



RMIT UNIVERSITY STUDENT UNION

PARTNERSHIP PACKAGE 2026

RUSU

RMIT UNIVERSITY STUDENT UNION



WELCOME

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 2025, RUSU attracted almost 6,000 financial members.

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.

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.

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

WHAT WE DO

Reach over 4,000 students per week through programs and events

Deliver popular orientation & welcome 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

Reach 10,000+ students through our Compass Welfare Drop in Centre, Compass Cupboard and welfare outreach events



ORIENTATION

WELCOME BASH

MARCH
5

Every year, RUSU kick off the year with our electrifying celebration that sets the tone for the academic year ahead – our highly anticipated & award-winning ‘Welcome Bash’ event. As the biggest on-campus gathering during orientation week, it garners an expected attendance of 1,300 students.

This vibrant dance party features food, drinks, DJ performances and roving entertainers. Primarily designed to welcome and engage first-year students, we extend an invitation to all members of the campus community, ensuring a diverse crowd within the 18–24 age bracket. As a cornerstone of the RUSU experience, this event plays a pivotal role in our membership drive, offering free entry exclusively to RUSU members, fostering a sense of belonging and community right from the start.

We are seeking Major Sponsors for this event

Opportunities exist for overall event major sponsors, soft drink, snacks and foods sponsors. Contact us to discuss options.

1,300 students
expected to
attend

Largest on-
campus social
event of
the year

Music festival
to welcome
students to
university life



Talk to us about how we can partner with you.
Email rusu.partnerships@rmit.edu.au



ORIENTATION

MEMBERSHIP SHOWBAGS

At the start of the semester, RUSU kicks off 2026 by giving away a coveted membership showbag to new and returning members. Available at RUSU stalls during orientation week, these limited-edition bags (only 2,000 available) feature the iconic RUSU purple design on a stylish calico tote. Inside, members will find RUSU merchandise and essential student information. There's also a chance to include extra items in these popular bags – space is limited.

Promotional Material for Showbags

Flyers, discount coupons, stickers, vouchers, magnet or small items (eg. sachets, pens) to be placed inside bags.

\$1,500

Strict timelines are in place for bag packing – items must be delivered to RUSU by Friday, 6 February 2026

Get your products in the hands of thousands of students

2,000 bags distributed for FREE to RUSU members

Limited space available

Contact us to discuss arrangements.



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SEMESTER 1, 2024		RUSU RMIT UNIVERSITY STUDENT UNION					
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 0	26 FEB	27 FEB	28 FEB	29 FEB	1 MAR	2 MAR	3 MAR
WEEK 1	4 MAR	5 MAR	6 MAR	7 MAR	8 MAR	9 MAR	10 MAR
WEEK 2	11 MAR	12 MAR	13 MAR	14 MAR	15 MAR	16 MAR	17 MAR
WEEK 3	18 MAR	19 MAR	20 MAR	21 MAR	22 MAR	23 MAR	24 MAR
WEEK 4	25 MAR	26 MAR	27 MAR	28 MAR	29 MAR	30 MAR	31 MAR
HOLIDAY BREAK	1 APR	2 APR	3 APR	4 APR	5 APR	6 APR	7 APR
WEEK 5	8 APR	9 APR	10 APR	11 APR	12 APR	13 APR	14 APR
WEEK 6	15 APR	16 APR	17 APR	18 APR	19 APR	20 APR	21 APR
WEEK 7	22 APR	23 APR	24 APR	25 APR	26 APR	27 APR	28 APR
WEEK 8	29 APR	30 APR	1 MAY	2 MAY	3 MAY	4 MAY	5 MAY
WEEK 9	6 MAY	7 MAY	8 MAY	9 MAY	10 MAY	11 MAY	12 MAY
WEEK 10	13 MAY	14 MAY	15 MAY	16 MAY	17 MAY	18 MAY	19 MAY
WEEK 11	20 MAY	21 MAY	22 MAY	23 MAY	24 MAY	25 MAY	26 MAY
WEEK 12	27 MAY	28 MAY	29 MAY	30 MAY	31 MAY	1 JUN	2 JUN



ORIENTATION RUSU YEARLY PLANNER

Each year RUSU produces a double sided yearly planner, outlining the academic year with key dates. Advertising on the yearly planner is available, offering a unique opportunity to reach a student audience throughout the academic year. This A2-sized, full-colour planner is distributed freely to 2,000 students, providing a prominent platform for your brand to stand out. With its eye-catching design and practical layout, the planner is not just a calendar; it becomes a daily reference for students, making it a highly visible and valuable advertising space.

