



A PROPOSAL BY  
**QUT ACCOUNTANCY  
STUDENTS' ASSOCIATION**



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# 2025 SPONSORSHIP PROPOSAL

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[www.qutasa.com](http://www.qutasa.com)

Queensland University of Technology  
2 George Street  
Brisbane QLD 4000



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## President's Foreword

Dear Prospective Sponsors,

As the President of QUTASA, it's my privilege to extend a warm welcome to our sponsors and supporters, both new and continuing. QUTASA is more than just a society; we are a dedicated and dynamic community that strives to build a bridge between academia and the professional world. Our aim is to connect aspiring young accountants with industry leaders, allowing them to build networks, develop skills, and gain insights that will be invaluable in their careers.

In 2024, we saw amazing growth and engagement, with a membership base now totalling over 270 members. Our events, from networking nights to firm crawls, have provided invaluable opportunities for both students and sponsors alike. These gatherings foster meaningful connections and a shared understanding, making us not only a student association but also a powerful platform for career development.

Our long-standing foundation, built over decades, means we have the experience and commitment to deliver quality interactions and outcomes for our partners. As a sponsor, you're not just supporting a student group; you're investing in a future workforce that understands your business and is prepared to contribute effectively from day one. Our focus on adaptability and engagement ensures that QUTASA remains a relevant and impactful conduit between students and the evolving demands of the accounting industry.

Thank you for considering QUTASA as a partner in your outreach and talent development initiatives. We are excited to work with you to create tailored events and opportunities that meet your specific needs and enhance your brand presence within our vibrant student community. Together, let's continue to shape the future of accounting with passion, professionalism, and purpose.

## Experience

QUTASA is a society with a long-standing foundation. Established in 1998, we have years of experience in creating professional and personal development opportunities for our members. This means you will have access to a motivated team that understands your needs and will work with you to reach your targets.

## Commitment

QUTASA is committed to delivering the best experiences for both students and corporate partners. We aim to continuously improve our offering and seek feedback to ensure we are on the right track. We are adaptable and strive to tailor opportunities that will mutually benefit your firm and our student community.

## Trust

QUTASA is more than just a society, we are a brand. Our reputation means that students, including those external to QUT, recognize QUTASA as a premium accounting society. They know they can trust us to deliver exceptional opportunities to further their development. As such, the firms we work with become well known within our student community, with several members securing vacationer and graduate positions through our sponsors.

# QUTASA in 2024

## Growth

QUTASA continues to foster a strong level of membership, welcoming 66 new members to our community in 2024. As we welcome our new members and farewell those graduating, QUTASA has grown to an active membership base of 241 members as of November 2024. This growth is expected to continue its upward trajectory as we launch initiatives to further attract and engage students.

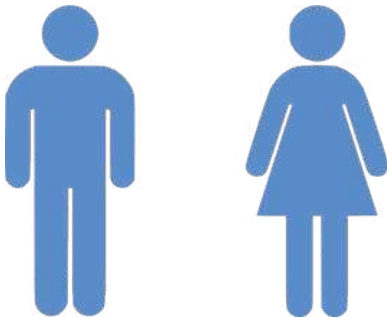
## Diversity

Despite being an accountancy society, QUTASA has evolved to incorporate students from a variety of disciplines. This is in line with the changing accounting industry which values students who come from differing backgrounds. Our diverse range of members ensures you will have the opportunity to form relationships with exceptional students that have experience in accounting and other disciplines.

