

# National Sponsorship of Orientation

We would like to invite you to join us for University Orientation week, the largest and most noticed festival on the University social calendar.

Associating your brand with this fun filled event is an excellent way to connect with the tertiary student market.

The Orientation Celebration is an action packed week of festivities including day and evening events. Some notable events that can be expected throughout Orientation are music acts, student expo (with on-site activation opportunities), and who can forget the toga party.

For a lot of these students (around 31,000 per year) this is their first time away from home. This demographic are in the process of establishing spending patterns, brand loyalties and asserting themselves as independent consumers for years to come. Now is the time to reach this highly impressionable audience!

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640 Cumberland St  
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**Estimated opportunity to engage with 70,000 across Orientation week**

## Distribution



On-site activations through nine campuses from Auckland to Otago

## Targeted Audience



University Students- 18-25 year olds

## Dates



**Auckland** – Feb 22

**AUT** – Feb 22

**Waikato** – Feb 22

**Massey Palmerston North** – Feb 21

**Massey Wellington** – Feb 21

**Victoria University** – Feb 21

**Canterbury** – Feb 14

**Lincoln** – Feb 21

**Otago** – Feb 21

**Prices on enquiry.**

