



**Monash
Student
Association**

Sponsorship Kit



Introduction



Monash Student Association (MSA) is the peak representative body for Monash Clayton students. Our community consists of 50,000 domestic and international undergraduate students.

MSA is the hub of campus life and the main representative body for undergraduate students at Monash Clayton, advocating for student interests since 1961. It serves a diverse student community (typically aged 18–30) across eight faculties, delivering facilities, events, and support.

Led by elected student representatives and supported by professional staff and dedicated volunteers, MSA is committed to making campus life engaging, enjoyable, and fun.

50k+

Undergraduate Students

55k+

Social Media Followers

30k+

Postgraduate Students

40k+

Newsletter Subscribers

6k+

MSA+ Members

Does this align with your brand's aims?

Read on for more info; and contact our partnership team to get involved!



Mid-Year Orientation 2026

Semester 2

Mid-Year Orientation Festival is a high-energy Semester 2 campus event welcoming new and returning students through live entertainment, club activations, and interactive experiences. It offers businesses and brands a valuable opportunity to engage directly with thousands of students through activations, sampling, and on-campus experiences, building strong visibility and meaningful connections in a vibrant setting.

Show Bag



Min. 2000 Units

\$1,000

Products to be approved.
Must be delivered by
26 June 2026.

Trade Table



1x Table and 2x Chairs

\$2,000

No power available.
Size and placement vary.

Premium



3m x 3m Space

\$2,500

Power available upon request.
No assets included.
Size and placement vary.

KEY DETAILS

29th July 2026
11:00am - 3:00pm
Level 1, Campus Centre
Monash University, Clayton

Orientation Week 2027

Monash Student Association's 2027 O'Week (Semester 1) is set to be the biggest on-campus welcome yet, bringing together new and returning students for a week of fun, discovery, and connection, with an expected over 7,000 students attending across the week.



Designed to kickstart Semester 1, O'Week features a vibrant mix of live music, social events, cultural celebrations, club showcases, free food, and interactive activities across the Clayton campus.

It's the perfect opportunity for students to explore everything MSA has to offer—whether that's joining clubs and societies, discovering support services, or simply enjoying the lively campus atmosphere.

KEY DETAILS

22nd - 25th February 2027
11:00am - 3:00pm
Monash University, Clayton



2027 O-Week Activation Prices



Flexible options to maximise your brand exposure and connect with thousands of students.

Bookings Open
1st August 2026



Stock Only

\$2,000

Min. 6,000 Units

Distribution of product samples to be placed in MSA Showbags.

Product samples must be received by 22nd January 2027.



Standard

1 Day	\$2,500
2 Days	\$4,000
3 Days	\$5,000
4 Days	\$5,750

3m x 3m site.
No power available.
Size and placement may vary.



Premium

1 Day	\$3,250
2 Days	\$5,500
3 Days	\$7,250
4 Days	\$8,750

6m x 3m site.
Power available upon request.
Size and placement may vary.



Extra Premium

1 Day	\$3,500
2 Days	\$6,000
3 Days	\$8,500
4 Days	\$10,500

6m x 6m site
Power available upon request.
Size and placement may vary.

Available Assets



Marquee (3m x 3m)
Weights provided. \$30



Trestle table
\$10



Limited availability.
Request with your booking.

Wednesday Sessions

4:00pm - 6:00pm

Wednesday Sessions is our hugely popular live music event, featuring free live music, food and drinks for students. These sessions are designed to bring students together in a relaxed and social setting.



During Semester 1, we brought campus to life with an incredible lineup of Wednesday sessions featuring:

- Battlesnake (4th March),
- Future Static (11th March),
- Pierce Brothers (25th March),
- and Teen Jesus & the Jean Teasers (1st April).

On average, around **800+** attendees per event.

2026 Semester 2 Lineup

Looking ahead, we're keeping the energy high with an exciting Semester 2 program already locked in—join us for an activation series bringing live music, atmosphere, and campus buzz right to the heart of student life:

- 09/09/2026 – The Grogans
- 16/09/2026 – BABBA



In-Semester & Wednesday Session Activation Opportunities

Stock Only



Up to 499*	\$350
500-999*	\$600
1,000-1,999*	\$1,000
2,000+*	\$1,200

*Product Units

Approval required prior to distribution.

