



2017
Sponsorship
prospectus



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President's welcome



Dominic Mah

President, Sports Medicine Society UNSW

2016-17

Dear prospective partner,

On behalf of my executive team, I would like to introduce you to the Sports Medicine Society of the University of New South Wales (UNSW SportsMedsoc). Set up in consultation with the Australasian College of Sports Physicians (ACSP), our society is one of the first medical student Special Interest Groups for Sports Medicine in Australia.

Our vision is to develop a professional platform to engage medical students to the emerging field and specialty of Sports Medicine, encourage medical excellence through educational initiatives and provide students with a variety of opportunities spanning clinical exposure, electives, volunteering and mentoring.

We are committed to forging strong relationships with our sponsorship partners. As the premier student organisation for Sports Medicine at the University of New South Wales, we connect directly to all 1600+ UNSW Medicine students, as well as medical students and sports physicians from around the country. We offer a variety of tailored opportunities to promote your brand, product and message to our diverse audience.

Thank you for your support. We look forward to working with you in 2017 and beyond.

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Why partner with SportsMedSoc?

Sports Medicine is a rapidly emerging specialty with universal appeal, due to its connections with sport and recreation. Our target audience is the next generation of doctors and patients.

Partnership with UNSW Sports Medsoc enables your organisation to:

- + Promote your message to 1600+ medical students, sports physicians and other allied health professionals across Australia
- + Gain targeted, cost-effective marketing exposure for your brand through educational events and social media
- + Acquire 'first mover advantage' in partnering with one of the first medical student Special Interest Groups for Sports Medicine in Australia

We would love for you to contact us about our sponsorship opportunities.

There are multiple ways to partner with us

- + Events
- + Equipment & Prize Donations at Events



03

Sponsorship opportunities

Events

1. 6/3/17 Introduction to Sports Medicine
2. 8/5/17 Treatment of Injuries in Sports
Medicine
3. 31/7/17 Nutrition in Daily Living and Sports
4. 9/8/17 Musculoskeletal OSCE Workshop

Resources

1. UNSW Sports Medsoc Facebook Page
2. UNSW Sports Medsoc Twitter Page
3. UNSW Sports Medsoc Official Website

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Tiers of Sponsorship

UNSW Sports Medsoc offers four tiers of sponsorship for each event:

	Platinum	Gold	Silver	Premium
Large logo displayed on event's opening slide and during breaks	✓	✓	✓	✓
Verbal acknowledgement during event	✓	✓	✓	✓
Promotional material distribution	✓	✓	✓	
Official recognition as a UNSW Sports Medsoc sponsor for one year	✓	✓	✓	
Trade stall before and after event	✓	✓		
Display of company logo and website link on UNSW Sports Medsoc website and Facebook event	✓	✓		
Representative presentation to commence event	✓			
Exclusive naming rights to the event	✓			
PRICE	\$350	\$250	\$120	\$80

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Special packages

UNSW Sports Medsoc offers two types of special sponsorship packages which allows your organisation to join in a close partnership with our society, where it will have access to **more benefits and exposure**.

Your organisation will be entitled to **MAJOR discounts** on total sponsorship deals.

Special Package	Cost	Description
Platinum	\$1000	Sponsorship to ALL events with PLATINUM packages Continuous advertising on website, Facebook, twitter pages, and databases
Gold	\$800	Sponsorship to ALL events with GOLD packages Continuous advertising on website, Facebook, twitter pages, and databases

Please contact our Treasurer for more details about our special packages.

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Other sponsorship

In-kind sponsorship

In addition to the above event sponsorship, your organisation can strongly feature at our events via the sponsorship of donated equipment. This may range from strapping tape to catering food. Our educational events feature different practical workshops, in which students practise different skills. By contributing the practical equipment, this provides a brand name to your product in the view of medical students.

Door-entry prizes are also readily welcome, and may range from sports clothing to medical textbooks. They generate keen interest at our events, and add an extra layer of publicity for your brand.

No matter the size or type of the donation, all 'in-kind' sponsorships are greatly appreciated by our event attendees, and guaranteed to imprint a lasting positive image of your organisation.



