



sponsorship prospectus

What is Bondstock?

Bondstock is Bond University's premier event of the year. It is a weeklong festival, run by students, for the students, incorporating academic, sporting, social and cultural events appealing to the University's diverse community.

Launched in 2005, Bondstock has been embraced by the entire Bond community and is now a firm fixture on the calendar in September each year. The festival has continued to gain momentum since its inception and in 2010 Bondstock will be taken to the next level.

What has Bondstock done in the past?

Some of Bondstock's highlights in the past have been:

Academic: "Battle of the Ideas" - forum hosting special guests such as former Prime Minister John Howard as well as World Vision CEO Tim Costello.

Sporting: "Rise to the Top" - seminar by former Olympian Grant Hackett on the journey to his inspiring athletic career.

Social: Secret Location Party - held in key Gold Coast locations, including the Big Brother House.

Cultural: Music Festival - featuring leading Australian artists such as The Potbelleez, End of Fashion and John Course.



What's in store for 2010?

In 2010 the Bondstock committee is taking Bondstock to the next level. We will do this by:

- hosting fewer events of higher quality;
- creating a communal atmosphere around campus throughout the week;
- promoting the Week's marquee events in innovative ways; and
- vastly increasing attendance at all events.

This is the calendar for the week:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
P.M.			Finance Forum Corporate Lunch	Wednesday by the Water Have a Say Day	Postgrad Event	Sports Competition	
P.M.	Presidents Debate Bondstock Launch Party	Comedy Night	Secret Location Party	Fashion Show	Music Festival	Bond Revue	Students Ball

The weeks festivities can be categorised into 4 broad themes:

Academic: Academic events hosted by draw card special guests have by far been the largest attraction of the Bondstock experience. This year, the Bondstock Committee is focusing on attracting elite guests, calling on Australia's greatest minds in business, politics and the arts.

Sporting: Running a sporting event that appeals to the interests of 5,000 students is not an easy task. This year we have a few options in the pipeline. Most exciting is the option of hosting a dragon boat race on the lakes surrounding the university. This unique sport would see participants from the Bond community come together to form crews and face-off against each other.

Social: A large part of the university experience is students' social lives. The Bondstock Committee is committed to hosting appealing social events throughout the week. These events have proven the best way to get the widest possible cross-section of the student body involved.

Cultural: This year, Bondstock will call upon the various on campus student societies and cultural clubs to create a continuous atmosphere throughout the week. The atmosphere generated, through hosting higher quality events, will build on the enthusiasm and overall cultural feel of the festival.

What can Bondstock do for you?

Bondstock represents a significant opportunity to gain widespread exposure for your organisation within the local and broader communities. The festival opens doors to a countless number of demographics on the Gold Coast, but primarily the 5,000 strong student body.

Bond is Australia's leading university, attracting the world's most ambitious individuals from over 80 countries. Aligning your organisation with a Bond University event not only gives your organisation credibility but a sound image within the community.

The number of ways in which your organisation can be represented in Bondstock are vast. The table overleaf simplifies the various options. In addition, Bondstock will be promoted in July through 'Teaser Week'. This is a new initiative not to be overlooked and is explained in greater detail in the document attached to this prospectus.

Type of Promotion	Brief Description
Naming rights to an event	Have your organisation's name headline an event
Bondstock Website	Have interactive banners and links on a site that is hit over 20,000 times
The Bondstock Pack	Place promotional items of your choice in the Bondstock all-week pass
Event Bonuses	The right to promote your business any way you wish at a specific event
Stalls	Set-up shop on campus with your team to spread the word of you business before and/or during Bondstock
All-Student Emails	Your choice of banner, writing or logo incorporated in Bondstock all-student emails
General	Have your company logo on the numerous Bondstock paraphernalia (e.g. t-shirts, paper cups etc.)
Bondstock Programme	Anytime the Bondstock programme is printed your firm's logo will be alongside
Residence Drops	A team of 30 students slip brochures of your choice under the doors of the 700 Bond residents
Billboards	Have your company logo or slogan on Bondstock billboards around the Gold Coast
Banners	Have your firm's banners around campus for a specific period of time
LCD Screens	Display a slide of your choice on over 25 on-campus screens every day, every 5 minutes

How can you get involved?

This year we have taken a different approach to Bondstock's sponsorship. Previously, we offered packaged deals that involved five types of representation according to the amount of financial support given. This year, however, the Bondstock Committee is offering a more individualised and targeted approach. Instead of packaged deals, we are offering each method of promotion as an individual item so that you can better tailor your preferred mode of representation.

A festival like Bondstock does not happen without the support of the business community. This is why we turn to you, the business community, who stand to gain the most out of the opportunities on offer through this festival

We relish the opportunity to discuss any sponsorship proposals you may have. Financial sponsorship is the best kind as it helps the Bondstock team to actually hold such amazing events. However, should you not be in a position to support the festival with cash, we would gladly accept in-kind sponsorship.

If you wish to discuss potential sponsorship please feel free to contact me on my mobile 0433 068 459, or via email at Andrew.Dibden@student.bond.edu.au.

I look forward to hearing from you.



Andrew Dibden
Bondstock Sponsorship Director 2010