



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Sponsorship Opportunity

UQ Weekend of Startups 2019



Friday 16th August to
Sunday 18th August 2019

Calling all rule-breakers, risk-takers & change-makers! The University of Queensland (UQ) 'Weekend of Startups' is BACK, and BETTER than ever! Up to 100 students, alumni and interested members of the entrepreneurial community will spend 54 hours formulating and pitching a new related business.

VENTURES

UQIES
INNOVATION & ENTREPRENEURSHIP SOCIETY



www.ventures.uq.edu.au

From Friday evening
16th August to Sunday
18th August 2019, the
UQ Weekend of Startups
is not for profit and
volunteer run by students,
staff at UQ and the
entrepreneur community.

Purpose

The event serves multiple purposes such as networking, creating, learning and converting the project into an actual business. There are many success stories of startups that started out as an idea at an event like this.

Background

The UQ Innovation and Entrepreneurship Society is the student society for aspiring entrepreneurs from The University of Queensland.

Our goal as a society is to provide a platform for everyone to start their own business venture. We take our members through a highly enriching process starting from imparting the entrepreneurial skills to helping them network with like-minded students on campus and organising multiple events to help take their ideas forward.

Event details

Who: UQ students, UQ alumni and interested members of the entrepreneurial community

When: Friday 16 August - Sunday 18 August 2019

Where: Room 303, Advanced Engineering Building, UQ St Lucia Campus

About the event

Over the weekend, participants will be challenged to find their crew and come up with the next hot business idea. With support from our team and mentors, by Sunday night, they'll have prototyped & validated their big idea and their team will be ready to deliver their killer pitch to our experienced panel of judges.

Launched in 2016, this is one of

Queensland's signature events.

Focusing on 'sustainability', UQ Weekend of Startups is hosted at the University of Queensland's St Lucia Campus, in the Advanced Engineering Building - UQ's newest & most iconic building in the St Lucia campus.

The UQ Weekend of Startups is not-for-profit and volunteer-run by UQ students, staff and the entrepreneurial community.



100 participants



54 hours



4th year running

The Challenge

When we think about sustainability, it's easily dismissed as a recent overused buzzword. But the fact is that solving problems with long term solutions is something that we can all have an impact on. Whether it be socially, environmentally or economically: we cannot maintain our quality of life and look to challenge inequities without planning for the future.

While environmental change is a huge part of sustainability this challenge is not limited to that avenue. Education, technology, health and relationships or anything with underlying faults can have a long term solution: a sustainable one.

The root of long term change lies in understanding and striving for sustainability, where the solution will encompass the requirements of the present in addition to that of the future.

Time is ticking. This is your chance to take this challenge head on and see how your ideas can be the next **Sustainable Solution**.

Why we care & why we're excited

1. The University of Queensland brings together some of the world's leading researchers and teachers in the fields of science, engineering, architecture, business, and information technology, to advance knowledge, develop solutions and educate people who move society forward. We want to have a transformational impact in the world in line with our Vision of creating A Culture of Innovation by aiming "to enhance a culture that fosters the creation and flourishing of brilliant ideas, which translate into solutions that matter".
2. Here at the University of Queensland, we are interested in Entrepreneurship and Innovation. We're looking for innovative and creative changemaking individuals with different skillsets and experiences because diversity creates innovation
3. We want to support and enhance the local, regional and global startup ecosystem by creating opportunities for budding & seasoned entrepreneurs, mentors, investors and communities to connect.

What is “UQ Weekend of Startups”?

UQ Weekend of Startups begins on Friday night, where you'll hear all the ideas & find your team of 3-5 members. You'll spend most of Saturday & Sunday validating & prototyping your idea; attending some workshops; meeting some mentors; and practising your pitch. By Sunday night you'll be ready to deliver your pitch to our panel of judges!

The weekend is a great platform for entrepreneurs, experts and builders to come together and create a final product; test real-world applicability; and present your product to industry judges and investors.

The UQ Weekend of Startups is not-for-profit and volunteer-run by UQ students and staff, and the entrepreneurial community.

Let's make some magic happen! Early bird tickets are now available!

Who's it for?

The event will be heavily promoted across all UQ campuses, targeting students from all faculties, schools and institutes including undergraduates and postgraduates (55k students across UQ).

UQ students, alumni and all members of the general public are invited to join. Each team of 3-5 members formed on the weekend must have at least 1 current UQ student.

Diversity in the university and cross discipline are critical to new thinking and we will be seeking participants and coaches representing all of the above sectors as well as technologists and developers, designers and entrepreneurs.

How will the weekend be publicised?

Organisers will be utilising both traditional media and social media channels to publicise the event around the different UQ campuses. In parallel, we will be using UQ marketing PR channels to advertise the event and get exposed to the 55,000 UQ's members.

Why get involved?

The following are what your organisation stands to gain through this event:

1. Access to 100+ highly motivated and capable students entering the startup phase.
2. The opportunity to directly market your organisation to a well-defined and expanding market.
3. Potential participants for incubators/accelerators/ internship programs run by your organisation.
4. Presence on all marketing material across campus as outlined in sponsorship package.
5. Presence on all social media marketing we undertake for the event.

