



# *UNIVERSITIES PROSPECTUS 2018*

**REDFROGS.COM.AU**  
**t f i @REDFROGSAU**



**“TO REDUCE SUFFERING AND  
SAFEGUARD A GENERATION OF  
YOUNG PEOPLE.  
TO EMPOWER THEM TO MAKE  
CHANGES AND POSITIVE LIFE  
CHOICES. TO BECOME A VOICE OF  
CHANGE WITHIN THEIR CULTURE.”**

**-RED FROGS VISION STATEMENT**

# OVERVIEW

Birthered in 1997, Red Frogs is a support program created to safeguard the next generation. Whether it be at high schools, schoolies' and leavers' celebrations, university campuses, sporting events, skate parks or music festivals, today's young people are confronted with an array of important issues that can shape their future in a positive or negative way. From alcohol and drug-related experimentation, to problems such as unsafe sex, sexual abuse and assault, issues such as these are sadly occurring all too often and are sidelining young lives that are otherwise destined for potential. Red Frogs Australia offers direct relief and real solutions to these very relevant problems.

## RED FROGS IN A SNAPSHOT

### ANNUAL STATISTICS

EDUCATION

STUDENTS EDUCATED: **62,307**  
 EDUCATION PRESENTATIONS NATIONALLY: **469**  
 UNI COLLEGES SUPPORTED NATIONALLY: **90%**  
 RED FROG UNI PLANNERS DISTRIBUTED: **71,000**



### TOTAL AMOUNT OF PEOPLE...

WE ARE SAFEGUARDING: **1,263,853**

RED FROGS VOLUNTEERS: **4,056**

VOLUNTEER  
HOURS  
**167,705**

SCHOOLIES  
LOCATIONS

**17**  
GLOBALLY



LONGEST WALK HOME:

**8KM RETURN**

MOST KMS IN ONE NIGHT:

**20KM**

WALK HOMES

CUPS OF WATER

**445,295**



RED FROGS

**24 TONNES**



PANCAKES

**77,601**



DONUTS

**34,022**



VOMIT BAGS

**3,500**



FIND US IN **8**  
COUNTRIES

VANUATU, FIJI, BAH, CANADA,  
NEW ZEALAND, SOUTH AFRICA,  
UNITED KINGDOM, ZIMBABWE

**526,000**

FESTIVAL  
PATRONS  
SUPPORTED

**20**

PROFESSIONAL  
SPORTING TEAMS  
IMPACTED &  
INFLUENCED

DATA RECORDED FROM 12 MONTH PERIOD

*We invite you to partner with Red Frogs Australia in 2017/2018 through the following sponsorship proposal and assist us in impacting lives and safeguarding the next generation.*





# UNIVERSITIES

*As a student, being away from home in new surroundings can be difficult. Many have to start brand new friendship groups while dealing with financial, social and study pressures, which are often tough for young people to navigate. That is why the Red Frogs university program seeks to meet students in the midst of this fundamental time of life, to support them with a positive peer presence and shoulder to lean on. Red Frogs aim to provide direct relief to students during potentially harmful situations by offering the following programs:*

## PARTY SUPPORT

The Red Frog crew provide direct relief in the form of 'hydration stations'. These stations allow us to create a controlled and safe space for people to rehydrate with water and icy-poles, chill out and chat to someone. Having a presence in these environments reduces the risk of harmful behaviours as well as the extra eyes and ears of Red Frog volunteers to minimise potential incidents.

## ALCOHOL FREE EVENTS

Red Frogs can assist or run an event for universities and residential colleges that is alcohol free and inclusive of students who are under the age of 18. Red Frogs conduct cafe crawls (a great alternative to the traditional pub crawls), games nights, random acts of pancakes, BBQs - the list goes on! These dry events provide a great off-ramp for students who want a break from drinking activities and also fun alcohol-free alternatives for students whose choices are otherwise limited.

## STUDENT TRAINING

Red Frogs provide training for university student leaders and first year students on campuses.

**Fresher Talks:** supports freshers as they transition into uni life, and equips them to navigate the new culture.

**Student Leader Training:** encourages leaders to include alcohol-free alternatives in their activity planning and equips them with harm minimisation practices for their drinking events.

For more information visit: [redfrogs.com.au/unistraining](http://redfrogs.com.au/unistraining)

## FREE STUFF

Red Frogs are known and loved for free stuff! Whether it be handing out freebies at market days (such as the hugely sought after wall planners) or providing welcome packs for residential colleges, whatever we can get our hands on we love to distribute to university students. After all, the love language of a uni student is free stuff!

