



# RMIT UNIVERSITY STUDENT UNION **PARTNERSHIP PACKAGE 2023**

# RUSU

RMIT UNIVERSITY STUDENT UNION

RMIT University Student Union Incorporated identification number: A0114140A  
RUSU is an incorporated association and a not for profit organisation registered with the Australian Charities & Not for Profit Commission (ACNC).  
RUSU is not currently registered for tax deductible gift recipient status.



# WELCOME

## ABOUT RMIT

RMIT is a global university of technology, design and enterprise. One of Australia's original tertiary institutions, RMIT University enjoys an international reputation for excellence in professional and vocational education, applied research, and engagement with the needs of industry and the community.

RMIT is a world leader in Art and Design; Architecture; Education; Engineering; Development; Computer Science and Information Systems; Business and Management; and Communication and Media Studies. In 2022, RMIT's student body consisted of **96,000** students across TAFE, higher education, post-graduate education and secondary education.

Over two thirds of the student body are under the age of 26, and just under one third are international students.

## ABOUT RUSU

Founded in 1944, RUSU is the pre-eminent student run organisation at RMIT. Twenty-eight elected student representatives are supported by a staff in delivering a range of programs, initiatives and events across RMIT's campuses in the CBD, Brunswick and Bundoora. In 2022, RUSU attracted over **4,000** financial members.

### WHAT WE DO

- Reach over **4,000** students per week through programs and events
- Support over **80** affiliate clubs with a combined membership of over **10,000** students
- Run the most well attended program of social events at RMIT, both on and off campus
- Provide over **80,000** free meals to students throughout the course of the academic year
- Run a large and diverse RUSU volunteer program
- Help over **1,000** students with student rights advice and support to resolve student rights issues and disputes.
- Reach 10,000+ students through our Compass Welfare Drop in Centre, Compass Cupboard and welfare outreach events.

Students are at the heart of RUSU's decision making, giving us a close relationship with the student body and providing unique opportunities for commercial partners to connect with this important demographic.

Talk to us about how we can partner with you.  
Email [rusu.activities@rmit.edu.au](mailto:rusu.activities@rmit.edu.au)

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FLAGSHIP EVENT

# CHILL N GRILL

During semester, RUSU run a free lunch event on each RMIT campuses. These events are branded as CHILL N GRILL and collectively are RUSU's most popular initiative, attracting over 2,000 students.

The City Campus event (Thursdays) is the largest of these attracting over 1,000 students, seeking a free meal and a place to make new friends in a relaxed environment. Smaller versions of these events occur in Brunswick (Tuesday) & Bundoora (Wednesday). The lunch consists of a BBQ with meat and vegan options, occasional food trucks / catering, a fenced off bar and DJ in the city.

This event allows a unique opportunity for partners to interact with students in a fun and structured way on the university campus.

<b>Event Activation</b> Trestle tables & marquees can be arranged at an additional cost	<b>City: \$500</b> <b>Brunswick or Bundoora: \$200</b>
<b>In-kind Contribution</b> Supply of food or beverage at event / Minimum serves: 400 (City), 200 (Brunswick), 200 (Bundoora)	<b>FREE*</b>

*\*Dependant on the amount of serves provided, and the campus. Contact us to discuss arrangements.*

“ You feel you're a part of a community plus you get free food and beers!

**Weekly free lunch event on all campuses**

**Over 2,000 students attend each week**

**Over 1,600 meals served each week**



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ORIENTATION 2023

# WELCOME BASH

## 2 March 2023

Each year we start the semester off with a bang! Our WELCOME BASH event is the biggest on-campus event during orientation with an expected attendance 1,300.

The event is a dance party, with food, drink, DJs and roving performers. It is primarily for first year students but all students are encouraged to attend, attendees will primarily be in the 18-24 bracket. This serves as a major anchor point for RUSU's membership drive, with entry being free and restricted to RUSU members.

<b>Event Activation</b> Trestle tables & marquees can be arranged at an additional cost.	<b>\$500</b>
<b>In-kind Contribution</b> Supply of food or beverage at event / Minimum serves: 500 (City)	<b>FREE*</b>

*\*Dependant on the amount of serves provided  
Contact us to discuss arrangements.*

“ The biggest and best event of the year!

**1,300 students expected to attend**

**Largest on-campus social event of the year**

**Dance party to welcome students and make connections**



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ORIENTATION 2023

# MEMBERSHIP SHOWBAGS

At the start of the semester, RUSU hands out membership showbags to any new or renewing RUSU members for 2023. The bags are located at the RUSU stalls during orientation and collected during the RMIT Welcome Day. The bags are limited to **2,000**.

