



2024

CORPORATE ACTIVATIONS PACK



IT'S THE BIGGEST STUDENT
EVENT OF THE YEAR!

10,000+ STUDENTS

220+ STALLS

FRIDAY 23 FEBRUARY 2024

11AM TO 3PM

CELEBRATING CAMPUS CULTURE

O-DAY IS BACK FOR 2024!

O-Day 2024 will see the picturesque University of Western Australia campus transformed into a thriving hub of activity. Commencing and returning students for 2024 will descend on James Oval and Guild Village, making this event the perfect opportunity to expose your brand to the leaders of tomorrow!

**APPLICATIONS CLOSE
THURSDAY 25 JANUARY 2024.**



WHY YOU SHOULD GET INVOLVED

UNPARALLELED ACCESS to the 18-25 demographic at ground level. Engage & connect like never before!

BRAND AWARENESS in spades. Product sampling, live feedback, mailing list signups – the sky's the limit!

A COMPETITIVE EDGE by associating your brand with the most exciting event at UWA!



25K+
FACEBOOK LIKES



30K+
E-NEWS
SUBSCRIBERS



12K+
INSTAGRAM
FOLLOWERS

67%
UNDERGRADUATE

33%
POSTGRADUATE



25K+
STUDENTS

80%
AGED 17-25



STALLS

Activating at O-Day offers an unparalleled opportunity to engage face-to-face with students in an exciting environment. Choose from a range of stall sizes to suit your needs.



ALL STALLS INCLUDE:

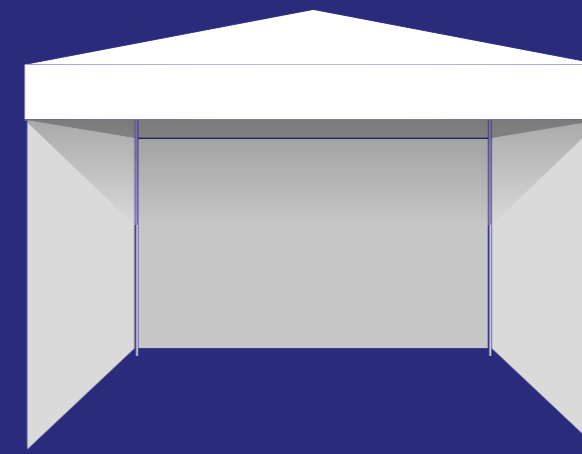
- 1 X 1.8M TRESTLE TABLE
- 2 X CHAIRS
- 1 X 10AMP POWER POINT

PLUS OPTIONAL EXTRAS AS REQUIRED:

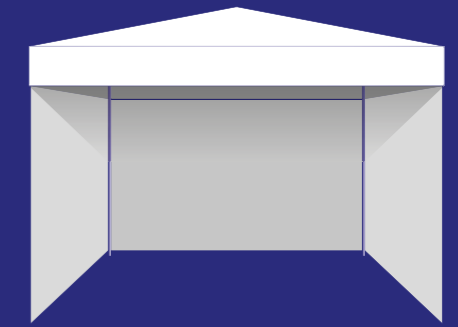
PIN-UP BOARDS (\$50 + GST EACH)

ADDITIONAL 1.8M TRESTLE TABLES (\$15 + GST EACH)

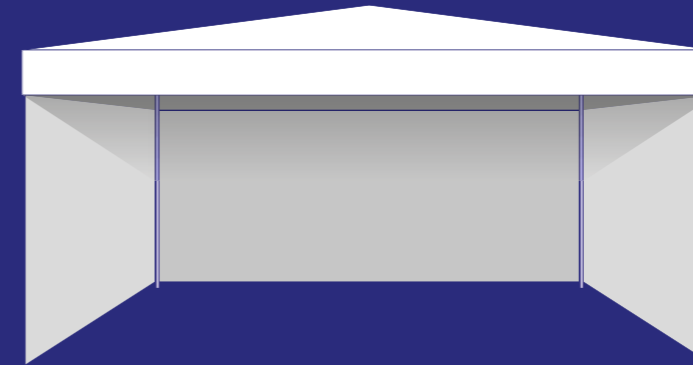
ADDITIONAL CHAIRS (\$5 + GST EACH)



