



JCUBSA

**BUSINESS
STUDENT
ASSOCIATION**

**James Cook University
SPONSORSHIP PROPOSAL
2023**

About the JCU Business Student Association

Introduction

The James Cook University Business Student Association (JCUBSA) is a not-for-profit organisation run by elected student volunteers, studying business or commerce at James Cook University Townsville Campus. Founded in 2013, our presence and membership base has grown significantly, encompassing all students from undergraduates to postgraduates. In 2018, we underwent significant rebranding which has allowed us to establish greater links to JCU Business and Commerce students, our total exposure now extends to over 800 students.



Partnerships

With continuing links, previously the JCUBSA has collaborated with various organisations and student bodies, such as:

- JCU College of Law, Business & Governance
- JCU Student Association
- JCU Law Students' Society (JCULSS)
- Mentally Healthy City Townsville (MHCT)
- Townsville Chamber of Commerce
- Townsville Young Chamber
- Chartered Accountants
- Cardzilla
- CHAD Walker
- Cowboys Leagues Club
- CPA Australia
- Grants Writing Australia
- Mad Cow Tavern
- TJIP Patents



Our society's aim is to foster and nurture connections that are advantageous to our members, aiding them in their pursuit of personal and career growth.

Executive Goals

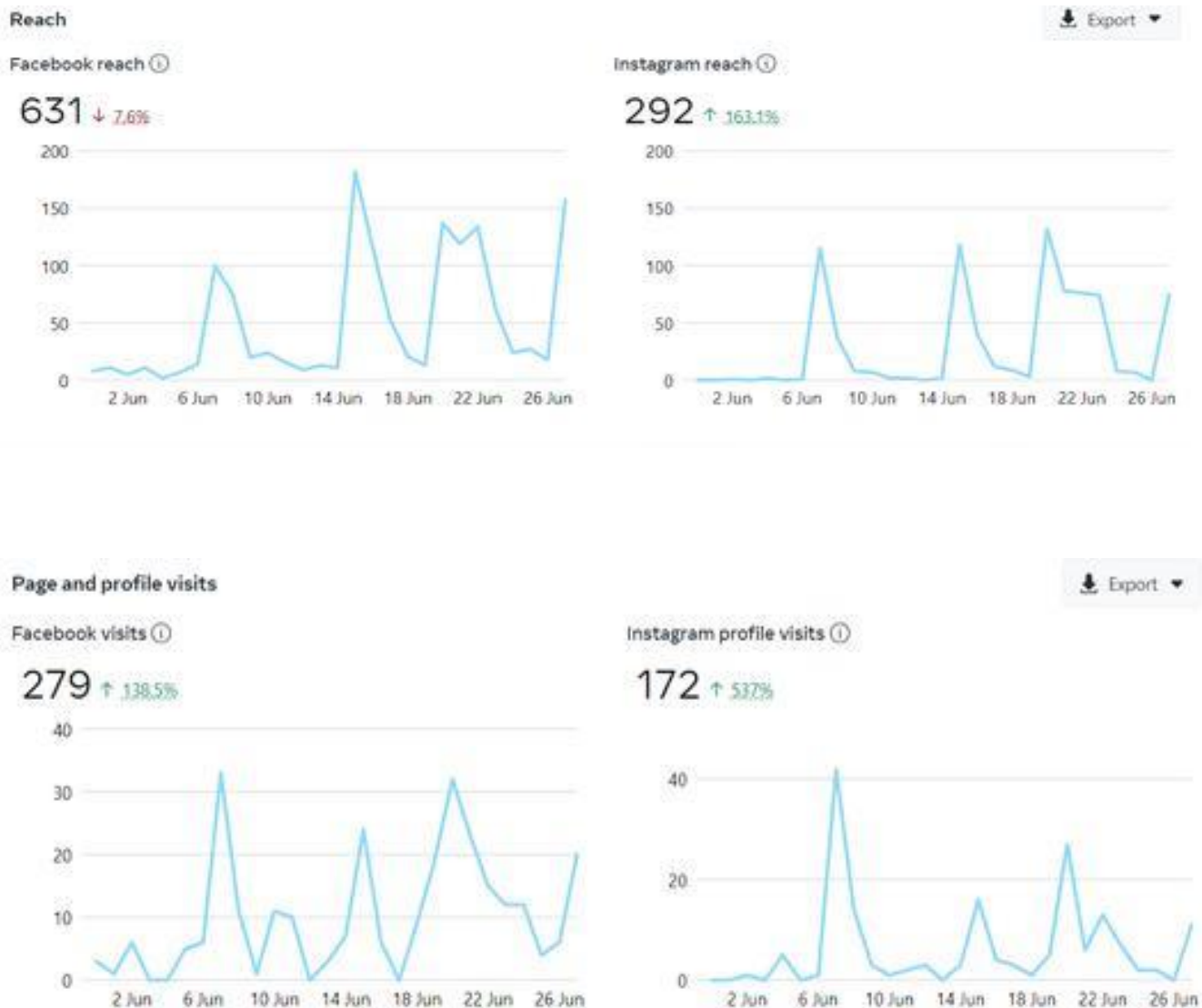
The JCUBSA is a well-crafted association that has set forth particular objectives, aiming to promote the growth and progress of society. The association's ultimate goal is to better the lives of its members and the wider community of business students at JCU. The activities and initiatives executed by JCUBSA are intended to accomplish the following goals:

- Encouraging greater student involvement and interaction
 - o Facilitating connections among student groups and industry experts
- Fostering a feeling of community and cohesiveness within the JCU Business and Commerce cohort
- Establishing strong, mutually beneficial relationships through networking opportunities and other forms of meaningful engagement
 - o Promoting collaboration and partnership among students
 - o Establishing connections between students and professionals, as well as with organizations like Townsville Enterprise, Townsville Chamber of Commerce, and industry leaders.
- Providing platforms for students to expand their personal and professional skills and capabilities.

JCUBSA is dedicated to enhancing the lives of business students at JCU by fostering a sense of community and enabling interaction, establishing valuable partnerships, and building opportunities for skill development and growth.

Social Media

The JCUBSA Facebook page has seen a significant increase in followers in the past 2 years, gaining around 300 new followers. Currently, the page roughly has a total of 850 followers and reaches over 850 people on a monthly basis. Our strategy involves using Facebook, member emails, and collaborating with the College of Law, Business, and Governance to effectively capture the attention of students and encourage them to attend our events. Additionally, we have recently created an Instagram account and aim to utilize both platforms to engage with students consistently and effectively. We have also seen a significant improvement in our Instagram followers and viewers having another platform to allow us to share our content and keep our members updated in the plans the society has going on.



New likes and follows

Export ▼

Facebook Page new likes ⓘ



New Instagram followers ⓘ



JCUBSA Events

Professional Development

The objective of the JCUBSA is to foster and enhance the professional abilities of business students.

During 2019, the JCUBSA partnered with local organisations to provide students with guidance and expertise in various business areas. The association collaborated with PVW Partners and JCU College of Business, Law, and Governance to host information sessions for students, focused on careers in accounting and financial advice. Additionally, students were given the opportunity to attend the Townsville Chamber's "Quick Start Guide to Entrepreneurship", which was presented by two successful entrepreneurs from the area. CPA Australia and Chartered Accountants ANZ also supported the development of students' employability skills and provided valuable industry insights.

The outbreak of COVID-19 across the world in 2020 resulted in a drastic change in the way people work and study, with a huge emphasis on online learning. As a result, many events were postponed. Although traditional skills were not the main priority at that time, students gained valuable experience in adapting to unforeseen obstacles and finding solutions.



Throughout 2021, COVID-19 remained a significant obstacle to overcome, but progress was made as the year went on and the JCUBSA experienced growth once more during the latter half. Recognising the value of personal development for professional advancement, the JCUBSA partnered with Mentally Healthy City Townsville (MHCT) to provide students with tools for promoting self-care and mental wellness and strategies for achieving balance in all areas of life. This reflection took place at the end of Trimester 3 to help students stay on track following a demanding year of study.

In 2022, the JCUBSA had a lot of events planned for professional development. Our first priority was to ensure that students were maximising their use of the LinkedIn platform. This was aimed at preparing students to engage with the business community, both locally and nationally, and be sought after by potential employers. Additionally, students had the opportunity to listen to employers talk about the essential skills and qualities of successful graduates in the workforce through our Graduates Pathway Night and Internship Information Sessions. These events were tailored for business students who were just starting their degree as well as those who were closer to starting their careers. In collaboration with MHCT and the JCULSS, the JCUBSA continued to offer mental health and awareness sessions to foster balance and well-being during the stress of studying.