The popular calico tote bag has a signature RUSU purple design. The bag consists of RUSU branded merchandise, yearly planner and important information for students. There is currently an opportunity to include additional items into the bag – space is limited.

<b>Promotional Product</b> Promotional item / merchandise (Minimum 2,000)	<b>\$500</b>
<b>Promotional Material</b> Flyer (Minimum 2,000)	<b>\$1,000</b>
<b>Discount Voucher / Student Benefit</b> Voucher	Cost dependent of item value and quantity.

*\*Contact us to discuss arrangements. Promotion at stalls or via EDMs available.*

Get your products  
in the hands of thousands  
of students

**2,000**  
bags distributed

Free for RUSU members

Limited space available

Promotional material  
must be delivered to  
RUSU City campus no  
later than 3pm,  
Friday 10 February



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## PARTNERSHIP PROGRAM

# VE SMOKO

The Vocational Education (VE) Smoko is a free brunch/ lunch event held on the Carlton campus (near Trades Hall). VE Smoko is held fortnightly on Mondays. It's a great way for VE students, especially tradies to meet and have a break\*. We serve 200–250 free lunches each fortnight.

We are looking for partners who would like to contribute to this event with free food, snacks and drinks - pies, soft drinks, flavoured milk, snack bars and anything that tradies love! Contact us to discuss partnership options and we will advertise your business or product!

<b>Event Activation</b> Trestle tables & marquees can be arranged at an additional cost.	<b>\$200</b>
<b>In-kind Contribution</b> Supply of food or beverage at event / Minimum serves: 250	<b>FREE*</b>
<b>Naming Rights</b> "Your Business" Multicultural Festival - on all marketing. Attendance / product is required at the events.	<b>\$1,000</b>

*\*Dependant on the amount of serves provided.  
Contact us to discuss arrangements.*

“ Nothing better than a free lunch on a Monday!

**Free lunch event  
in Carlton for  
VE Student**

**250 free lunches  
each fortnight**

**Made for tradies**



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MAJOR EVENT

# MULTICULTURAL FESTIVAL

**20 – 24 March 2023 (Week 4)**

This day time festival at the heart of RMIT celebrates and showcases the universities cultural diversity, with a mix of professional and student performers, food trucks and giveaways. This is the largest on-campus festival of the semester with an expected attendance of **over 3,000**.

This is a major platform for RMIT cultural clubs to showcase their activities and build community. This event provides opportunities for both a naming rights partner as well as partners wishing to conduct brand activations.

<b>Event Activation</b> Trestle tables & marquees can be arranged at an additional cost.	<b>City: \$500</b> <b>Brunswick or Bundoora: \$200</b>
<b>In-kind Contribution</b> Supply of food or beverage at event / Minimum serves: 500 (City), 200 (Brunswick), 200 (Bundoora).	<b>FREE*</b>
<b>Naming Rights</b> "Your Business" Multicultural Festival - on all marketing. Attendance / product is required at the events.	<b>\$3,000</b>

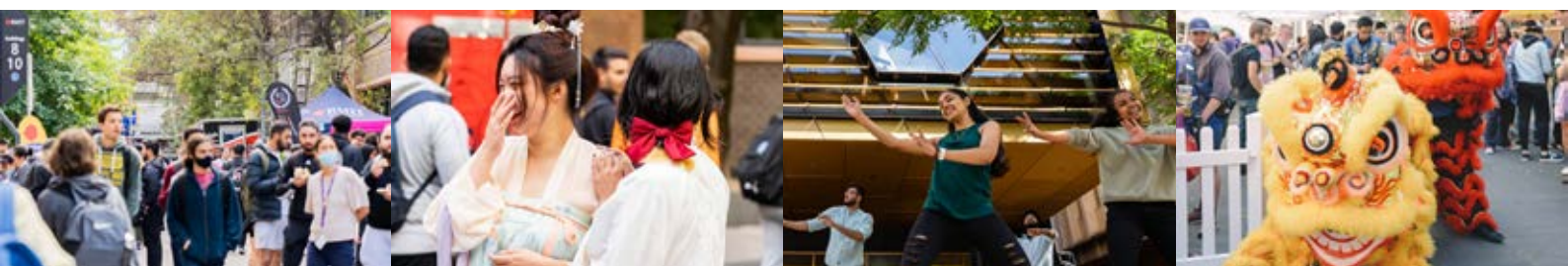
*\*Dependant on the amount of serves provided, and the campus. Contact us to discuss arrangements.*

“ It was so good to see my culture represented in Melbourne. RUSU made me feel part of the community.

