

Semester 1, 2024

Partnership Starting Kit



ABOUT MSA

Monash Student Association (MSA) is the peak representative body for Monash Clayton students. Our community consists of 49k domestic and international undergraduate students.

We are here to serve and advocate for students while making the university experience exciting, engaging and fun! MSA is made up of elected student reps and support staff who work on behalf of all Clayton campus students.

Contact our partnership team here to discover how your brand can get involved!



Our Demographic

85K

Monash Students



52% domestic

35% International

49K

MSA Community



9k MSA+ Members

42k Social Media Followers

48k EDM

Orientation Packages



Join us in welcoming new and returning students for Semester 1, 2024.

Key Details
19 – 22 February, 2024
11:00am - 2:00pm
Monash Clayton

Come along and showcase your brand and kick off the semester with a bang.

Activation Options



Tote Bag



Get your product directly into Student hands - 5,000 units^



5000 units - \$1000
5000 units + EDM - \$1500

BOOK NOW

Must be delivered by January 25th 2024.
Flyers and paper inserts will not be accepted.

Standard Site



3m x 3m
Marquee site*



1 Day - \$2500
2 Days - \$3500
3 Days - \$4500
4 Days - \$5000

BOOK NOW

Size and placement vary.
No power available.

Premium Site



Large site for bespoke activations*



1 Day - \$3000
2 Days - \$5500
3 Days - \$7500
4 Days - \$8000

BOOK NOW

Size and placement vary.
Site power may be available upon request.
Marquee not included.

Digital Advertising

BOOK NOW



Web Banner

Placement of an image in prime position on MSA's website either

1 x Large Web Banner or
3 x Small Banners

\$250 - 1 WEEK

\$800 - 4 WEEKS

Dimensions

Large: 1500px x 750px

Small: 1170px x 110px

File Type

PNG, JPG or GIF

Resolution 150dpi

Please provide **URL** for the banner to link to

Social Media

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

\$450 - 1 POST

\$700 - 2 POSTS

Dimensions

1080px x 1350px

1080px x 1080px

File Type

PNG, JPG or GIF or MP4

Resolution 150dpi

Provide a short caption and weblink

E-News

EDM sent fortnightly to 48k present and past students. Average open rate 60%. Average click rate on paid ads 3-6%

\$600 - 1 EDITION

\$1000 - 2 EDITIONS

Dimensions

365px x 230px

File Type

PNG, JPG or GIF

Resolution 150dpi

Include short caption of 30 words and weblink

Digital Screen

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

\$300 - 1 WEEK

\$850 - 4 WEEKS

Dimensions

1080px (W) x 1920px (H)

File Type

PNG, JPG or MP4

(10 sec max and

no audio)

Resolution 150dpi

Please provide **URL** for the banner to link to

Wednesday Sessions

Wednesday Sessions is our hugely popular live music event, featuring free music, food and drinks for students.

Wednesday Sessions intro video >Here<.

Past acts have included Lime Cordiale, Teenage Dads, Eliza & the Delusionals, Stella Donnelly, Baker Boy and many many more!

Dates and Line Up to be announced by February!

..... Activation Options

| | | | |
|-------------------|-------------------|-------------------|----------------------------------|
| Roaming \$1000 | Marquee \$1500 | Premium \$2000 | Food/ Beverage Sponsorship |
|-------------------|-------------------|-------------------|----------------------------------|

BOOK NOW





Events and Sponsorships

MSA is home to a number of diverse student-led departments that focus on representing students' interests, connect with engaged, targeted audiences who have the specific interests that align with your brand, product or campaign.

Create unique promotional opportunities, giveaways, prizes and more.

Get in Touch

MSA+ Discount Program



MSA+ provides members with access to discounts and benefits online and in person. This platform offers a unique opportunity for partners to provide real world value to our students, whilst also keeping their brand front of mind across our student community.

9K

2023 MSA+ Members

30K+

Discount page views over 2023

We ask that offers be Unique discounts or benefits, not available to the wider public. Redeemable online or in-person when a student shows their membership card. Available throughout all of 2024 and only cancelled through mutual agreement.

Current Offers Here

Expressions of Interest Here



Interested?

Click on the links below and get in touch today!
We look forward to working with you!

Resources

[MSA+ Partnerships EOI Form](#)

[Partnerships Booking Form](#)

[Partnerships T&Cs](#)

Contact

msa-sponsorship@monash.edu

