



**WOLLONGONG  
UNIVERSITY  
MEDICAL STUDENTS' SOCIETY**

**Sponsorship  
Prospectus  
2018**

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## Dear Prospective Sponsor,

Thank you for considering a sponsorship opportunity with the Wollongong University Medical Student Society (WUMSS). For the past ten years WUMSS has been representing and engaging the University of Wollongong (UOW) medical student body in a wide variety of academic and social events. At the conclusion of each year, we invite prospective sponsors to interact with our students within Graduate Medicine (GM) and support our study program for the following calendar year.



In accordance with the strong traditions established by previous councils, the 2018 WUMSS executive committee has prepared the following prospectus for your consideration. For your interest, the key Functions of WUMSS are:

- ❖ *To advocate for student interests and rights and represent UOW medical students on local and national medical student councils.*
- ❖ *To host social and academic networking events designed to assist our students in preparing them for careers after graduation.*
- ❖ *To present our students with a comprehensive calendar of social events and activities.*
- ❖ *To raise awareness of relevant current events and medical issues and to facilitate community involvement from our students.*

Graduate Medicine at UOW has grown into a fully enrolled curriculum with all four cohorts running at full capacity. Our close-knit cohorts translate into outstanding event attendance, providing sponsors with increased exposure and opportunities to interact with students and GSM staff. We are looking forward to creating mutually beneficial relationships with sponsors, both existing and new. Please contact any of the following council members with questions or if you require more information. We look forward to your support over the following 12 months.

Yours truly,

**Kolten Abbott** (President) | [president@wumss.org.au](mailto:president@wumss.org.au)

**Bridie McKenzie** (Sponsorship Officer) | [sponsorship@wumss.org.au](mailto:sponsorship@wumss.org.au) | 0403355458

# First Year Orientation Week

The first event on our calendar and one of our most significant. Orientation begins on Monday 22<sup>nd</sup> of January, with a luncheon hosted this week to welcome our first year students. On Thursday 25<sup>th</sup> of January we invite sponsors to organize displays, provide promotional materials and interact with the UOW medical students. This is your first opportunity to reach out and provides a valuable first impression to the eager students.

The following week students depart on the afternoon of Friday the 2<sup>nd</sup> for a weekend of activities and orientation at the Fitzroy Falls Sport and Recreation Centre. Planned activities for this year include the popular suturing workshop, team building activities, introduction to global health and rural health issues; with each day ending with a themed party.



## DETAILS

## COST

### Gold Sponsor

- Priority naming rights
- Five minute speaking opportunity at Week 1 luncheon
- Promotional space at Week 1 luncheon
- Logo on Med Camp promotions (eg. T-shirt & Facebook)
- Full page advertisement in event publication
- Link on WUMSS website sponsor page (Med Camp, 1 year)
- Verbal acknowledgement throughout event

\$3500

### Silver Sponsor

- Five minute speaking opportunity at Week 1 luncheon
- Promotional space at Week 1 luncheon
- Link on WUMSS website sponsor page
- Verbal acknowledgement throughout event

\$2500

### Bronze Sponsor

- Half page advertisement in event publication
- Promotional space at Week 1 luncheon
- Link on WUMSS website sponsor page
- Verbal acknowledgement throughout event

\$1500



# Inspiration Evening

In 2017 WUMSS, in partnership with UOW Graduate Medicine, welcomed their fifth annual Inspiration Evening. As a premier event of the WUMSS' social and academic calendar the night was attended by medical students from across New South Wales, Deans of the state's medical schools, high profile politicians, university academics and local clinicians.

Inspiration evening seeks to inform and inspire its delegates through the personal achievements and outstanding careers of keynote speakers. Our keynote speakers in 2017 included Professor Gordon Parker (Black Dog Institute), Dr Stephen Etheredge (Nephrologist), and Dr Kathleen Thomas (Former MSF worker). As in the past, the 2017 event undertook an incredibly active format. This allowed for our sponsors to gain cross year and faculty engagement directly, with an attendance of over 100.

