Sponsorship Package Guidelines

2015
# TABLE OF CONTENTS

Table of Contents ................................................................................................................................................................................. 1

President’s Foreword............................................................................................................................................................................... 2

Vice President’s (Sponsorship) Foreword ............................................................................................................................................... 3

About UQPMS ......................................................................................................................................................................................... 4

Overview of packages................................................................................................................................................................................ 5

Sponsorship Packages............................................................................................................................................................................... 7

Bronze ........................................................................................................................................................................................................ 7

Silver ......................................................................................................................................................................................................... 8

Gold ...................................................................................................................................................................................................... 8

Terms and Conditions .............................................................................................................................................................................. 9

Contact Us ............................................................................................................................................................................................. 9
PRESIDENT’S FOREWORD

Welcome to the 2015 Sponsorship Package Guidelines for the University of Queensland Premedical Society (UQPMS).

As a university affiliated student club, UQPMS is centred upon providing a more enjoyable university experience for its members. A particularly popular avenue to achieve such an experience is by the help of our sponsors.

One of our primary aims for 2015 is to establish and network with sponsors, an initiative not yet fully explored by UQPMS. Sponsors have played an intrinsic role in improving the society since its inception and consequently, we hope that any association between sponsors and UQPMS will always be of enormous benefit to both parties.

If your business or company would like to become a UQPMS sponsor or ask a question, please contact us. I hope for a brilliant and prosperous partnership for the year ahead.

Yours sincerely,

Matt Kim
President
VICE PRESIDENT’S (SPONSORSHIP) FOREWORD

The University of Queensland Premedical Society (UQPMS) wishes to invite you to become one of our Gold, Silver or Bronze Sponsors.

In 2015, we aim to uphold our very popular annual events as well as initiate many new ideas for educational, social and collaborative activities with other societies and universities. With 2015 to witness the introduction of a third cohort of students for the first time, sponsors will benefit from a greater profile than ever before.

Please refer to the next page for background information on UQPMS and what we represent. Your support for future medical students will be recognised through our many sponsorship opportunities available throughout the year. Negotiations are welcome to achieve the best possible outcome tailored for your company.

Therefore, if you are interested in taking up this unprecedented opportunity, we ask of you to please contact us as soon as you can. We look forward to establishing a strong and positive relationship with you in 2015 and possibly beyond.

Yours sincerely,

Alan Nguyen
Vice President (Sponsorship)
The University of Queensland Premedical Society (UQPMS) is a non-profit, student run club at UQ, catering for students who intend to enrol into postgraduate medicine via provisional or graduate entry. Quite simply, UQPMS will become the faces of medicine in the years to come.

**Why sponsor?**

UQPMS is an untapped market so far as sponsorship is concerned. As a relatively young society, we have the potential to grow exponentially and your business can become an intrinsic part of it.

Despite this, our members study a huge diversity of disciplines, not just science or biomedicine but law, arts, engineering and commerce. Furthermore, we belong to a wide range of backgrounds; in particular, there is a significant percentage of interstate and international students who are unfamiliar with Brisbane and live in close proximity to the university. As a result, this places us in an enviable position of being able to attract an exclusive membership base. With our members studying for at least 7 years, this base will endure for longer than most student clubs. We also have ties with other societies and the opportunity to promote your company or business at collaborative events will be numerous.

This flexibility is also accompanied with a substantial membership – to date, UQPMS is among the top 20 largest societies among the 200 or so at UQ. As a result, high profile social events are one of our principal activities. 2014 witnessed over 20 major calendar events, including:

- UQ Market Days (an event where societies aim to attract more members)
- Meet and greet barbeques
- Joint social/networking events with other societies
- Joint social/networking events with other universities
- Annual UQ Premedical Ball

In short, within such a multifaceted student culture, our unique position lends itself to a wide array of advantages for your benefit, should you choose to sponsor UQPMS.
## OVERVIEW OF PACKAGES

<table>
<thead>
<tr>
<th>Value</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$150</td>
<td>$350</td>
<td>$750</td>
</tr>
</tbody>
</table>

### BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listed as a sponsor on our membership card</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Featured on our Facebook page under ‘General information’</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Featured on our 2014 sponsors webpage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Distribution of promotional material at 2015 Market Days*</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo featured on our UQPMS Poster</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Advertisement in our online publications*</td>
<td>✗</td>
<td>½ page</td>
<td>1 page</td>
</tr>
<tr>
<td>Support acknowledged at major events</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Business/company information or website Advertising*</td>
<td>✗</td>
<td>75 word description with 1 hyperlink</td>
<td>150 word description with 1 photo, 2 hyperlinks</td>
</tr>
<tr>
<td>Logo featured on our website under “Sponsors”</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo featured on front pages of online publications</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Logo printed on membership card</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Facebook posts on UQPMS page*</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Business/company Facebook page will be listed as a ‘featured like’ on UQPMS page*</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
</tbody>
</table>

*Subject to approval. Please contact us for additional details.