**Over 3,000**  
students expected

**A celebration of**  
cultures at RMIT

**Naming rights**  
available



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# MAJOR EVENT

# STRESS LESS WEEK

Each Semester, RUSU Compass runs a hugely successful Stress Less Week in the lead up to the assessment period to provide students with self-care items and information and support.

Stress Less Week includes a mini well-being focused festival event on each campus, with activities (past examples include; therapy dogs, short massages, aromatherapy workshops, flower crown making, smoothie bikes), giveaways, info stalls, snacks and importantly friendly faces and words of encouragement.

We also provide a 'Stress Less' website resource for students via our website at: [www.rusu.rmit.edu.au/stressless](http://www.rusu.rmit.edu.au/stressless)

<b>Event Activation</b> Trestle tables & marquees can be arranged at an additional cost.	<b>\$500</b>
<b>In-kind Contribution</b> We are seeking free food or well-being focused giveaways/ promotional items. Contact us to discuss options and minimum quantities ( <i>City, Bundoora, Brunswick</i> ).	<b>FREE*</b>
<b>Naming Rights</b> "Your Business" Stress Less Week - on all marketing. Attendance at events welcomed but not required. Sponsorship must align with well-being focus.	<b>\$3,000</b>

*\*Dependant on the amount of serves provided, and the campus. Contact us to discuss arrangements.*

“A good way to chill before the stress of exams kicks in.

1,500+ students participated in 2022

Three wholesome Stress-Less mini- festivals on campus

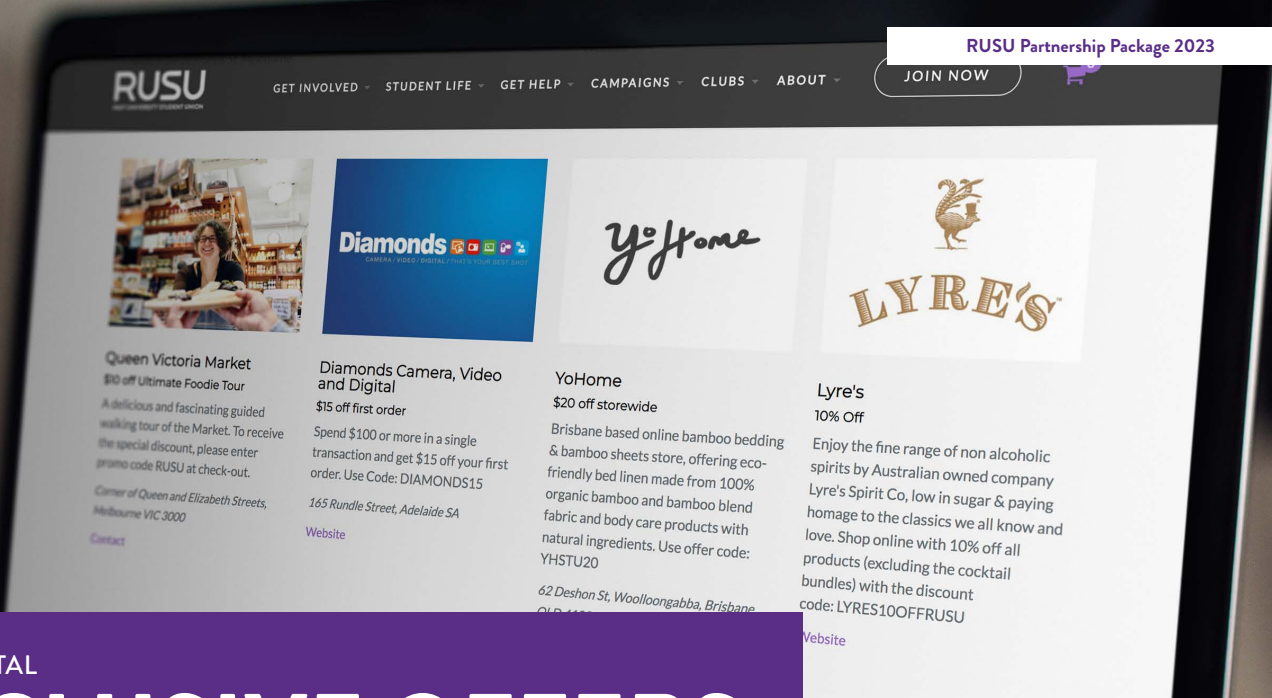
High engagement of international students



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RUSU DIGITAL

# EXCLUSIVE OFFERS

RUSU love to support students and local businesses. Our Exclusive Offers web page is a great way to promote your business and connect with students.