This year in 2023 we plan to continue preparing students to engage with the business community as well as exposing them to more areas where they can develop more skills and qualities for the real world. Moreover, another focus we wanted to push further was ensuring all students are comfortable and well versed with our community and events so they are able to understand the benefit this society brings. Additionally, so that the society can continue growing towards a positive future.

Social Events

Introduction to Business School

The JCUBSA, in collaboration with other entities, organizes a welcoming gathering for first-year Business Students, featuring food and beverages. This event presents a great chance for the JCUBSA to connect with new students and foster the formation of social circles that students will depend on throughout their academic journey. It also gives students the opportunity to meet their professors, who provide guidance during their initial year of university education.

Barefoot Bowls

Barefoot bowls has emerged as a fresh addition to the 2022 BSA schedule, offering students the chance to gather in teams and engage in friendly competition while relishing in a traditional pub meal and relaxed beverages. This event provides an opportunity for students to take a break from their academic environment and unwind with their peers in a laid-back manner.



Pub Crawl

The JCUBSA organises a pub crawl for its members, collaborating with one or more JCU Societies. These pub crawls serve as an opportunity for students to take a break from their academic responsibilities and interact with classmates and students from different programs. They have become a highly sought-after event among students and continue receiving positive feedback from the campus community and participating venues in the hospitality industry.

Business Ball

Based on the positive response from various societies' Gala Balls, the JCUBSA is excited to announce the upcoming JCU Business Ball in 2023. Due to numerous student requests and the successful JCU Law Student Society's Ball, there is considerable support to guarantee the triumph of this event, not only in the present year but also in future editions. The primary objective of this inaugural occasion is to create an opportunity for attendees to connect and commemorate their experiences while acknowledging and giving thanks to our sponsors in a laid-back setting, accompanied by a delightful three-course meal and beverages.



SPONSORSHIP PACKAGES

As our society continues to expand, we strive to actively engage with numerous organisations that can enhance the experience of JCU Business and Commerce students. However, we understand that your organisation may have alternative approaches for promoting itself. If the proposed options below do not align with your desired level of involvement with the JCUBSA, please do not hesitate to reach out. We would gladly welcome the opportunity to meet with you and explore how we can cater to your specific needs.

Advertising Packages:

Bronze Sponsorship (\$250)

- Promotional material distributed three times throughout the year at JCUBSA events or stalls
- Personal invitations to all JCUBSA professional events
- Acknowledgement as a bronze sponsor on our website (www.jcubsa.com.au)
- Two posts advertising your organisation on a social media platform of your choice including a blurb

Silver Sponsorship (\$450)

- Promotional material distributed six times throughout the year at JCUBSA events or stalls
- Personal invitations to all JCUBSA professional events
- Acknowledgement as a silver sponsor on our website (www.jcubsa.com.au)
- Four posts advertising your organisation on a social media platform of your choice including a blurb

Gold Sponsorship (\$650)

- Promotional material distributed throughout the year at all JCUBSA events/stalls
- Personal invitations to all JCUBSA professional events
- Acknowledgement as a gold sponsor on our website (www.jcubsa.com.au)
- Eight posts advertising your organisation on a social media platform of your choice including a blurb

Event Packages:

JCUBSA 2023 Business Ball (\$2,000)

- Exclusive naming rights to the Business Ball
- Opportunity for your organisation to display banners and/or posters at the Ball
- 5 free tickets to the ball, as well having priority access to purchase additional tickets
- All advertising of the Business Ball will contain special mention of your organisation alongside your logo

JCUBSA 2023 Business Ball Table Sponsorship (\$500)

- 3 free tickets to the Business Ball, as well having priority access to purchase additional tickets
- Company/firm's logo displayed in the centre of table.
- Public acknowledgement of firm's table sponsorship and a short blurb regarding your firm's history and practice areas.

JCUBSA Rising Business Leaders Night (\$350)

- Exclusive naming rights to the event
- Opportunity for your organisation to display banners and/or posters at the event
- 2 tickets to the event, as well having priority access to purchase additional tickets
- All advertising of the event will contain special mention of your organisation alongside your logo

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Business Student Association

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