EXTRA LARGE STALL



LARGE STALL - SQUARE



LARGE STALL - RECTANGLE



SMALL SHADED STALL

TYPE	APPEARANCE	COST <small>EX GST</small>
Unshaded Space BYO Marquee	3m x 3m space only (9m ² , 3m frontage)	\$550
Small Shaded Stall incl. Marquee	3m x 3m stall (9m ² , 3m frontage)	\$800
Large Stall - Rectangle incl. Marquee	6m x 3m stall (18m ² , 6m frontage)	\$995
Large Stall - Square incl. Marquee	4.5m x 4.5m stall (20.25m ² , 4.5m frontage)	\$995
Extra Large Stall incl. Marquee	5m x 5m stall (25m ² , 5m frontage)	\$1,200

SPONSORSHIP

O-Day can be so much more than a stall – expand your horizons with a sponsor-level presence across the week and on the day!

We want to make O-Day the most engaging and entertaining event of its kind in the country for our students. We're looking for exciting brands to activate spaces and bring the WOW factor for our students!

PARTNER WITH US

As well as interacting in a meaningful way with over 10,000 students through stall, we also offer sponsorship and brand partnerships.

Packages can be tailored to your needs, and could include:

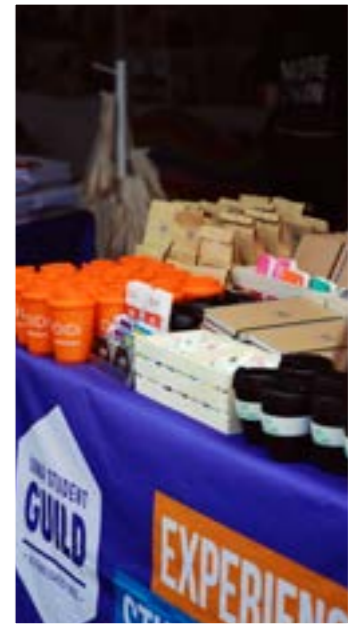
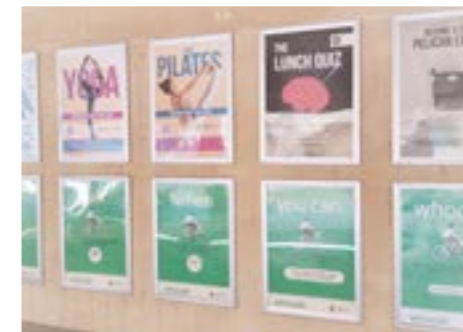
- Your brand as an official Event Partner (including promotions leading up the day)
- Stall presence & banner displays on the day
- Branded merchandise in our Guild showbags
- A space for giveaways on our spinning wheel
- Large-scale activations - dream big for your brand!
- Competitions run through Guild channels
- Poster takeovers around Guild Village and the UWA Tavern
- Posts on social media (25k+followers)
- Banner advertisements in Guild Weekly (30k+ subscribers)

LEVERAGE YOUR BRAND

Please don't hesitate to contact the Guild Events Manager to discuss customised options to leverage your brand with the UWA Student Guild.

Leigh Chalmers | 6488 3762
leigh.chalmers@guild.uwa.edu.au

PROMO OPPORTUNITIES



GUILD SHOWBAG

The Guild showbag is given out FREE to students who collect their Guild stickers on O-Day. It contains a mix of all the best parts of the Guild PLUS some fun added extras – that's where you come in!

To have your brand included in the showbag, you must be able to provide a minimum of 2000 promotional items.

This can include anything from drinks or packaged products, to branded merchandise. Our students love receiving this little starter pack from the Guild, and we want to share the love!

2000 promo items
\$500 +GST

Only 8 places available!

SCREENS ON CAMPUS

The Guild now operates 12 50" digital screens across UWA, in high-traffic areas like the Guild Student Centre, the Refectory, the UWA Tavern & Guild cafes.

Get your brand in front of your target audience, where ever they are on campus!

LOCATION	COST	SPECS
All screens (excl. Tavern)	\$300 per wk	Size: 1080x1920 Length: Up to 30sec File types: .jpg, .png, .mp4
Tavern Screen	\$200 per wk	Size: 1080x1920 Length: Up to 30sec File types: .jpg, .png, .mp4

SPINNING WHEEL PRIZES

The Guild spinning wheel is by far our most popular activation each year! We're offering you the chance to have your brand front and centre at the Guild's main tent, giving away promotional prizes to students as they 'spin to win'.