Roaming



\$1,200

Roaming permit valid only within the designated event space.
No assets provided.

Marquee



3m x 3m Space

\$1,500

Power available upon request.
No assets included.
Limited to 3m x 3m space.

Premium



Event Space

\$2,000

Power available upon request.
No assets included.
Size and placement vary.

[**BOOK NOW**](#)

Student Welfare & Wellbeing

MSA Student Welfare and Wellbeing initiatives support students' basic needs through a range of programs. Free Food Mondays offers regular free meals on-campus, Welfare-On-Wheels delivers food and essentials directly to students, on-campus Residential Food Drops support residents, and the MSA Pantry provides ongoing access to non-perishable food and essentials for those in need.



Together, these initiatives help reduce food insecurity, ease financial pressure, and build a more supportive and inclusive campus community. We'd also welcome you onto campus to run sampling, distribute products, and connect directly with students in a relaxed and interactive way.

On average, around **300 students** attend per event.

Help Support our Students

In-kind donations are welcome, including non-perishable food items and other essential goods that support MSA programs and student initiatives.

For larger or ongoing in-kind partnerships, please contact us to discuss how Monash Student Association can support the promotion of your product or brand across our student community.



Safe & Sexy Week

Semester 2

MSA's Safe & Sexy Week promotes sexual health, consent, and wellbeing through fun, inclusive activities. MSA's Safe & Sexy Week is a student-focused campaign promoting sexual health, consent, and wellbeing in a fun, inclusive, and approachable way. Across the week, students can access free resources, educational materials, and interactive activities designed to encourage safe practices and open conversations around relationships and sexual health. The program aims to reduce stigma, increase awareness, and empower students to make informed and confident choices.



Events throughout
the whole week.

Over **250 students**
attended the launch
party in 2025.

Attend the event or
in-kind donations
welcome.

Multicultural Day

Semester 2

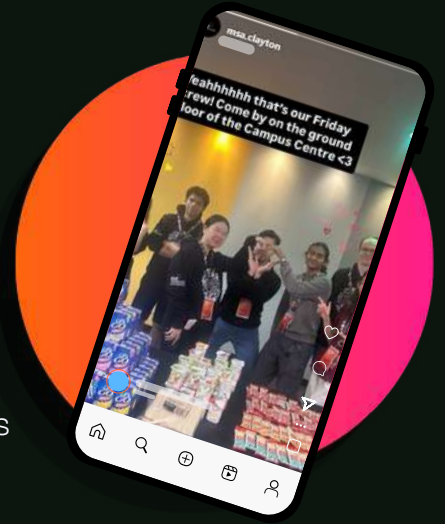
This high-energy daytime event celebrates the diversity that defines the university community, bringing together a dynamic mix of student and professional performances alongside food vendors and exciting giveaways. As one of the major highlights of Semester 2, it is expected to draw a large and lively crowd. The festival also provides an important opportunity for MSA's cultural clubs to take centre stage, share their unique offerings, and strengthen connections across the student body.



Over **1000+**
attendees in
2025.

We are currently inviting expressions of interest from brands looking to come on board and be part of the event. This is a great opportunity to connect directly with a diverse international student audience, offering meaningful ways to interact, engage, and build brand awareness through on-campus activations.

MSA Digital Advertising



Reach your audience where they are. Promote your brand across MSA's digital platforms with targeted advertising solutions



Social Media

Placement of an image or video accompanied by a short caption posted cross platform on both MSA's Facebook and Instagram page.

\$500
1 Post

\$850
2 Posts

Audience
Instagram
Facebook



Digital Screens

Static or video ad displayed on 5 screens that are positioned in key locations across the Monash Clayton Campus Centre.

\$400
1 Week

\$1,200
4 Weeks



Website Placement

Placement of an image in prime position on MSA's website Large Web Banner or on our event page.