Advertisement: 275mm Wide x 35mm High
Printed on the base of both sides of the calendar **\$2,500**
(full year)

Advertisement: 275mm Wide x 35mm High
Printed on the base of one side of the calendar **\$1,300**
(half year)

2,000 planners distributed

Free for RUSU members

Full year of exposure to students

Limited space available

ADVERTISEMENT EXAMPLE

WEEK	3 JUN	4 JUN	5 JUN	6 JUN	7 JUN	8 JUN	9 JUN
WEEK 13							
WEEK 14	10 JUN	11 JUN	12 JUN	13 JUN	14 JUN	15 JUN	16 JUN
WEEK 15	17 JUN	18 JUN	19 JUN	20 JUN	21 JUN	22 JUN	23 JUN
WEEK 16	24 JUN	25 JUN	26 JUN	27 JUN	28 JUN	29 JUN	30 JUN

FOR STUDENTS, BY STUDENTS.

Details are correct at time of printing - visit rmitstudentunion.com for up to date info.

← Artwork to be supplied
Size: 275mm Wide x 35mm High

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DISTRIBUTION

FLYERS AT FRONT COUNTERS

RUSU supports students daily through our front counters, making them an ideal place to share information, promotions, and special deals directly with students. Our team engages with lots of students, across multiple campuses each week, providing assistance and guidance, which creates a valuable opportunity to promote services, events, and offers in a targeted and effective way.

Placing flyers around campus ensures maximum visibility. With students moving through our campuses daily, your message is guaranteed to reach a broad audience, or if you prefer a certain campus, a specific audience. Whether you're looking to raise awareness about a service, or share exclusive deals, our distribution channels help ensure that students see and engage with your materials.

Flyers at Brunswick or Bundoora	\$200
Flyers in the City: Carlton & Main Campus	\$500
Flyers at ALL RUSU Counters: City, Carlton, Brunswick, and Bundoora West	\$600

**Direct access to
ALL passing foot
traffic at RMIT***

**50,000+
students across
Melbourne
campuses****

*Please note RUSU will not print flyers – they must be distributed to our front counters.

**50,000+ figure represents the actual student body numbers at RMIT, not the foot traffic estimates.

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RUSU DIGITAL RUSU MEMBER EDM

Our primary channel for engaging with RUSU members is through Electronic Direct Mails (EDM). Every Monday during semester we deliver a highly-anticipated newsletter via Mailchimp. This newsletter serves as an informative gateway, providing valuable insights into events, services, and exclusive access to member-only competitions. The newsletter has garnered a remarkable reception, boasting an impressive open rate and click-through rate, indicative of the strong connection we maintain with our members. Limited opportunities are available to advertise within the email.