1 SPACE + 250 PRIZES (MIN)
\$275 +GST

2 SPACES + 500 PRIZES (MIN)
\$500 +GST

Limited places available!

**Prize numbers are an estimate; actual number of prizes required may vary depending on type/size.*

TERMS & CONDITIONS

By being a part of O-Day in 2024, you agree to adhere to these Terms & Conditions.

Please direct any enquiries to :
oday@guild.uwa.edu.au

1. BOOKING

Bookings must be received by 11.59pm on Thursday 25 January 2024 to avoid a late fee. Bookings made after this date will be accepted at the discretion of the UWA Student Guild and will incur a \$30 late fee.

2. PAYMENT

Full payment must be received by Friday 2 February 2024 in order for your stall to be allocated. After making a booking, stallholders will receive an email with an invoice which details how to make payment.

3. CANCELLATION

Stallholders may cancel their booking on or before Friday 2 February 2024 and receive a full refund of payment. Cancellations made after this date will not be refunded, and any outstanding payments will have to be made. Notice of cancellation must be given in writing to the UWA Student Guild.

4. FOOD AND BEVERAGES

Stallholders must notify the UWA Student Guild Events Department of all food and beverage items they intend to sell or give away on their stall application. For high-risk food items (e.g. BBQs, baked goods, dairy etc.) stallholders must also submit a City of Perth Food Permit prior to participation in the O-Day event.

5. MUSIC AND NOISE

Stallholders may not play excessively loud music at their stall site. Any music that is over 85dB will be deemed to be excessively loud. Event staff will give a verbal warning to stallholders playing loud music. If the music is not turned down, or upon later inspection is still at a level over 85dB, a written warning will be issued. If the music remains excessively loud after a written warning, event staff may ban the stallholders in question from playing music for the remainder of the event and may disconnect that stall's electricity and/or confiscate their music equipment.

6. STALL ALLOCATION

Stallholders may request to be located in a particular area or near a particular stall. The UWA Student Guild Events Department will endeavour to allocate stalls according to these requests but does not guarantee that all requests will be fulfilled.

7. ELECTRICAL EQUIPMENT

Any earthed electrical equipment (including extension cords and adapters) must be tested and tagged, and in date, by a licensed electrician before being brought into the event area. Failure to do so may result in equipment being banned from use for safety reasons.

8. ALCOHOL & SMOKING

O-Day is an all-ages, alcohol-free event. Patrons found consuming alcohol will have it confiscated and may be ejected from the venue. In accordance with University Policy, no promotion of alcohol brands or licensed venues is permitted on O-Day. UWA is a smoke-free area and no smoking at all is permitted on the grounds.

9. HIRE EQUIPMENT

The UWA Student Guild may charge an additional fee for damaged equipment.

10. DISCRIMINATORY MATERIAL

No group or organisation shall distribute material or promote activities that are deemed defamatory, sexist, racist or homophobic. If in doubt about your literature or approach, contact the UWA Student Guild. In the case that an issue arises on the day, the judgement of the UWA Student Guild is final.

11. VEHICLE ACCESS

Vehicle access to James Oval is strictly limited to 7.00am-9.30am (bump in) and 3.30pm- 4.30pm (bump out). Any unauthorised vehicles on James Oval outside these times will incur a fine, as per UWA policy. Please allow ample time in the morning as there is often a queue of vehicles waiting to access James Oval.

12. PARKING

Stallholders must follow directions displayed at all parking sites. Failing to do so may result in fines. The UWA Student Guild accepts no responsibility for any parking fines received on the day.

13. OPENING TIMES

Stalls must be operational by 10.30am and should remain operational until 3pm. Stallholders may pack up their stalls between 2pm and 3pm if they wish, however please note vehicles cannot access James Oval until 3.30pm.

14. PUBLIC LIABILITY INSURANCE

All stallholders must have at least \$20 million Public Liability Insurance. This must be provided prior to participation in the O-Day event.



LET'S CONNECT

UWA Student Guild Events Office

Phone: (08) 6488 2291

Email: oday@guild.uwa.edu.au

Mail: M300, 35 Stirling Hwy, Crawley WA 6009

Location: First Floor, Guild Village, UWA

www.uwastudentguild.com/oday

WE'RE SOCIAL



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