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Event 1

Event details

Date: 6/3/17

Time: 5.30 – 7.30pm

Introduction to Sports Medicine

Sports Medicine is an exciting, emerging specialty, yet is not widely known amongst the medical student community. This marks the opening event and introduction of UNSW SportsMedsoc to the UNSW medical student body for 2017, and is assured to attract large numbers. A sports physician will provide students a glimpse into the daily life of a sports physician, present cases and insights, as well as discuss the diverse career pathways within the specialty. This event will attract students from all corners of the UNSW Medicine cohort: both those with a genuine passion for Sports Medicine, and students who are simply interested in learning more about the specialty, our society and the clinical opportunities we have to offer this year. It also provides an opportunity for students to engage and network with a sports physician, as well as attending sponsors

Provisional schedule

- 5.30 — 5.45** Event commences, arrivals, and mingling
- 5.45 — 6.00** UNSW Sports Medsoc introduction
- 6.00 — 6.30** Life as a Sports Physician
presented by TBC
- 6.30 — 6.40** Questions
- 6.40 — 6.45** Prize giveaway, promotional material distribution/presentation (optional)
- 6.45 — 7.15** Sport and Exercise Medicine
presented by TBC
- 7.15 — 7.30** Questions
- 7.30 —** Opportunity to network with attending sponsors and Sport physicians

In-kind sponsorship suggestions:

- + Strapping tape
- + Food catering

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Event 2

Event details

Date: 8/5/17

Time: 5.30 – 7.30pm

Treatment of Injuries in Sports Medicine

Bone and Joint injuries affect the wider majority of individuals who partake in sports and other forms of physical activity. Thus, an event focused on injury rehabilitation, treatment and practical application such as taping and massaging is likely to attract large numbers. We propose a taping and sports rehabilitation course from Sports Medicine Australia that teaches students the appropriate way to tape and bandage injuries to different body parts. This event serves as a platform for students, speakers and sponsors to interact and create valuable networking opportunities.

Provisional schedule

- 5.30 — 5.45** Event commences, arrivals, and mingling
- 5.45 — 6.00** Introduction to the event/Presentation by sponsors (optional)
- 6.00 — 7.00** Treatment of Injuries in Sports Medicine debate *presented by panel of experts*
- 7.00 — 7.30** Questions
- 7.30 —** Opportunity to network with attending sponsors and speakers

In-kind sponsorship suggestions:

- + Discounts to products/services
- + Food catering
- + Medical textbooks

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Event 3

Event details

Date: 31/7/17

Time: 5.30 – 7.30pm

Nutrition in Daily Living and Sports Medicine

Nutrition is an often overlooked part within the medical curriculum, which leads to varying theories into what constitutes a healthy lifestyle. With Phase 1 in the midst of their biochemistry study of nutrition in their HMB term, this event is sure to attract large interest and numbers. A sports physician will focus on the common beliefs of nutrition, the accuracy of these beliefs, and their relation to elite sports performance. This event again serves as a platform for students, speakers and sponsors to interact and create valuable networking opportunities.

Provisional schedule

- 5.30 — 5.45** Event commences/distribution of promotional material
- 5.45 — 6.00** Introduction to the event/Presentation by sponsors (optional)
- 6.00 — 6.30** Sports Nutrition: Myths Debunked
presented by TBC
- 6.30 — 6.40** Questions
- 6.40 — 6.45** Recess
- 6.45 — 7.15** Nutrition and Sports Performance
presented by TBC
- 7.15 —** Questions/Opportunity to network with attending sponsors and speakers

In-kind sponsorship suggestions:

- + Medical textbooks (most relevant are nutrition-related)
- + Food catering

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Event 4

Event details

Date: 9/8/17

Time: 5.30 – 7.30pm

Musculoskeletal OSCE Workshop

Musculoskeletal medicine is a commonly tested component of medical student OSCE examinations, however are either under-taught in the medical curriculum or students receive little relevant exposure within hospital environment. With OSCE examinations coming for final (6th) year students as well as Phase 1 and 2 students, this event is assured to attract large numbers of students from all corners of the UNSW Medicine cohort.

A fully-fledged sports physician, with expertise in musculoskeletal medicine, will guide students through each MSK clinical examination in a workshop-run event. It also provides an opportunity for students to engage and network with a sports physician, as well as attending sponsors.

Provisional schedule

- 5.30 — 5.45** Event commences, arrivals, and mingling
- 5.45 — 6.00** Introduction to the event/Presentation by sponsors (optional)
- 6.00 — 6.30** Musculoskeletal exam (Part 1)
presented by TBC
- 6.30 — 6.40** Questions
- 6.40 — 6.50** Recess/presentation by sponsors (optional)
- 6.50 — 7.20** Musculoskeletal exam (Part 2) *presented by TBC*
- 7.20 —** Opportunity to network with attending sponsors and speakers

In-kind sponsorship suggestions:

- + Medical supplies such as strapping tape, ice packs
- + Food catering



**UNSW Sports
Medicine Society**

The Sports Medicine Society of the University of New South Wales

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