Direct access to student inboxes

Average open rate of 46%

6,000+ subscribers

Limited space available – only 1 advert per EDM

EDM Advert: Located within body of email

Image: 800 x 600 pixels, Heading
Text (up to 50 words), Button with hyperlink

\$500 per EDM*

ARTICLE REQUIREMENTS

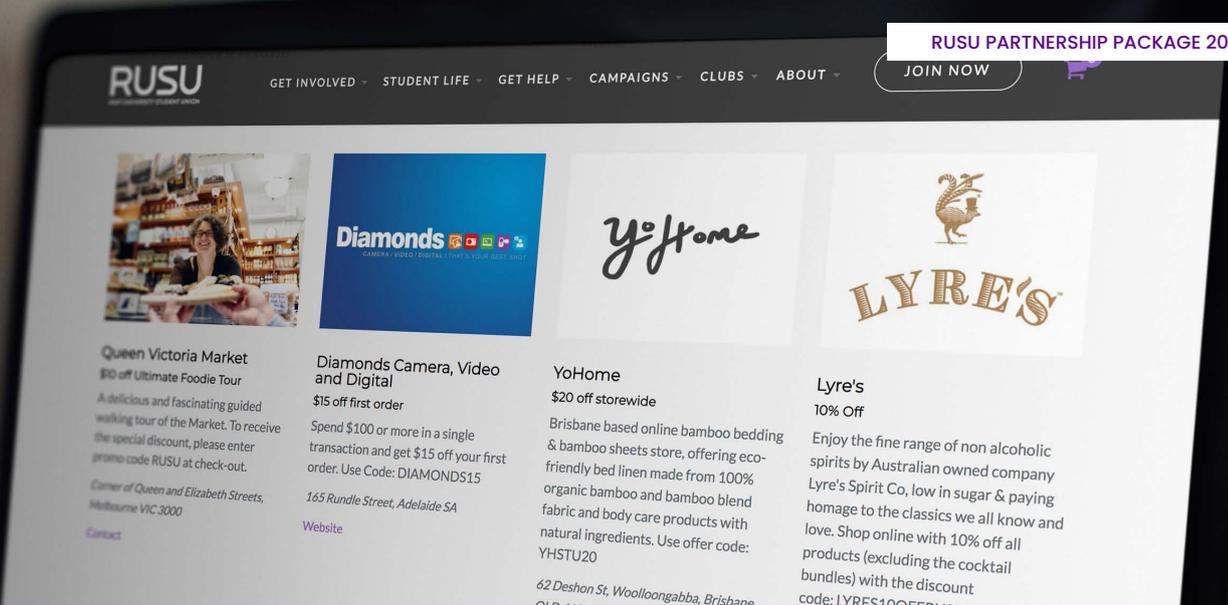
← Image: 800 pixels x 600pixels

← Business Name
← Title (approx 5 words)
← Blurb (approx 30 words)

← Button Link

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RUSU DIGITAL RUSU EXCLUSIVE OFFERS

RUSU love to support students and local businesses. Our Exclusive Offers web page (www.rusu.rmit.edu.au/memberoffers) 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 2025 we had almost 6,000 members who could access these offers. Each member receives a member sticker and digital member card, which is an easy way to identify members. Offer codes are also a great way to offer a discount to students.

Website Offer: 1 calendar year (until Dec 2026) Image, offer, blurb & link	\$400
Website Offer: 2 calendar years (until Dec 2027) Image, offer, blurb & link	\$600

Offer discounts to RUSU Members

Full year of exposure to members

Support students and promote your business

EXCLUSIVE OFFER EXAMPLE



Green Acre Pizza Bar
10% off all menu items (excl Tues)
Green Acre is a sustainable, vegan friendly bar serving pizza, local craft beer, wine and good times.
328 Victoria St, Brunswick
[Website](#)

EXCLUSIVE OFFER REQUIREMENTS



Queen Victoria Market
\$10 off Ultimate Foodie Tour
A delicious and fascinating guided walking tour of the Market. To receive the special discount, please enter promo code RUSU at check-out.
Corner of Queen and Elizabeth Streets, Melbourne VIC.3000
[Contact](#)

- ← Image: 600 pixels x 450pixels
- ← Photo or logo (no text)
- ← Business name
- ← Exclusive Offer (maximum 5 words)
- ← Blurb (maximum 20 words)
- ← Address (if applicable)
- ← Website Link

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FLAGSHIP EVENT

CHILL N GRILL

During the semester, RUSU organises a series of popular free lunch events known as 'Chill N Grill' on all RMIT campuses. These events are collectively RUSU's most sought-after initiative. The City Campus event, held on Thursdays, stand as the largest, with over 1,000 students flocking in to enjoy a free meal and the chance to forge new connections in a laid-back atmosphere. Smaller versions of these events take place on the Brunswick campus every Tuesday and at Bundoora campus every Wednesday.

The lunch offerings include a BBQ with both meat and vegan options, occasional food trucks and catering, a fenced-off bar, and the musical vibes of a DJ in the city. This event provides an exceptional platform for partners to engage with students in a fun and structured way directly on campus.

Weekly free lunch event on all campuses

Over 2,000 meals served each week

Directly reach students and get your product in student hands

Event Activation

Trestle tables & marquees can be arranged at an additional cost

City: \$500

Brunswick or Bundoora: \$250

In-kind Contribution

Supply of food or beverage at event

FREE*

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



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FLAGSHIP EVENT

VE SMOKO

The Vocational Education 'VE Smoko' is a weekly breakfast gathering hosted on the Carlton campus, located in close proximity to Trades Hall. Scheduled on Mondays, it offers an opportunity for VE students, particularly those in the trades, to come together, unwind, and enjoy a well-deserved break.

With the capacity to serve between 200 to 250 complimentary meals, it's a significant community-building event. We are actively seeking partners interested in contributing to this event by providing food, snacks, and beverages such as pies, soft drinks, flavoured milk and snack bars. In exchange for your support, we're enthusiastic about collaborating on mutually beneficial partnership options and offering prominent advertisement opportunities for your business or product.

