O’Day  
When: Fri 29th Feb 2008  
What: Milestone Student Initiation Event heralding the start of freshers’ student lives and the academic year. The largest event of the UWA calendar, we expect 2008 attendance in excess of 5,000. The daytime event showcases UWA’s clubs, sports and activities together with community groups, and businesses promoting to the student market. We host over 180 stalls, plus marquees and outdoor entertainment, and the fun culminates in our hugely successful O’Day evening concert with big local and national acts.  
* O’Day is recognised as the best way to capture the new student audience, lay your foundation of brand exposure and influence their buying behaviour for the year – see full Sponsorship kit for promotion options. Previous major sponsors have included Telstra, Optus, RAC, Jim Beam, Red Bull & Nudie.  
Where: James Oval, UWA Nedlands Campus  
Who: Over 5,000 people - new and returning students, staff, locals.

End of Semester Shows  
When: Fri 6th June and end of Semester 2 in Oct (TBC)  
What: The biggest events of the year after O’Day, our huge end of semester parties include local bands and DJs, prizes and giveaways, entertainment, refreshments and of course all-day dancing and good times! EOSS 1 centres around the Tav and outdoor terrace area and EOSS 2 is held outdoors (sometimes under marquees) on the Oak Lawn.  
Where: UWA Tavern and surrounds  
Who: Approx. 2,000 (EOSS 1) & 2-3,000 (EOSS 2)

Tav After Dark - Bespoke Corporate Themed Nights  
When: Twice a semester or at the discretion of our sponsors (see package details).  
What: While the UWA Tavern (student bar) usually shuts 7pm, The Guild is delighted to offer Tav After Dark session when we open late to cater for special evening events tailored to suit our valued sponsors. Successful past events have included Poker Nights, Karaoke and Speed Dating.  
* Tav After Dark Themed Nights offer sponsors the chance to engage directly with smaller groups of students in a more intimate environment focussed around a product/service specific promotion. We work with our sponsors to select dates and event types to fit their marketing plans.  
Where: UWA Tavern  
Who: Attendance is 100-150 people, max. venue capacity is 5-600.
Big Breakfasts
**When:** Off Campus (x2) in Semester 1 (March & May – dates TBC)  
On Campus in Semester 2 (Sept – date TBC)  
**What:** Free food events are always a hit with students! These very popular events provide a nutritious start to the day courtesy of the Guild whilst allowing students a chance to meet with their Guild representatives. 2008 Big Breakfasts will include faculty specific dates at student locations off the main campus in order to reach groups not usually covered by Guild activities. We expect to be especially popular and provide the opportunity for some sector-specific advertising.

**Where:** Guild Village area and at off-campus faculties (including Medicine & Dentistry and Architecture).

**Who:** Projected attendance of 150-200 students & staff for each of the faculty areas & 750-800 students in general area.

Prosh
**When:** 9th April 2008  
**What:** Prosh is Australia’s biggest Uni charity event raising over $100,000 for good causes and is a major public event in Perth. Continuing an epic annual tradition in 2008, UWA students will once more hit the city streets in wacky costumes to sell our irreverently satirical paper to unsuspecting victims. The day culminates in a citywide procession at noon, and gives Perth its most direct interaction with student culture.

* Sponsorship opportunities include animated visual exposure on floats in the procession as well as listings in the PROSH publication itself. Prosh also appeals to food industry sponsors, who provide complimentary refreshments to our army of student volunteers over Layout Weekend.

**Where:** Perth CBD

**Who:** Over 5,000 students are involved in the event and 3,000 spectators attend each year

Multicultural Week & Spring Feast
**When:** Week 9 in Semester 2 (w/c 29 Sept 2008) & Fri 2nd Oct 2008

**What:** Organised by International Students’ Service and ATSIS, this week celebrates the diversity of our students and culminates in the much-anticipated Spring Feast (an night market and food fair plus multicultural performances).

* The event is alcohol free and is renowned for its friendly family atmosphere so is a great time to market, particularly to the international market.