Disclaimer: Certain benefits will not be available after the 16th of January 2015.
SPONSORSHIP PACKAGES

BRONZE

Price: Valued at $150

As a bronze sponsor, you can look forward to:

- Being listed as a sponsor on our membership card.
  - This membership card is distributed to all members during membership registration; it is used to prove membership during events and meetings.
  - Depending on the nature of your business/company, it will be allocated to categories, which include ‘Food/Beverages’, ‘Clubs’ and ‘Retail’. An electronic sample can be emailed upon request.

- Being listed as a sponsor on our Facebook page (https://www.facebook.com/UQPMS).
  - This page is the main source of information for all our events and is a platform for members to discuss matters of interest. It currently has nearly 900 likes and is constantly growing as we expand our membership.
  - Likewise to the membership card, the name of your business/company will be listed underneath the appropriate category.

  - This website is easily accessible as the first result on most search engines when searching for UQPMS.
  - Likewise to the membership card, the name of your business/company will be listed underneath the appropriate category.

- Distribution of promotional material at 2015 Market Days
  - Held at O Week of Semester 1 and the first Wednesday of Semester 2, Market Days at UQ are a festive occasion where the St Lucia campus is transformed to a marketplace of hundreds of stalls. It is the best opportunity for societies to showcase their work and expand their membership. Sponsors can be assured of wide-spread exposure to the student community.
  - It is the responsibility of the sponsor to notify their intention of distributing promotional material to the UQPMS Executives, at least 15 business days prior to date of intended promotion by UQPMS. All promotional material are subject to approval and change by the Executive Committee in accordance with UQ Union Regulations.
SILVER

Silver sponsorship packages are available for 2015

Price: Valued at $350

As one of our highly valued silver sponsors, you will enjoy:

- **All bronze sponsor package benefits.**

In addition, your business/company can expect:

- Their logo to be featured on our UQPMS poster.
  - This poster will be brought and displayed at major events throughout the year. This will provide another avenue through which your business/company can be promoted.

- A ½ A4 page **advertisement** on all online publications. For 2015, sponsorship will guarantee an advertisement on at least two of our academic guides.
  - Advertisement will be altered to suitable dimensions through MS Word and preferably should be an image file (e.g. jpg, gif or png).

- Verbal acknowledgement of their support at major events.

- A 75 word paragraph **description** with 1 hyperlink to your main website to be featured on our Sponsorship webpage ([http://www.uqpms.com/index.php?id=sponsors](http://www.uqpms.com/index.php?id=sponsors)).

- Their logo to be featured on our website ([www.uqpms.com](http://www.uqpms.com)).

GOLD

3 Gold sponsorship packages are available for 2015

Price: Valued at $750

As one of our exclusive gold sponsors, you will receive:

- **All bronze and silver sponsor package benefits.**

Furthermore, your business/company can be assured of:

- A single A4 page **advertisement** on all online publications. For 2015, sponsorship will guarantee an advertisement on at least two of our academic guides.
  - Advertisement will be altered to suitable dimensions through MS Word and preferably should be an image file (e.g. jpg, gif or png).
  - This will replace the ½ page advertisement for Silver sponsors.

- A 150 word paragraph **description** with 1 photo and 2 hyperlinks be featured on our Sponsorship webpage ([http://www.uqpms.com/index.php?id=sponsors](http://www.uqpms.com/index.php?id=sponsors)).

- Their logo featured on our website ([www.uqpms.com](http://www.uqpms.com)), on the front cover page of our online academic publications and on our membership card.

- A post (75 words, one hyperlink) by UQPMS once every semester, and being listed as a ‘featured like’ on our official Facebook page.
TERMS AND CONDITIONS

All prospective sponsors will undergo a selection process by a committee within the UQPMS executive team. Prospective sponsors should be aware that UQPMS will select based on potential benefit, merits and quota and not by the date of their expression of interest.

Furthermore, the committee will guarantee that competing companies and businesses, such as those offering GAMSAT resources, do not become sponsors. The UQPMS executive team understands the value in this exclusivity.

Prospective sponsors are asked to contact the UQPMS executives to express their interest by the 16th of January 2015. Certain sponsorship benefits will not be available for expressions of interest subsequent to this date, especially for membership cards.

CONTACT US

Feel free to contact us over Facebook or through email if you have any queries:
http://www.uqpms.com/index.php?id=contact-us

Please note that UQPMS is prepared to negotiate any alternative sponsorship arrangements, should you have any in mind.