## STUDENT / STUDY SUPPORT

Red Frogs provides students with study and stress relief by visiting colleges during SWOTVAC (study period before exams) to hand out lollies, share snacks and play games with students. College visits are similar and are usually weekly visits where teams go into colleges/residences and do a pancake cookup, play games and just hang out with students, the aim is to create a friendly atmosphere and provide pastoral care to those feeling overwhelmed, lonely or just need someone to talk to.

# UNI O-WEEK IN A SNAPSHOT

STUDENTS  
SUPPORTED  
**122,694**

VOLUNTEER  
HOURS  
**8,178**

CUPS OF WATER

**56,739**



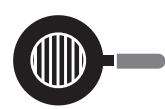
RED FROGS

**1,200 BAGS**



PANCAKES

**22,190**



DONUTS

**6,082**



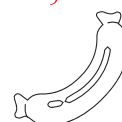
ICY POLES

**3,500**



SAUSAGES

**2,340**



EVENTS USING OTHER RESOURCES: **146**

DATA RECORDED FROM O-WEEK 2017





# UNIVERSITY WALL PLANNERS

*Every year Red Frogs produce and distribute A1 wall planners to over 71,000 university students around Australia. These wall planners are extremely popular, with many students enquiring to get their hands on one even before the start of the new year.*

## DISTRIBUTION

The wall planners are distributed to every major university and approximately 143 residential colleges around Australia. Ways in which we distribute include:

- Within the residential dorm's welcome packs
- Given out at University Market Days
- Posted out by order via the website

## SPONSORSHIP

### GOLD (1 AVAILABLE) \$35,000

- Top header branding & naming rights
- 4 x Side column ad
- No clash of other sponsors that operate within your scope of business on the wall planner

#### *Additional Exposure*

- Business name on back of worker's shirt
- Links on the Red Frogs website

### SILVER (2 AVAILABLE) \$15,000

- 2 x Side column ad
- Links on the Red Frogs website

### BRONZE (3 AVAILABLE) \$5,000

- 1 x Side column ad

## SPECIFICATIONS

- QTY - 71,000 (to cover demand nationally)
- Size - A1 double sided
- Opportunity for co-branded heading and ad spaces in side columns.

## TIMEFRAME:

Wall planners are designed October each year for the following academic year. Artwork is to be signed off by the end of October.

**WALL PLANNERS ARE VISIBLE ON STUDENTS' WALLS FOR 12 MONTHS OF THE YEAR!**







# SHOULDER BAGS



*These co-branded shoulder bags are given out to students at market days and residential colleges. They are also very popular as students use them to transport textbooks and materials to class.*

## SPECIFICATIONS

- QTY - 40,000
- 2 side print (Red Frogs 1 side/sponsor the 2nd side)

## TIMEFRAME

Shoulder Bags are ordered in October to arrive in time for O-week the following year. Artwork/Sponsorship to be signed off by early October.

## SPONSORSHIP

### 40,000 SHOULDER BAGS \$35,000

- Distributed at market days and used as welcome packs for residential colleges
- Suggested design - 1 side devoted to sponsor/1 side to Red Frogs

#### *Additional Exposure*

- Website promotion
- Logo on the back of Red Frogs worker's uniform





# RED FROG MARQUEE

*Marquees are an essential resource for Red Frogs so that party-goers can visually locate the crew and access the water, food and support they need.*

*There is opportunity to co-brand the marquees/ infrastructure that is used for our hydration stations.*

*In 2016 there were 144 hydration station events in universities and 108,306 students served.*