	<b>DETAILS</b>	<b>COST</b>
<b>Gold Sponsor</b>	<ul style="list-style-type: none"><li>•Logo on all promotional material (both online &amp; printed)</li><li>•Prominent banner placement</li><li>•10 minute speaking opportunity</li><li>•Networking promotional stand in auditorium</li><li>•Verbal acknowledgement at event</li><li>•Two separate sponsor-specific social media posts</li><li>•Company banner, description &amp; link on Sponsors webpage</li></ul>	\$3000
<b>Silver Sponsor</b>	<ul style="list-style-type: none"><li>•Logo on all promotional material</li><li>•5 minute speaking opportunity</li><li>•Networking promotional stand in auditorium</li><li>•Verbal acknowledgement at event</li><li>•One separate sponsor-specific social media posts</li></ul>	\$2000
<b>Bronze Sponsor</b>	<ul style="list-style-type: none"><li>•Networking promotional stand in auditorium</li><li>•Verbal acknowledgement at event</li><li>•One separate sponsor-specific social media posts</li></ul>	\$1000
<b>Prize Donation</b>	<ul style="list-style-type: none"><li>•Logo displayed on all promotional material</li><li>•Verbal acknowledgement at event</li></ul>	Speaker gifts etc

# Electives Evening

Electives night is an evening directed at our Phase 3 students who are set to choose their Phase 4 electives and selective in the near future. Historically all third year students (approximately 80) have attended and receive presentations given by the Chair of Phase 4 as well as several physicians offering advice about electives. This event offers significant exposure for our sponsors via booths, banners & the opportunity to mingle with students.



## DETAILS

## COST

### Gold sponsor

- Five minute presentation time during event
- Table in common room to answer questions and interact with students
- Verbal recognition at the event
- Logo on any printed promotional materials

\$1000

### Silver sponsor

- Table in common room to answer questions and interact with students
- Verbal recognition at the event
- Logo on printed promotional materials

\$500

# Women in Medicine Evening

2018 will see the return of this important and highly relevant event. WUMMS is targeting female medical students of all Phases, and their partners, as their primary audience for this event, but also openly invites all students who are interested in the contemporary issues faced by female physicians. The evening will open with networking and canapés and then be followed by two or three presentations by high achieving female clinicians, who are experts in their field. The content of the evening will cover the unique set of challenges that are faced by female medical students, interns and residents as they pursue higher post-graduate training programs and seek to balance their lives as modern women. These challenges include, but are not limited to, lifestyle and career choices, family planning and career trajectory as well as pursuit for positions of leadership.



## DETAILS

## COST

### Gold Sponsor

- Logo on all promotional material (both online and printed)
- Prominent banner placement
- 10 minute speaking opportunity
- Networking promotional stand in auditorium
- Verbal acknowledgement at event
- Two separate sponsor-specific social media posts
- Company banner, description and link on Sponsors webpage

\$2000

### Silver Sponsor

- Logo on all promotional material
- 5 minute speaking opportunity
- Networking promotional stand in auditorium
- Verbal acknowledgement at event
- One separate sponsor-specific social media posts

\$1000

### Bronze Sponsor

- Networking promotional stand in auditorium
- Verbal acknowledgement at event
- One separate sponsor-specific social media posts

\$500

# Medical Society Ball

Our Medical Society Ball, known affectionately as 'Med Ball', is a standout social event for WUMSS. Staff, local physicians and all UOW medical students are invited to a formal dinner party to celebrate the successes of a year of diligent study and dedication to the medical field. The evening features notable academic speakers, a wrap up from a student representative from each year group and the official WUMSS executive thank you. This is a wonderful networking event that is always thoroughly enjoyed by students and sponsors alike.



## DETAILS

## COST

### Gold Sponsor

- Logo on all promotional material (both online and printed)
- Priority naming rights
- Two Complimentary tickets to the events
- 5 minute speaking opportunity
- Networking promotional stand in auditorium
- Verbal acknowledgement throughout event

\$2000

### Silver Sponsor

- Logo on all promotional material (both online and printed)
- One Complimentary ticket to the events
- Networking promotional stand in auditorium
- Verbal acknowledgement throughout event

\$1000

### Bronze Sponsor

- Logo on all promotional material (both online and printed)
- Verbal acknowledgement throughout event

\$500



# Media Opportunities

## Social Media

The WUMSS Facebook Page has almost 600 active followers with an ever increasing online presence. Each one of our public events are advertised through this Page. As our social calendar continues to grow as do our followers. We are happy to endorse our corporate sponsors through both sponsor-specific posts or as part of our own event promotion. If you are interested in adding on a social media mention to any of your existing sponsorship agreements don't hesitate to discuss this with our Sponsorship Officer. *Maximum of three sponsor specific posts per sponsor per year.*

	DETAILS	COST
<b>Facebook</b>	•One 150 word post with accompanying image	2 posts \$150 3 posts \$200
<b>Twitter</b>	•One tweet with or without associated hashtags	2 posts \$150 3 posts \$200
<b>Instagram</b>	•One image with or without product placement and associated hashtags	2 posts \$150 3 posts \$200

## Rupture

Keep up with the 2018 happenings at the GM through WUMSS' quarterly newsletter Rupture! Published online and in hard copy, Rupture is distributed to all students at both Wollongong & Shoalhaven campuses, plus all of our NSW regional placement hubs.

