

UQ Politics, Philosophy & Economics Society

Prospectus 2024



A Message from Our President

Welcome! On behalf of the UQ Politics, Philosophy and Economics Society (UQPPES), I am very proud to introduce to you our 2024 Sponsorship Prospectus. 2024 marks the 7th year of UQPPES, a relatively young but highly valued student-led society.

We exist for students interested in all things politics, philosophy and economics, yet our 200+ members represent an array of degrees and disciplines. We offer regular academic, vocational and social opportunities for said members, with a **unique emphasis on community and intercohort connections**. Although only introduced to UQ in 2017, PPE has long been recognised as a particularly venerable degree, practiced at some of the world's most renowned universities.

The UQ program, however, is unique in its emphasis on innovative problem solving, effectively challenging students to think both critically and creatively in response to the most complex of global challenges. The tremendous and diverse success realised by the first four graduating classes of UQ PPE students is certainly a testament to this. Plainly, **PPE students and our Society members are special** - characterised by their **critical thinking, interdisciplinary insight, and creative problem solving**.

Our Value Proposition: the best hire you'll ever make.

How can you ensure that your organisation is front of mind for PPE graduates?

UQPPES is the best avenue for future employers to connect with these thinkers - current students and graduates alike. So, in 2024, we are very excited to be looking for sponsors who share our passion for innovative thinking and problem solving.

Collaborating with UQPPES goes beyond traditional sponsorship partnerships and, through society-exclusive networking and vocational events, enables direct engagement with our members. These connections, we have already seen, yield ongoing opportunities and value for both our members and our sponsors. I am very excited to connect your organisation with our incredible members and build a mutually beneficial relationship throughout the year.

~ **Hannah Stevens**

UQPPES 2024 President



Our Members

Our members at a glance:

Members of recent graduating cohorts of PPE students have secured competitive positions at leading organisations including the Grattan Institute, EY, KPMG, the RBA and a wide variety of departments within the Australian Public Service.

From the current base of UQPPES members, we boast students interning or working casually for a diverse range of public and private organisations including Deloitte, KPMG, the CSIRO, GHD, the RBA, Adept Economics, FTI Consulting, and many more.

Our members are educated and professional, and a good match for an organisation like yours. Sponsoring the UQPPES presents you with the opportunity to build brand reputation among our members. More importantly, sponsorship provides an unparalleled opportunity to form deep relationships with our members, helping your organisation to ensure its future growth by securing the best new talent in the field of public policy and economics.

Members in focus:

Nelson Prichard | Class of 2023 | Analyst – Monitor Deloitte

“Studying the BPPE (Hons) program has equipped me with the skills and knowledge required to understand and approach large complex problems. Thanks to my studies, I have developed core skills in critical thinking, public policy analysis, ethical analysis, writing and oral communication. The combination of these disciplines has helped me understand the nuance of complex problems and develop potential solutions, maximising the value for each client.”

Joseph Christensen | Class of 2023 | Public Policy Analyst – Productivity Commission

“UQ’s PPE program fosters strong critical thinking and analytical skills which are invaluable in a workplace setting. The multifaceted nature of PPE made the transition from university to professional life seamless. PPE has provided me with skills, above and beyond those necessary to excel in my professional roles now and into the future.”



Our Focus for 2024

1 Build on previous success

Popular, well-run events attract a strong, loyal, and diverse membership base

Effective and dedicated executive team, delivering growth prospects across 5 portfolios

Strong relationships with our sponsors, building mutually beneficial partnerships

2 Embrace diversity

Focus on student outreach and support by revitalising the events calendar

Encourage networking between members and a diverse range of industry partners

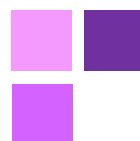
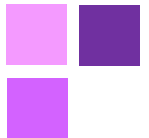
Improve sponsor diversity, to ensure our members are front-of-mind for employers

3 Communicate the value of PPE

Engage with faculty to ensure PPE students are supported and industry-ready

Broaden the Alumni network to leverage PPE alumnus experience in private and public sectors

Encourage members and sponsors to feel heard through events and publications



Opportunities

Partnering with the UQPPES provides your organisation with two primary opportunities: targeted exposure, and deep engagement.

Targeted exposure

The UQPPES has an active membership base of over 150, many of whom will end up seeking employment in your industry. We have a combined social media following of 1,500, and communicate regularly with our members and followers, making the UQPPES a prime **outlet** through which to advertise your organisation to future employees.

Additionally, each year, we host a packed calendar of academic, social, and vocational events, which attract attendees from well beyond our paying members.

In 2024, we are further expanding this events portfolio, and improving current offerings – presenting you with the offer of **naming rights and advertising space** at all major events, along with inclusion in all event marketing, providing your organisation with unique exposure to our membership base. These exposure opportunities are competitively priced and represent immense value for money – with reaches of up to **200 attendees***!



Join us for the new PPE Showcase, UQPPES Seasonal Lectures, PPE Graduate Dinner, and various PPE Networking Events!

*This is an average figure from events in the past three years, encompassing all who attended or expressed interest.