**Where:** Guild Village (Spring Feast) and other on-campus locations

**Who:** Over 2,500 students are involved throughout the week and Spring Feast is attracts 1,000 people.
Fringe Festival
When: Week 7 in Semester 1 (w/c 14th April 2008)
What: Organised by UWA’s Public Affairs Council, this one week festival showcases a lively combination entertainment, art and culture through events as diverse as art exhibitions, film screenings and belly dancing classes.
Where: Guild Village and various other on-campus locations
Who: All Students

Assassins
When: Week 6 in Semester 2 (w/c 1 Sept 2008)
What: This infamous and very popular annual event involves over 150 competing students assigned with a target victim, to be ambushed with shaving cream before the end of the week. Evidence of successful ‘creamings’ are captured on mobile phone cameras and the week traditionally culminates with a raucous all-in creaming on the final day on the Oak Lawn.
Where: Oak Lawn and around campus
Who: 250 participants, throughout the week, over 500 spectators on final day

Student Survival Week
When: Week 12 in Semester 1 (w/c 26th May 2008)
What: Run by the Guild Welfare Dept, this week presents students with stalls, workshops and activities focused on coping with student issues such as managing your finances, work rights, health & fitness and dealing with stress.
* Student Survival offers an opportunity for tailored sector-specific marketing of services relating to welfare, health/fitness and wellbeing in particular.
Where: Oak Lawn, Nedlands Campus and other on-campus locations
Who: Open to all students on-campus (c. 17,000).
Club Carnival
When: Tues 5 Aug 2008
What: Essentially functioning as a ‘mini O’day,’ this event sees over 100 affiliated clubs and societies setting up stalls to show off what they have in store for the second semester. In true carnival style, other festivities and entertainment also abound creating a vibrant atmosphere.
Where: Oak Lawn
Who: All on campus students (17,000)

Education Week
When: Semester 2 Week 2 (w/c 4th Aug 2008)
What: Co-ordinated by the Guild Education Council, this week’s focus is on raising student awareness about education issues and offers a opportunity for sector specific marketing.
Where: Oak Lawn and various other on-campus locations
Who: All on campus students (17,000)

National Campus Bands Competition
When: Fri 8th, Fri 15th & Fri 22 Aug 2008
What: UWA’s arm of this famous nationwide competition sees our own campus bands competing over three scorching heats at the UWA Tav.
* This event is coordinated nationally – please contact us with expressions of interest for national sponsorship.
Where: The UWA Tavern
Who: 2-300 students

Future DJ Competition
When: Semester 1 Wk 12 (w/c 26th May 2008) & Semester 2 Wk 10 (w/c 6th Oct 2008)
What: A hugely popular competition for both amateur and professional DJs with cool prizes and industry exposure, as well as an electronic visual and aural feast for spectators. Many entrants go on to commercial success and this event is hugely popular with students right across Perth.
* This event lends itself to sponsorship in kind such the provision of production and staging equipment, as well as prominent branding exposure at the event finals. It particularly appeals to music, club and beverage sponsors.
Where: UWA Tavern
Environment Week
**When:** Week 3 in Semester 2 (w/c 11th Aug 2008)
**What:** UWA’s Environment Department runs a week full of workshops, stalls and fund-raising events designed to raise awareness and generate support for environmental causes on and off campus.
* Offers sector specific marketing opportunities.
**Where:** Guild Village and various other on-campus locations
**Who:** All students

Social Justice Week
**When:** Week 7 in Semester 2 (w/c 8th Sept 2008)
**What:** This week-long theme week is designed to raise student awareness about social justice issues and non profit organisations seeking to tackle them, both here and overseas. It includes workshops, debates and film screenings, as well as the publication of the Social Justice Handbook. The student-produced Handbook has a distribution of ***** and includes advertising space - please ask us for details.
* Offers sector specific marketing opportunities.
**Where:** Guild Village and various other on-campus locations
**Who:** All students

Pride Week
**When:** Week 11 (w/c 13th Oct 2008)
**What:** Held in the midst of Perth’s city-wide Pride Month (October), this week is co-ordinated by the UWA Guild Queer Department and celebrates alternative sexuality on campus through stalls, workshops, film screenings, parties and cross-campus events.
**Where:** Guild Village and other on-campus locations
**Who:** All students