	DETAILS	COST
<b>Gold Sponsor</b>	•One full page advertisement in all 4 publications	\$500
<b>Silver Sponsor</b>	•One half page advertisement in 2 publications	\$200
<b>Bronze Sponsor</b>	•One quarter page advertisement in 2 publications	\$150

# Media Opportunities Cont.

## Website

The WUMMS website is the first page Google search hit for any combination of "Wollongong", "Medical" and "School". The website is updated with current events as well as sponsor information. We encourage you to pay us a visit at [www.wumss.org.au](http://www.wumss.org.au).

### DETAILS

### COST

#### Gold Sponsor

- Advertisement of company logo on homepage
- Company description & link on our 'Sponsor page'

\$500

#### Silver Sponsor

- Company description & link on our 'Sponsor page'

\$200

## 2018 Fresher Guide

What started out as an informal "survival guide" for new students has developed into a 32- page publication, which creates an ideal opportunity to address all the concerns and questions of our eager incoming cohort of students

### DETAILS

### COST

#### Gold Sponsor

- A Full colour page advertisement in the Fresher Guide

\$300

#### Silver Sponsor

- Half-page colour advertisement in the Fresher Guide

\$150



WUMMS has created a series of packages with additional bonus add ons should our sponsors reach these amounts. If you are unsure as to how these amounts can get you maximum reach, please do not hesitate to contact our Sponsorship Officer who can tailor packages to you and your business.

## Platinum

- Minimum spend of \$7000
- Dedicated webpage on the WUMSS website including a large-sized logo, 2 photos and a brief message.
- Listing as an official sponsor on the WUMSS website including a large-sized logo
- Formal listing as a Platinum Sponsor on the WUMMS Facebook page
- Plus \$500 bonus spend

## Gold

- Minimum spend of \$5000
- Listing as an official sponsor on the WUMSS website including a medium-sized logo
- Formal listing as a Gold Sponsor on the WUMMS Facebook page
- Plus \$250 bonus spend

## Silver

- Minimum spend of \$3000
- Listing as an official sponsor on the WUMSS website including a small-sized logo
- Formal listing as a Silver Sponsor on the WUMMS Facebook page

## Bronze

- Minimum spend of \$2000
- Listing as an official sponsor on the WUMSS website
- Formal listing as a Bronze Sponsor on the WUMMS Facebook page

# Other Opportunities

This document is limited to WUMMS' major annual events, however several other smaller events take place throughout the year that your company may wish to support. With respect to such events WUMSS is able to create individual event prospectus documents as needed. Such activities have included suturing & microscopy workshops and well-being getaways and retreats. We estimate that requested funding for these smaller events would range from \$100-\$200, with Graduation Week having more substantial proposals if you wish to be involved.

If you would like to suggest an event please contact us!

## Graduation Week

Our graduating class will be celebrating their achievement in late 2018. The Graduation Week is hosted in conjunction with the Graduate School of Medicine and thus is coordinated by a separate Graduation Committee. For more information about Graduation-specific events and the extensive sponsorship opportunities available we are happy to connect you with the relevant Committee members.

## Raffle & Door Prize Donation

Donating prizes is also an excellent way to sponsor WUMSS. In the past we have received significant numbers of medically related items to use as door or raffle prizes at events and we are happy to verbally recognize donors at events where prizes are used and to include company names and logos on prize lists. Previous items that we particularly appreciated in receipt include:

Textbooks Medical instruments Gift cards / vouchers Other medical supplies

## Special Interest Group Events

WUMSS is also involved with several smaller sub-groups at the University of Wollongong and we may offer sponsorship opportunities for some of their events that involve medical students throughout the year.

**Surgical Society of Wollongong** - holds surgical specialty related workshops for medical students, and hosts guest surgical lecturers.

**Wollongong University Health Over Wealth (WUHOW)** - Promotes the UN Sustainable Development Goals and hosts Red Week - an AIDS awareness event.





# **Wollongong University Medical Students' society**

**The University of Wollongong, NSW, 2522**  
**[www.wumms.org.au](http://www.wumms.org.au)**