The page has been designed as a portal to list businesses who offer exclusive discounts to our members. This page is advertised to the students via targeted email and Instagram.

In 2022 we had over **4000** paid members who could access these offers. Each member receives a purple sticker, which is an easy way to identify members. Offer codes are also a great way to give a discount.

**Offer exclusive discounts and offers to RUSU Members**

**Accessed by hundreds of students each year**

**Support students and promote your business**

## Website Offer

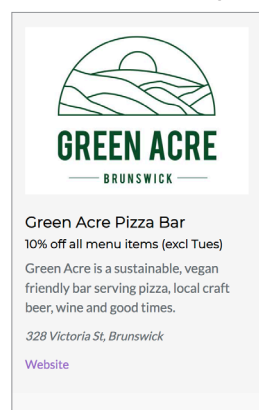
600 x 450 pixel image + text (20 words) + offer + website link.

Offer will remain on the website until the end of 2023.

**\$150**

Limited space available

## Exclusive Offer Example



## Exclusive Offer Requirements

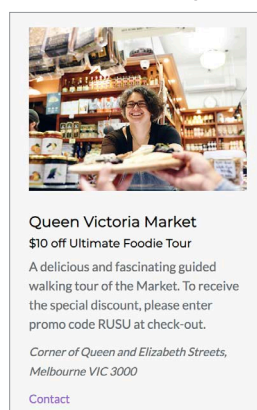


Image: 600 x 450px  
(Preferably a photo - logo also acceptable)

Business name  
Exclusive Offer

Blurb (20 words)

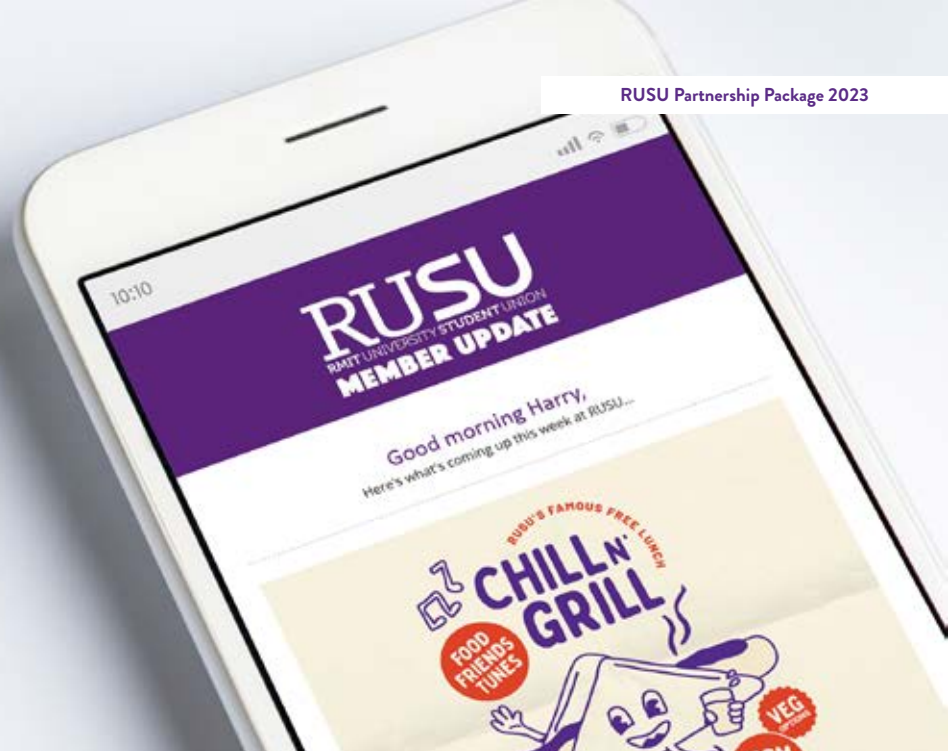
Address (if applicable)

Website Link

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## RUSU DIGITAL EDM

The main way we connect with RUSU members is via Electronic Direct Mails (EDM). We send out a weekly email newsletters via Mailchimp on a Monday with information about what's coming up at RUSU, services students can access and member-only competitions.