\$300
1 Week

\$900
4 Weeks



E-Newsletter

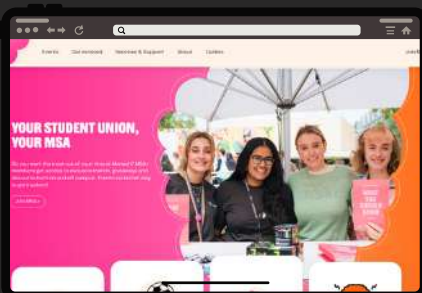
Our eDM is sent fortnightly to present and past students. Average open rate 60%. Average click rate on paid ads 3-6%.

\$600
1 Edition

\$1,100
2 Editions

Over **41,000** subscribers to MSA's E-news mailing list

Monash Student Association | Information accurate in April 2026 | All prices exclude GST



msa.monash.edu

LET'S GET STARTED

Boost your visibility and connect with thousands of students



BOOK HERE

Lot's Wife Magazine

Printed & Digital

Lot's Wife is a free publication at Monash University (Clayton campus). A division of the Monash Student Association, Lot's Wife is completely student written and organised.



Pricing

Print Options - Single Edition

- ✓ **INSIDE FRONT COVER** \$900
- ✓ **INSIDE BACK COVER** \$850
- ✓ **TWO PAGE SPREAD** \$1,200
- ✓ **FULL PAGE** \$700
- ✓ **HALF PAGE** \$500
- ✓ **QUARTER PAGE** \$300
- ✓ **EIGHT PAGE** \$200

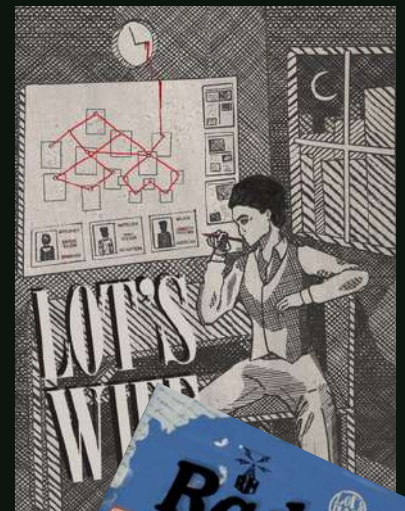


MULTIPLE EDITIONS

- Two or more editions for 10% off*
- Three or more editions for 15% off

Monash Student Association | Information accurate in April 2026
All prices exclude GST

PRINT THAT SPEAKS STORIES THAT LAST



5,700 copies
printed annually

Lot's Wife digital
advertising available

Enquiries: msa-lotswife@monash.edu

BOOK NOW

MSA + Discount Partnership Program

MSA+ provides members with access to exclusive discounts and benefits, available both online and in person. It gives partners the opportunity to offer meaningful value to students at no cost to their business, while keeping their brand visible and top of mind within the student community.

Offers can be redeemed either online or in person upon presentation of a valid student membership card.

**Free for
businesses and
brands to join**

**Over 6,000
MSA+ members.**

Check out our discounts:

<https://clubs.msa.monash.edu/joinnow/msaplus-partners>

Join Now

More Opportunities for Partnership



**SIR
JOHN'S**

SIR JOHN'S BAR

The student-run bar on campus, offering affordable food and drinks, live music, and a social space for students to unwind and connect.



WHOLEFOODS

A student-run vegetarian and vegan co-op café serving healthy, affordable, and ethically sourced meals on-campus.



SURLY

SURLY

A free recreational library where students can borrow books, board games, DVDs, and other entertainment resources.



Uniride
BIKE SHOP

UNIRIDE

A sustainable bike hire and repair service that helps students with affordable transport options and promotes environmentally friendly travel.

Interested?

Get in touch or explore partnership opportunities below.



Forms & Applications



MSA+ Partnerships EOI Form

<http://msa.monash.edu/partnerships/msaplus-EOI>



Partnerships Booking Form

<http://msa.monash.edu/partnerships/booking>



Terms & Conditions



Partnerships T&Cs

<https://msa.monash.edu/partnerships/terms>



MSA+ T&C

<http://msa.monash.edu/msaplusterms>



Contact

msa-sponsorship@monash.edu

[Enquire now](#)

Thank you for supporting Monash Student Association