move quickly if you're jumping on one. • Captions are expected for accessibility and reach.
Discord	Community building, member retention, day-to-day engagement	• Your best tool for fostering ongoing conversation between events. • Members can remain as visible or anonymous as they like, which lowers the barrier to participation. • Takes consistent effort to build momentum, but once a few regulars are active, it largely runs itself. • Consider this your members-only space - keep it warm and active.
LinkedIn	Professional and industry Clubs, networking, alumni connection	• Ideal for constituent Clubs in fields like engineering, law, commerce, and medicine. • Useful for promoting industry speaker events and connecting members with alumni. • Tone should be more considered than Instagram - think professional but still personable.

Facebook	Event pages, shareable links, Arc Clubs Executive Group	• Reach among students has declined, but Facebook Events remain useful - they're shareable and publicly discoverable. • Less essential as a primary channel for most Clubs.
<i>Canva is free and a great resource to find and create templates for your social media platforms. Keeping a consistent colour palette and visual style across your posts makes your Club recognisable in a crowded feed.</i>		

Paid Advertising

- Paid social ads: Meta, Google - can be worth it for large or ticketed events but are rarely cost-effective for smaller ones.
- If you go down this path, set a clear budget upfront and target your audience carefully by location, age, and interests.

3. Accessibility in Communications

It's important to consider how your communications are being viewed and read, and that they are accessible to everyone.

Type of Text

Considerations

Captions and Subtitles	Add captions to all video content. Most platforms auto-generate them, but auto-captions have errors - always review and correct them before publishing. Keep in mind that most videos on Instagram and Facebook are first watched on mute, so captions also increase your reach regardless of accessibility considerations.
Alternative Text (Alt Text)	When uploading images to Instagram or Facebook, add a description using the alt text field (found in Advanced Settings on Instagram). Write it as if you're describing the image over the phone - include colours, context, and the mood of the photo.
CamelCase Hashtags	When writing hashtags that contain multiple words, capitalise the first letter of each word. This is called CamelCase, and it makes hashtags readable for screen readers and easier for everyone to parse at a glance. Do this: #ArcClubsUNSW Not this: #arcclubsunsw
Mindful Emoji Use	Keep emoji purposeful in your posts. Screen readers read out every emoji by name - a row of clapping hands becomes "clapping hands clapping hands clapping hands."
Clear Contact Details	Venue descriptions often don't cover accessibility adequately. Make sure every event listing includes a contact person (Typically your Welfare Officer) who can answer accessibility questions.

4. Funding & External Relationships

Beyond Arc Grants, your Club has a few main ways to bring in funding:

- Ticket sales;

- Membership fees;
- Fundraising; and
- Sponsorship.

Sponsorships

Sponsorship is when a company provides your Club with funding, goods, or services in exchange for recognition - logo placement on merchandise, a presence at your events, a mention in your newsletter etc.

How to Approach Sponsors

- Look for companies that are relevant to your Club. For example, a constituent Club in Engineering or Law should approach firms that employ graduates from those programs.
- Come prepared with a prospectus. Have a clear proposal that outlines who your Club is, how many members you have, what events you run, and specifically what you're offering the sponsor in return.
- Be specific about what exposure you can offer: logo placement on merchandise, a banner at an event, a brief talk to attendees. Note that campus space hire terms generally limit a sponsor's active involvement at on-campus events - check with the Arc Clubs team before promising anything.
- Sponsorship can be sought for your Club generally, or for a specific event.
- You can receive cash, goods, or services as part of a sponsorship arrangement.
- Never share your members' personal details with sponsors. You can send your members information about a sponsor, but never provide any organisation with your members contact information.

Before You Sign Anything

Sponsorship agreements are legal contracts with real consequences. Before signing, make sure you can answer all of the following:

- Who are the parties, and what exactly is being agreed to?
- What is the sponsorship fee, and when and how is it paid?
- Is this a one-off arrangement or ongoing? When do your Club's obligations end?

- What benefits does the sponsor receive, and can your Club realistically deliver all of them?
- Are there branding requirements or an exclusivity clause?
- Does any third party need to give permission? For example, if the sponsor wants to set up a stall on campus, this requires approval - sponsors generally cannot run their own standalone stalls on campus, but can have a limited presence at a Club event or stall.
- What does the agreement say about intellectual property ownership?
- How can the agreement be ended, and what happens if it's only partially performed?

Be wary of agreements that require action from Arc or UNSW directly - your Club cannot enter agreements on behalf of another organisation.

[Arc has also created an Arc Clubs Sponsorship Agreement template that Clubs can use.](#)

► See **Info Sheet: Risk & Compliance** for details on available legal support, and what to be aware of before signing any contracts.

Keeping the Relationship Going

Don't just take the money and disappear. Send sponsors photos, event summaries, and updates showing how you've used their support. Good relationships are how you secure renewals year after year.

Fundraising

Fundraising is generating money for your Club's activities, or on behalf of a charity. It's distinct from regular Club activity in that its primary goal is income rather than directly delivering member value - a BBQ run to raise funds is different from a BBQ run as a social event, even if they look similar on the day.

Some fundraising opportunities you might consider include:

- BBQs, bake sales, trivia nights, raffles, merchandise sales
- Tie it to your Club - if you're a creative Club, sell Club-themed items rather than generic ones. It builds your brand at the same time.

- Bunnings sausage sizzles are a tried-and-tested option - reach out to your local Bunnings to get on the roster. Most Bunnings will request you acquire Public Liability Insurance (PLI) when booking. Arc offers PLI to Clubs for free. [Read Info Sheet: Risk & Compliance prior to applying.](#)

Fundraising Considerations

If you're fundraising on behalf of an existing charity, contact them directly first. They may already be an authorised fundraiser and can extend that authority to your Club. You'll need written permission to collect money on their behalf, and will likely need to meet conditions around branding and financial reporting. The charity may also cover your Club under its own public liability insurance.