The newsletter is a very well received with a high open rate and click rate. We have limited availability to include articles and ads within the email.

<b>EDM Article</b> 1200 x 600 pixel image + text (50 words) + button. Located within body of email.	<b>\$350</b> per EDM
<b>EDM Advertisement</b> 1200 x 300 pixel image with link. Located at the bottom of the email.	<b>\$100</b> per EDM

Limited space available

**Direct access to  
student in-boxes**

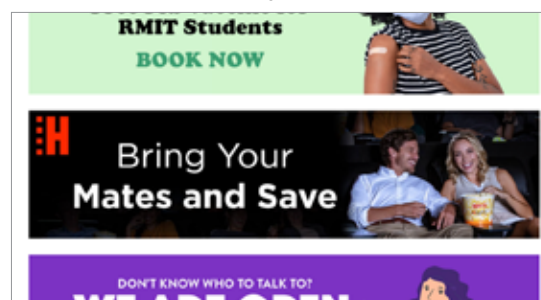
**Over 4,000  
subscribers**

**An average open  
rate of 47%**

### EDM Article Example



### EDM Advertisement Example



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## PARTNERSHIP PROGRAM

# HEALTHY BREAKFAST

RUSU helps students start the day right with a free breakfast on campus, to grab on the way to class. Food options often include; fresh fruit, muffins, cereal, yogurt and fruit/granola cups, chia cups, muesli/protein bars, and other non-perishable items.

In 2023 we will run 4 breakfast per week (City, Carlton, Bundoora and Brunswick) for 22 weeks (88 events).

RUSU has successfully delivered a this program since 2013. Demand is higher than ever as students struggle with cost-of-living increases. We are looking for partners who would like to donate stock (fresh or non-perishable) that can be provided to students through the free breakfast program and promote your product. Both one-off and ongoing donations are appreciated.

Opportunities also exist for promotional stalls with food and drink give aways to be set up alongside the healthy breakfasts.

We would love a major sponsor for this program of 88 breakfast events. If this sounds like you, contact us to discuss.

<b>In kind donations - gratefully accepted.</b> For large/ongoing donations of in-kind products for the breakfasts contact us to discuss how RUSU can assist promote your product/brand.	<b>FREE</b>
<b>Attendance at event</b>	<b>\$200 per event</b>
	<b>FREE*</b> if providing min. serves
<b>Program Sponsor</b> Sponsorship of Semester One (44 breakfasts) or entire year (88 events).	<b>Contact us to discuss</b>

*\*Dependant on the amount of serves provided, and the campus.  
Contact us to discuss arrangements.*

**88 free breakfast events  
across 4 campuses**

**30,000+ free  
breakfasts expected to  
be served in 2023**

**Excellent opportunity for  
product/brand exposure**



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## PARTNERSHIP PROGRAM

# COMPASS CUPBOARD

RUSU's Compass Drop-In Centre supports students by offering advice, information and referrals regarding a wide range of issues students experience. Being a university student is hard and there are many life stressors that pop up during study. We offer support in areas such as mental health, relationship issues, homelessness, financial stress and much more. We are located in prime locations on the City, Bundoora and Brunswick campuses.

### Compass Cupboard Stock

We are looking for a sponsor for our Compass Cupboards. These are small foodbanks inside each Drop-in Centre that are accessible for students that are struggling.

We urgently need non-perishable items to restock the cupboards. Popular items include; noodles, rice, pasta, pasta sauce, tinned vegetables, tuna, long life milk, cereal, honey, muesli bars and toiletries such as toothpaste, soap etc. With lots of international students, diverse donations are welcome.

Donations of stock can be once off or recurrent supplies through-out semester.

### Condoms & Sanitary Supplies

Compass is also looking for an ongoing sponsor for condoms and sanitary items (pads and tampons). These are made available to students through the Compass Drop-In Centres and in Women's and Queer Rooms on campus.

### In kind donations - gratefully accepted.

Contact RUSU to discuss what products you can donate and how RUSU can help promote your products/brands to students in exchange.

Compass services  
& events reached  
10,000+ students in  
2022

Over 1,000 students  
accessed Compass  
Cupboard / food relief  
in 2022

Opportunity for  
sanitary product  
sponsor



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**[rusu.rmit.edu.au](http://rusu.rmit.edu.au) / [instagram: rmit\\_rusu](#)**