**276**  
Members

**3165**  
Facebook Likes  
Up 6%

**758**  
LinkedIn Followers  
Up 14%

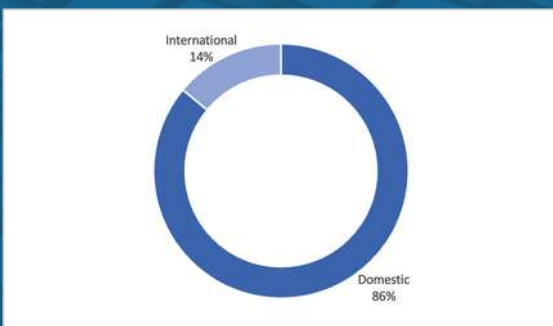


**Equal Distribution of Female to Male Members**

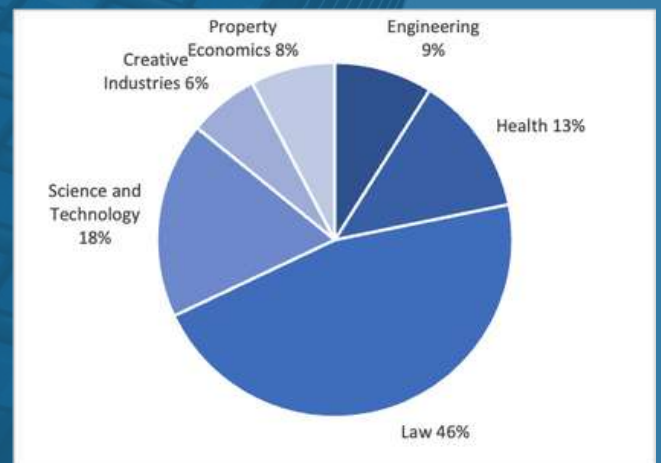


**29% of Our Members are Studying Dual Degrees**

## Second Study Areas of Our Business Dual Degree Members



**14% of Our Members are International Students**





# Past Year Highlights

Our First Networking Night held at O.J.W Room with EFS was our first professional event for 2024. This incredible event provided an opportunity for students to create valuable connections with professionals across Brisbane's leading service firms, while also allowing our partners to identify up-and-coming professionals and enjoy beautiful views of Brisbane City.



The QUTASA Firm Crawls in **both semesters** were a wonderful opportunity for students to take a peak at what life may look like at a professional services firm, hearing from our sponsors on a range of matters such as what a graduate does in a day, the different services lines available, all while getting to explore Brisbane's best office spaces.

The QUTASA trivia night proved once again to be a great event for members as sponsors alike. Held at QUT's very own Botanic Bar, teams comprised of both QUTASA members and sponsor representatives combined forces to answer a number of trivia questions in hopes of winning a variety of prizes and bragging rights.



As one of QUT's premier business societies, QUTASA was once again heavily active in university initiatives in 2024, including O-Week, Faculty Expos and Panel Discussions organised by the QUT Faculty of Business and Law.



# Past Year Highlights

Throughout 2024, QUTASA's community continued to thrive socially. Our multiple sporting teams in Netball, Touch Football, Soccer, and Volleyball competed in hopes of making it to the top of the leaderboard, continuing to be popular weekly events for QUTASA members, and an amazing opportunity to build both a network and teamwork skills.



In 2024 we also introduced a Second Networking night to our regular event roster, A great success with many connections to be made.



In 2024, QUTASA was proud to collaborate with other business societies from QUT and UQ to jointly host both corporate events and social events, such as the Welcome to Semester Celebration and the 2024 QUT Business Ball.



The QUTASA End of Semester Parties – held at the various venues continue to be one of our most popular events, allowing our community to gather to celebrate our achievements and foster connections with peers and potential future colleagues.





# 2025 Strategy & Planning

## Vision

The new executive committee at QUTASA will be the pre-eminent agents between QUT students and the industry. Committed to developing the in-person and online presence of our members. We will introduce the commencing accounting students to pathways for successful learning and future employability. Our honest communication with corporate partners will result in events that enlighten members on the current industry climate and prepare them for a future in the professional services sphere.

## Engagement

Emphasis this year will be focused on acting as a connector for both members within QUTASA; the executive team and our corporate partners. A key new method of engagement will be the introduction of our weekly social study gatherings which will be aimed towards first- and second-year students. The weekly frequency is an opportunity to build deeper relationships and truly understand the sentiment of our members. Additionally, our foundational networking events will ably support the professional growth of our members.

## Adaptation

The changing professional landscape around diverse study backgrounds and adaptability is replicated in our varied discipline QUTASA committee for 2025. We intend to use this array of skills in our expansion of the membership base. Our aim is to target students predominantly from accounting at QUT. However, we engage quality students from all degree backgrounds.

## Conversation

As the business world changes, so to should the education of the up-and-coming young professionals. QUTASA endeavours to leverage its strong relationships with the QUT Faculty of Business and Law, both as a society or through committee members' individual contacts, to open and continue conversation surrounding education at a bachelor level. We intend to make the path to employment or accreditation as clear and easy to navigate as possible for our members, and in turn provide the most prepared employee prospects to our sponsors.



# Key Events and Timeline

As we continue our approach from 2024, we endeavour to provide quality opportunities to connect our sponsors with our student members in 2025.

## Networking Events

QUTASA Networking Evenings are our tentpole events for students and corporate partners alike. They are an opportunity to congregate with like-minded individuals and form valuable connections. Students gain experience interacting and mingling with corporate partners. Additionally, at these events corporate partners are able to introduce their culture and processes to prospective students who are new to the corporate environment.

## Corporate Trivia

A more casual end-of-year event is designed to break down barriers between corporates and students. At this event, we pair students up with industry in a competitive trivia environment to battle it out to see who is the best. A great opportunity to expand those linked-in networks!

## Firm Crawls

QUTASA Firm Crawls are premier events that grant members untold insight into the professional industry they seek to be part of. The information sessions and tours at each firm throughout the event are a wonderful opportunity for participating members to learn about the inner workings of the firms they apply to in the future. Introductions to key personnel at each firm is a fantastic way for members to acquaint themselves with industry connections.

## Tailored Events

QUTASA Tailored Events provide an opportunity for our Platinum Sponsors to showcase their unique opportunities in more approachable and intimate settings. An example of an opportunity this year with the introduction of our social study group would be for firm representatives to engage with a short presentation followed by mingling throughout the study session. This is on a case-by-case basis.

