



Sponsorship Guidelines

Less than \$5000

The University of Melbourne receives hundreds of sponsorship proposals every year, most of which we reject because they do not adequately meet our needs.

We have developed this document to make our requirements clear to potential sponsorship seekers and to encourage the presentation of proposals that meet those needs. We will not consider sponsorship opportunities that don't meet these guidelines

General

- We will consider proposals in all categories except...
 - ⇒ Alcohol, tobacco
 - ⇒ Firearms, weapons, fireworks
 - ⇒ Pornography
 - ⇒ Gambling, lottery
 - ⇒ Politics (The University does not make political contributions or donations to any political party, politician, politically affiliated entity, elected official or candidate for public office nor does the University support political fundraising activities)
 - ⇒ Sponsorship of a competitor (another tertiary institution)
- The University maintains a position of impartiality; proposals relating to social or religious causes may not be considered
- We prefer sponsorship exclusivity in the category of tertiary education.
- For sponsorships valued at under \$5000 per annum, we generally need a minimum of four months' lead time to effectively plan and implement our leverage activities.
- Logo and/or name exposure is considered a bonus but is not the primary goal of sponsorship.
- We prefer to invest in sponsorships that carry out audience research during and/or after the event, including questions relating to tertiary education and provide results to the University.
- We expect that our sponsorship partners will invest a minimum of 10% of the total value of the sponsorship to proactively add value to the sponsorship.

The University of Melbourne

Regardless of whether you are approaching the University as a whole, or a specific department or faculty, we subscribe to a One University branding model. Below, you will find an outline of our core brand attributes, as well as our target markets. Individual departments and faculties may have additional markets or brand attributes.



Sponsorship Guidelines

Less than \$5000

Brand positioning

Here is a short overview to assist you in understanding our brand positioning. Our goal is to partner with organisations and events that are a strong, natural match to at least some aspects of our brand positioning.

Our brand essence is as follows: Melbourne at heart, world excellence in mind.

The core attributes of The University of Melbourne brand are:

- #1 in Australia and one of the world's finest universities
- Academic excellence, leadership and integrity
- A symbol of Australia's knowledge capital
- Innovative – a leader in curriculum reforms with the Melbourne Model
- Public-spirited and focussed on community engagement
- Equity – encouraging opportunities for students who experience disadvantage
- Global citizenship through international engagement

Our Stakeholders

The University has a number of core markets.

<p>Current students</p>	<p>Our students came to us among the highest performing students in the country and internationally. They were drawn to the University for a number of reasons, including our academic excellence, world-renowned research credentials, prestige, our campus life, and the flexibility and balance provided by the Melbourne Curriculum. Current enrolled students - 47,000+</p>
<p>Prospective undergraduate students</p>	<p>We are targeting high-performing students in years 11 and 12, particularly those who are interested in both undergraduate and graduate studies.</p> <p>We target students in Melbourne and regional Victoria, nationally, and internationally.</p>
<p>Prospective graduate students</p>	<p>Working professionals seeking a change of career or upskilling in their chosen profession.</p> <p>We also target current undergraduate students at the University of Melbourne and undergraduate students at competitor institutions.</p>



Sponsorship Guidelines

Less than \$5000

Staff	The University of Melbourne has 6,500+ staff, including both professional and academic.
Alumni	We have 250,000+ alumni worldwide with whom we engage throughout their careers.
Esteem Audience	<p>The esteem audience are highly educated, inquisitive and aspirational individuals who lead and drive conversation on economic, social and environmental issues of national and global importance.</p> <p>Engaging this group is about reaching individuals not currently engaged or known to the University, and creating a pathway of awareness, understanding and interaction.</p>
Research Audience	<p>Through the University's interdisciplinary Research Institutes we seek to foster connections, provide leadership, and showcase our diverse research programs.</p> <p>The University seeks research support, funding, industry partnerships and students for our graduate research degrees.</p>
Commercial Partners	Through UoM Commercial, we seek to make the University's vast collective knowledge and expertise accessible to commercial organisations, industry and government.
Influencers Eg. Parents, schools, teachers	These include parents, teachers, careers advisors and education agents.



Sponsorship Guidelines

Less than \$5000

Sponsorship requirements

Sponsorship offers must provide the University of Melbourne with *at least three* of the following:

- A natural link with the University of Melbourne's brand positioning (see above)
- Provision of exclusive and meaningful content for social media and other communications
- License to create exclusive content for social media and other communications
- Direct, face-to-face access to prospective students
- Research opportunities
- Ability to speak, do Q&As, participate in panel discussions, or otherwise provide relevant content to prospective students
- Exclusive event, access, or area for students, staff, alumni, or other stakeholders
- Opportunities to showcase the work of our students, faculty, or institute
- Access to industry leaders and/or innovators, particularly for the creation of exclusive content
- Networking opportunities for our students
- Other event/program-related benefits that we can pass along to a large proportion of our student, prospective student, staff, alumni, and other stakeholder bases. Feel free to use your imagination
- Showcasing or otherwise involving our campus and facilities in a meaningful way
- Advertising, advertorial, or other distribution of University marketing materials to your target markets
- Ability for University staff to participate in a meaningful way
- One or more money-can't-buy experiences

To be considered, proposals must include:

- Key details of the opportunity
- Outline of your target markets and how they align with ours
- Overview of your marketing plan, including what is and is not confirmed
- List of sponsors who have committed to date
- Comprehensive list of benefits, including how they relate to us and our products
- Creative ideas as to how we can use this sponsorship and those benefits to connect with our key stakeholders
- Timeline, including important deadlines



Sponsorship Guidelines

Less than \$5000

Process for consideration

- University-wide and multi-department/faculty sponsorships are reviewed by External Relations to assess the scope, suitability, feasibility and resources required (human and monetary)
- If multiple departments/faculties are involved, input will be sought from them
- Recommended proposals are presented to the relevant department/faculty for approval
- You will be notified of the disposition of the proposal within 4 weeks.

Submit proposal to:

University-wide and multi-department/faculty sponsorship opportunities should be submitted to:

External Relations

sponsorship-team@unimelb.edu.au