Previous years sponsors

Westpac, Canstar, Microsoft, KPMG, Red Bull, HoffmanKelly, Vision6...

How can you get involved?

Partner with us

The UQ Weekend of Startups is not-for-profit and volunteer-run by UQ students and staff, and the entrepreneurial community. We're on the lookout for like-minded industry partners who'd like to support the local startup community and contribute to the success of the event through financial or pro-bono support. Coaches are regularly re-energised by the creative and unbound thinking that percolates through each “UQ Weekend of Startups”. We would welcome participation in the event from a sponsor organisation's employees as participants to build on an idea, or to provide coaches / mentors at the weekend (for 2 hours sessions).

Run a workshop or become a mentor

Mentors and coaches are the backbone of the event. If you'd like to volunteer your time as a mentor or run a workshop that could benefit the participants by helping them validate or scale their ideas, then we'd love to hear from you.

Help us get the word out

Know someone who would be interested or do you have access to a community that would love to hear more? Please get in touch! We can share more information with you and support you with any digital assets you need to get the word out. hear from you.

Join the conversation

Don't forget to share this event and join in on the conversation. We're on Facebook, Twitter and LinkedIn

#UQWOS19 #UQVentures
@uqideahub @uqiesociety

Sponsorship Opportunities

Our meal sponsors have the highest visibility - we serve 7 meals during the weekend

Breakfast (2 spots)

Saturday or Sunday

Receive branding of the serving tables and a 5 min speech at the meal as well as standard sponsorship inclusions.

Pick an option that suits you:

- Saint Lucy's \$3,500 (all Platinum sponsorship inclusions)
- Danny Boys Breakfast Pack \$1,000 (all Silver sponsorship inclusions)
- Breakfast Bar \$500 (no additional sponsorship inclusions)
- Suggest another provider (sponsorship inclusions to be discussed)

Lunch / Dinner (5 spots)

Friday dinner, Saturday lunch, Saturday dinner, Sunday lunch, or Sunday dinner

Receive branding of the serving tables and a 5 min speech at the meal as well as standard sponsorship inclusions.

Pick an option that suits you:

- Pepe's Mexican catering \$4,000 (all Platinum sponsorship inclusions)
- Set Lunch from St Leo's \$2,750 (all Gold sponsorship inclusions)
- Nando's \$2,000 (all Gold sponsorship inclusions)
- Danny Boys Platters / Subway Classic platters / New York Slice \$1,000 (all Silver sponsorship inclusions)
- Suggest another provider (sponsorship inclusions to be discussed)

Dessert as an optional extra:

- Cake assortment from the Cheesecake shop \$500
- Suggest another provider

Coffee cart (1 spot)

- Coffee cart 3 hours in the morning for Saturday and Sunday \$3,500 (all Platinum sponsorship inclusions)

Snacks (1 spot)

- Exclusive snack provider \$500 + provision of snacks to serve 120 people over 2.5 days - all Silver membership inclusions + branding of the snack tables

Further Information

In order to get the most exposure for your sponsorship, we would love to hear from you as soon as possible.

For more information, please contact:

Nimrod Klayman

UQ Idea Hub Director

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Oscar Vosshage

UQ Innovation & Entrepreneurship Society (UQIES) President

team@uqies.com

Thank you for your consideration.

Sponsorship Opportunities cont.

Don't want to be a meal sponsor? Standalone sponsorship below;

Sponsorship Level	Platinum \$3,000 each (3 spots)	Gold \$1,500 each (5 spots)	Silver \$750 each (7 spots)
Thanked at Opening and Award Ceremony	x	x	x
Logo on Supporters page on website	x	x	x
Distribution of swag and branded items in WoS showbag (Items to be provided by sponsor)	x	x	x
Announcement of support on FB, Twitter, and LinkedIn	x	x	x
Sampling / product placement at the event	x	x	x
Logo on photo wall* (professional photographer will be taking photos there on the final day)	x	x	x
Opportunity to hang banners / place stands at the event	x	x	
Logo in email blast (Sent to all WoS current and past attendees, as well as Idea Hub members and alumni)	x	x	
Logo on WoS t-shirts* (Provided to all attendees and worn by all organisers and volunteers)	x	x	
Booth / table at the event	x	x	
Opportunity to mentor at the event	x	x	
Post- SW email announcing company offers/specials	x	x	
Opportunity to judge at the event**	x		
Distribution of Career, Recruitment and Business Practice material	x		
Speaking and/or video slot at Opening or Closing Ceremony (5min limit)	x		
Send graduate recruiters for the event	x		
3 tickets for the event	x		
Offer a Category Prize	x		

*for this to be included in the package, sponsorship confirmed and
monochrome logo provided by 1 July 2019 to allow for printing

**one slot left - first in best dressed

Can't afford to help in any of the above ways?

Contact us about donating your time as a mentor.



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Contact us

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Australia

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