Engagement

On top of event sponsorship, UQPPES is looking to provide opportunities for organisations like yours to engage directly with our members. This can occur in the following two ways:

1. Sending representatives to our successful **networking events**.

We run a number of such events - by sending company representatives to these events, you can engage directly with talented and job-ready PPE students and identify candidates for internships or job openings.

2. Getting involved with **competitions and prizes**.

Our annual UQPPES Policy Pitch Competition challenges students and provides the opportunity to have a company representative join the judging panel, and to form relationships with winners.

We are also seeking sponsors for our **valedictory prizes**, which reward the highest-achieving PPE students. We would love to partner with your organisation to create a unique employability prize, the details of which are flexible, and aim to maximise value for your organisation.

Deep engagement of this sort offers your organisation **direct access to the very best** of those who complete UQ's Politics, Philosophy & Economics program. We are excited to partner with you to provide these opportunities, which benefit both your organisation and our members.

Pricing is negotiable for engagement opportunities. Please contact us to discuss this further. Some examples include:

Event	Description	Time of Year	Opportunity
Diversity in PPE	Networking event	May	Send representative(s) to network with PPES members
Policy Pitch	Academic & vocational competition	August	Participate in judging panel, network with participants
PPE Showcase	Networking event	September	Send representative(s) to network with PPES members
Valedictory Dinner	Social event involving valedictory prizes	November	Sponsor prizes and engage with high-achieving students



Pricing

We offer a range of **pricing packages** that combine the **most effective outreach options** for you and your company at **competitive rates**. Please contact us to discuss which package is best for you and your company or browse the individual pricing options below. The UQPPE Society is happy to consider changes and alterations to the below packages upon discussion.

Offering	Description	Bronze \$500	Silver \$1000	Gold \$2000
Address at Networking Events	Address from your company at employability events ('Beyond PPE', 'Women in PPE')	No	No	Yes
Sponsored Valedictory Prize	Sponsorship of a prize for high-achieving PPE students	No	No	Yes
Sponsored Statecraft Writers' Awards	Sponsorship of multiple awards for exemplary student analysis / opinion writing	No	No	Yes
Market Day Branding	Your branding on display at our stall both semesters, with targeted promotion to new members	Yes	Yes	Yes
Website Advertisement	Our thanks on 'Our Sponsors' page, and branding on all footers	Listed sponsor	Listed sponsor	Featured sponsor
Social Media Advertisement	Semesterly Facebook, Instagram & LinkedIn Posts including on our Alumni Page	1	1	2
Email to Members	Promotional email direct to members regarding grad or intern opportunities	No	1	2
Statecraft Magazine Advertisement	Advertisement space in our flagship publication <i>Statecraft</i> (published annually with 100+ reach)	¼ page banner	½ page banner	Full page banner
Pillar Talk Podcast Advertisement	Advertisement space in our flagship podcast <i>Pillar Talk</i> with opportunities to engage in content and editing	No	Yes	Yes
Attendance at our exclusive events	Optional attendance and speaking opportunities at our exclusive networking and vocational events	Yes	Yes	Yes



Alternative Engagement Options

Individual Items

While our sponsorship packages provide the best value for money, we also offer sponsorship of individual items, encompassing both exposure and engagement opportunities. Pricing is negotiable for these items. Please contact us to discuss this further.

Events	Description	Time of Year	Approx. Reach
Statecraft Panel Discussion	Academic panel discussion	April	130+
UQPPEs Occasional Lectures	Academic lecture	All year round	150+
PPE Soirée	Social event	June	210+
UQPPEs Netball Team Sponsorship	Sporting Team	All year round	40+

Promotion	Description	Approx. Reach
Email to members	Promotional email direct to members	150
Post on alumni LinkedIn	Promotional post to UQPPEs Alumni LinkedIn	60
Post on social media pages	Promotional post to UQPPEs Instagram and Facebook pages	1500+
<i>Statecraft</i> Magazine	¼ page banner ½ page banner Full page banner	100
<i>Pillar Talk</i> Podcast	Promotional advertisement in our flagship podcast	200+

Engagement Opportunities	Description
Networking Events	Address from your company at employability events, opportunity to network with attendees
Valedictory Prize	Sponsorship of a prize for high-achieving PPE students, opportunity to connect with winners
Statecraft Writers' Awards	Sponsorship of four awards for exemplary student analysis / opinion writing



Contact Us

Graduates from UQ's Politics, Philosophy & Economics program are already making an impact in organisations like yours.

Partnering with the UQPPES is the best way to ensure that your organisation is front of mind for PPE graduates moving forward. Collaborating with UQPPES is an investment that is certain to offer returns.

We are excited to work with your organisation in 2024 to foster a mutually beneficial, long-lasting relationship and we would love to discuss this with you in more detail.

To get in touch, please contact us via email at sponsorship.uqppes@gmail.com, or call our sponsorship officer, Sam Weir, at 0400 410 642.

- The 2024 UQ Politics, Philosophy & Economics Society Executive Team



Sam Weir

VP Sponsorships 2024



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