



## USYD Run Club x Australian Eggs Partnership Agreement

### **Sponsor** - Australian Eggs

Australian Eggs is a member owned, not-for-profit company providing marketing and research & development (R&D) services for the benefit of Australian egg farmers. Working together with the egg industry and the Australian Government, Australian Eggs strives to deliver value to industry and the public by investing in programs that **increase consumption** and ensure industry sustainability.

All known Australian egg farmers are serviced by Australian Eggs, irrespective of their size, location or farming system (we're egg-nostic!).

### **Why?**

Benefit for USYD Run Club: Paid sponsorship support to help incentivise sign-ups and keep current club members engaged

Benefit for Australian Eggs: Helps us reach an audience of an often younger cohort at the beginning of their cooking and health journey, providing an opportunity for us to teach them about the benefits of including eggs in your diet.

### **Activity Overview**

<b>Date</b>	<b>Activity Overview</b>
16th - 20th February	Providing an eBook and gift voucher to incentivise sign-ups at O-week stall (background support, no on-the-ground involvement)
4th March	Afternoon post-run feed, serving up free nourish bowls for everyone who completes their run
27th or 28th March (TBC)	Morning post-run coffee event, serving up free bacon & egg rolls and coffees with a DJ playing some tunes for a fun burst of energy before class

### **Services**

Australian Eggs providing:

- Host 2x post-run cook-ups on campus for sponsored runs, featuring Australian Eggs branding.
  - *Note: This includes provision of staff including set up, pack down, food, cooking, gifting,*

*etc.*

- Promotion of the USYD Run Club activity across Australian Eggs social channels
- 200-300 free branded hats to gift to Run Club attendees
- Provision of 4x \$200 grocery gift cards to be used as incentives to participate
- 'Meals on the Run' eBook developed to be available for download at O-week via QR codes, featuring nutritionist tips for runners
- 1x \$200 grocery gift voucher as O-week sign up incentive
  - *Note: members will be voluntarily agreeing to sign up to receive a free meal plan and participate in the afternoon and morning post-run events*

USYD Run Club agrees to:

- Organise access to the on campus locations for each activation and ensure the activities comply with campus policy
- Plan run route for both sponsored runs
- Track and provide number of attendees at each run club event
- Promotion of the activation across campus (e.g. placement of posters on notice boards & other available promotional spaces) and across social channels
- Permission granted to Australian Eggs for usage of footage captured at run clubs