Free breakfast event in Carlton for VE Student

250 free lunches each week

Made for tradies

<p>Event Activation / Product Demonstration Trestle tables & marquees can be arranged at an additional cost.</p>	<p>\$250</p>
<p>In-kind Contribution Supply of food or beverage at event / Minimum serves: 250</p>	<p>FREE*</p>



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FLAGSHIP EVENT

RUSU MEMBER DRINKS

We're thrilled to invite sponsors to help make our RUSU Member Drinks at the "RUSU After Dark" event space an unforgettable night for students. Your support will allow us to offer an exciting lineup of food, drinks, and giveaways that elevate the atmosphere and ensure a fantastic experience. Partnering with us means more than just contributing to a great event—it's about creating memorable moments and fostering positive connections within our student community. We're especially seeking sponsors for pizza, soft drinks, and alcohol.

Attendance or In-kind Contribution

Supply of food or beverage at event.

\$300*

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

Directly reach students and get your product in their hands

200 city students expected to attend each event

Located on Cardigan Street, Carlton



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MAJOR EVENT

MULTICULTURAL FESTIVAL

APRIL

At the heart of RMIT, this vibrant daytime festival serves as a tribute to the university's rich cultural tapestry, spotlighting a blend of professional and student performers, food trucks and generous giveaways. As the largest on-campus festival of the semester, we anticipate a bustling attendance of over 3,000 attendees. It stands as a pivotal stage for RMIT's cultural clubs to shine, offering a platform to showcase their diverse activities and foster a sense of community among students.

Over 3,000 students expected

A festival of cultures at RMIT

Directly reach students and get your product in student hands

Open to cultural aligned businesses

Event Activation

Trestle tables & marquees can be arranged at an additional cost.

City: \$500
Brunswick or Bundoora: \$250

In-kind Contribution

Supply of food or beverage at event / Minimum serves: 1000 (City), 250 (Brunswick), 250 (Bundoora).

FREE*

**Dependant on the amount of serves provided, and the campus. Contact us*



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MAJOR EVENT
PRIDE WEEK
AUGUST

Pride Week is a celebration of love, diversity, and inclusion, uniting students and staff in an unwavering support for the LGBTIQ+ community at RMIT. Across all campuses, the week is a vibrant hub of empowerment, education, and joy – complete with DJs, roving performers, workshops and food trucks. It serves as a significant platform for RMIT to foster pride, strengthen community bonds, and enhance engagement. This event offers valuable opportunities for potential collaborators with brand activations that resonate with the spirit of pride and celebration of diversity.

Over 1,500 students expected
A celebration of pride at RMIT
Supporting LGBTIQ+ students
Open to Pride aligned businesses

Event Activation

Trestle tables & marquees can be arranged at an additional cost. **\$500**

In-kind Contribution

We are seeking free food, pride or wellbeing focused giveaways/ promotional items. Contact us to discuss options and minimum quantities (City, Bundoora, Brunswick). **FREE***

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



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STUDENT SUPPORT

FREE BREAKFAST

RUSU helps students start their day right with free on-campus breakfasts, providing nutritious snacks like fruit, muffins, cereal, chia cups and protein bars. In 2025, we hosted four breakfast events weekly across all campuses for 22 weeks, continuing a program that's been in high demand since 2013, especially now with rising living costs. We're seeking partners to contribute fresh or non-perishable items, with opportunities for both one-time and ongoing support, including promotional stalls with giveaways. .

In kind donations – gratefully accepted.

For large/ongoing donations of in-kind products for the breakfasts contact us to discuss how RUSU can assist promote your product/brand.

FREE

Attendance at event

\$300 per event or FREE* if providing min. serves

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

Over 80 free breakfast events across 4 campuses

30,000+ free breakfasts expected to be served

Excellent opportunity for product/brand exposure



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STUDENT SUPPORT

COMPASS CUPBOARD

We are seeking sponsors for our Compass Cupboards – small food banks held weekly on each campus that offer support to struggling students. We are in urgent need of non-perishable items like noodles, rice, pasta, canned vegetables, tuna, cereal, and toiletries, and we welcome diverse one-off or ongoing donations to accommodate our international student community.

Donations can be one-time or recurring throughout the semester.

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.

40% of students experience food insecurity

Make a meaningful difference

One-off or ongoing donations welcome



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FOR STUDENTS, BY STUDENTS

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Talk to us about how we can partner with you.

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Visit: www.rusu.rmit.edu.au / **Instagram:** [rmit_rusu](https://www.instagram.com/rmit_rusu)