## \*New Event\* - Accounting Workshop

A collaboration with the School of Accounting to highlight best practices for students. In this workshop, we will look to include guest speakers, industry experts and corporate representatives to provide valuable insights to students. We will also look to include information about each of our sponsor's graduate program dates, requirements and tips to better equip students to get that graduate role they are dreaming of.

## Timeline

QUTASA will begin its 2025 sponsorship round in December 2024. We are looking forward to answering any queries or otherwise negotiating custom packages with sponsors from this time.

The inbound committee will hold its strategy meeting for the year ahead in mid-December, and after will provide a draft calendar for 2025 Semester 1 and Semester 2 to all sponsors. This will indicate what events we intend to hold for the year and leaves an opportunity for us to find dates that work best for our sponsors for more tailored events. We welcome any early indication from sponsors regarding the best timing for their respective recruitment rounds.

We wish to have our sponsorship agreements finalized by **End of February 2025**. In doing so, we will have time to prepare the relevant information and marketing materials from sponsors for the Faculty of Business and Law Expo, and O-Week Stall on the week beginning at the end of february (date TBA). Further QUTASA events will be proposed, organized, and confirmed in due course.



# QUTASA Sponsor Packages

## Partner with Us

QUTASA is dedicated to ensuring that all sponsors have the ability to reach high-quality future graduates. We understand that every business is different, so please do not hesitate to contact us at [executive@qutasa.com](mailto:executive@qutasa.com) to organise a tailored package. Alternatively, for urgent enquiries, contact the President, **Clancy Kuiters** on Linked-In.

### Standard

**\$1,050**

- 2 x Representatives at Networking Events
- Promotional material distributed through membership pack (1 item)
- Online advertising for graduate and vacation applications (once weekly)
- Logo featured on QUTASA website
- Firm events included in QUTASA calendar (accessed via our website)

### Premium

**\$1,500**

- 4 x Representatives at Networking Events
- Eligibility for firm crawl (limited places - first serve basis)
- Promotional material distributed through membership pack (2 items)
- Online advertising for graduate and vacation applications (once weekly)
- Logo featured on QUTASA website
- Firm events included in QUTASA calendar (accessed via our website)

### Platinum

**\$1,950**

- 6 x Representatives at Networking Events
- **First preference** to host firm crawl (limited places - first serve basis)
- Promotional material distributed through a membership pack (4 items)
- Online advertising for graduate and vacation applications (**twice per week**).
- Logo featured on the QUTASA website **and Facebook page**
- Firm events included in the QUTASA calendar (accessed via our website)
- **Tailored Events**
- **Assistance in promoting any firm initiatives/competitions**
- **Advertising via QUTASA LinkedIn Group**
- **Priority Advertising in the Accounting Workshop for graduate programs.**

### Tailored Package

**\$Custom**

Contact [executive@qutasa.com](mailto:executive@qutasa.com) to discuss options

# Sponsorship Agreement

For the purposes of this agreement, the Queensland University of Technology Accountancy Students' Association shall be known as **QUTASA**. The company listed below will be known as the **Sponsor**.

## Terms and Conditions

1. This agreement is effective from the date signed and only when payment is received in full, until 30 December 2025.
2. This agreement and the sponsorship proposal make up the whole of the agreement between QUTASA and the Sponsor.
3. Any other conditions not directly stipulated in this agreement and the sponsorship proposal need to be made in writing before the sponsorship agreement is signed.
4. This agreement is to be signed and returned to QUTASA by 13 February 2024 to accept these terms and the sponsorship proposal.
5. The Sponsor is liable to pay the amount stipulated in this agreement for the sponsorship package chosen.

## Contact Details

Contact Personnel \_\_\_\_\_ ABN \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

## Acceptance of Sponsorship

Please tick required sponsorship and complete the total amount

<b>Standard Sponsorship</b>	<input type="checkbox"/>	<b>\$1,050.00</b>
<b>Premium Sponsorship</b>	<input type="checkbox"/>	<b>\$1,500.00</b>
<b>Platinum Sponsorship</b>	<input type="checkbox"/>	<b>\$1,950.00</b>
<b>Other/Tailored</b>	<input type="checkbox"/>	<b>\$_____</b>
	<b>Total</b>	<b>\$_____</b>

## Payment Method

Please deposit your sponsorship amount into the following bank account:

**Account name:** QUT Accountancy Students  
**BSB:** 084 004  
**Account number:** 78 359 6380  
**Bank:** NAB

1. QUTASA will provide an invoice within 14 days from the date of return of this document.
2. The amount is due for payment in full within 14 days from the date of invoice.
3. The Sponsor is responsible for providing a remittance advice after payment is made.

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Print name

Position

Signature

Date

**Please email the completed agreement to [executive@qutasa.com](mailto:executive@qutasa.com) by  
End of February 2025**