## SPECIFICATIONS

- 3x4.5m pop-up gazebos
- Co-branding opportunities on the valance & roof panels

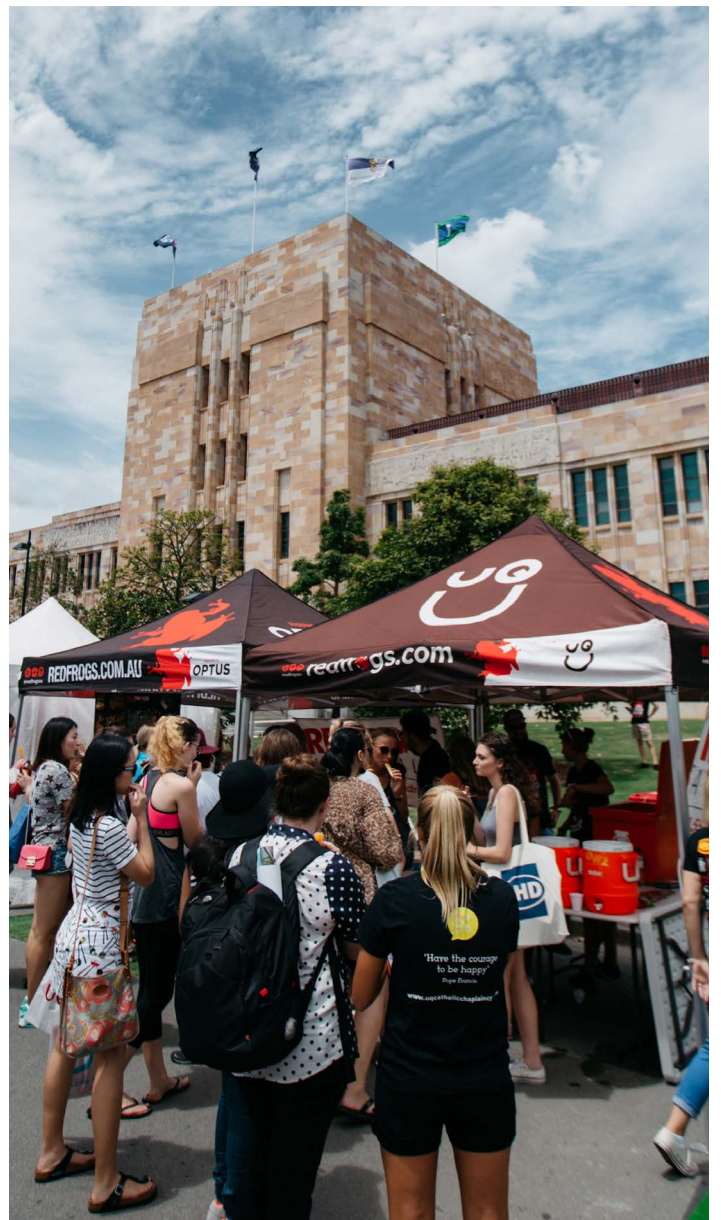
## TIMEFRAME

These event marquees are used throughout the year and can be produced upon request (allow 6 weeks from sponsorship sign off for the production/distribution of marquee).

## SPONSORSHIP

### MARQUEE BRANDING \$1,700

- 3x4.5m Marquees are used for Red Frog events around the country
- Price is for 1 marquee setup
- Your logo/message will appear on the right 1/4 and on alternate roof panels
- Marquees will be used in whichever cities/locations that you would like exposure







# HYDRATION STATIONS

*One of the biggest services that Red Frogs offer to university/residential colleges is the Red Frog 'Hydration Station'. A station is a designated area where party-goers can go to take time out from the dance floor, re-hydrate and check in with the crew on how they are feeling.*

## WATER

At this station Red Frogs provide water coolers and cups to hydrate party goers. These chill-out zones are supervised at all times and also act as a referral service to party organisers for any students who may be affected by excessive alcohol consumption or health issues.

***Red Frogs handed out 445,295 cups of water in 2016!***

These hydration stations included the following national university events:

- Regional & National University Games
- NAAUC Conference (student leaders conference)
- University hydration stations including O-Week events

## TIMEFRAME

This process is recommended to be signed off by early October to give enough time for sample units/shipping to arrive prior to O-Week (February).



## SPONSORSHIP

### CUPS \$20,000

- You have the opportunity to sponsor and brand the cups that are handed out to hydrate university students.
- QTY - 160,000
- Cup size: 12oz

### WATER COOLERS \$20,000

- QTY- 80 (\$250 ea)
- These water coolers will be used by the hydration stations and will be co-branded with your logo/desired branding.

*\*The water coolers are used at festivals and other events so there will be extra exposure gained with this option.*





# OTHER RESOURCES

## WE ARE OPEN TO NEW IDEAS TO SUIT YOUR NEEDS

We would love to hear any new suggestions with regards to promotional items that you would like to co-brand with Red Frogs, and have distributed to uni students around Australia. We do recommend that what we produce is done at a scale of around 40,000 to cover the demand on the ground. Red Frogs are more than happy to look after the design and manufacturing process.

## TIMEFRAME

This process is recommended to be signed off by early October to give enough time for sample units/shipping time to arrive in time for O-Week (February).







**VIEW THE RED FROGS 20 YEAR DOCUMENTARY**

***'THE JOURNEY'***

***[www.redfrogs.com.au/thejourney](http://www.redfrogs.com.au/thejourney)***

***For more information on this proposal & partnership with  
Red Frogs Australia please do not hesitate to contact:***

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