

Semester 1

# Partnership Kit

## 2026



# What is MSA?

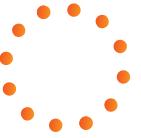
Monash Student Association (MSA) is the peak representative body for Monash Clayton students. Our community consists of 30,000 domestic and international undergraduate students.

MSA is the hub of campus life and the main representative body for undergraduate students at Monash Clayton, advocating for student interests since 1961. The campus offers a wide range of courses across its eight faculties, along with facilities and events for a vibrant and diverse student community, representing a variety of backgrounds, cultures, and experiences, typically aged between 18 and 30. Led by elected student representatives and supported by professional staff and volunteers, MSA is dedicated to advocating for the student community and making campus life engaging, enjoyable and **FUN!**

**Does this align with your brand's aims?  
Read on for more info; and contact our partnership team  
to get involved!**

Email: [msa-sponsorship@monash.edu](mailto:msa-sponsorship@monash.edu)





# How we engage students

Each Semester, our student leaders run hundreds of events, and engage tens of thousands of students.

## We connect with students via:

Parties and live music to bring everyone together  
Supportive welfare programs  
Celebrations of culture and community  
Clubs and societies for every interest and passion  
Creative opportunities to share ideas and talents  
Volunteering programs that make a difference  
Student advocacy to make student's voices heard  
Staying connected through our socials

...& so much more!!!



# Why Partner with

MSA is the gateway to Monash's vibrant student community, offering partners unique opportunities to connect with thousands of students across diverse campuses. Here's why brands choose to collaborate with us:

**Direct Engagement**

**72K+ Reach  
Socials & E-news**

**Good Vibes,  
Good Impact**

**Positive Brand  
Perception**

**High Visibility**

**Brand Loyalty  
& Advocacy**

**42K+ Students**

Reach Monash students both on campus and online through MSA events and our social media channels, connecting with an audience of more than 45,000 followers on Instagram and Facebook. Promote your brand directly to an engaged and vibrant student community.

Students share great experiences online, turning campus activities into memorable moments that spread fast. Long-term partnerships with MSA make your brand a trusted, integral part of campus life.

Partner with us to make your brand a memorable part of the student experience.

# Orientation Week 2026

23rd - 26th February

11:00am - 3:00pm Daily

Monash Student Association's 2026 O'Fest is set to be the biggest welcome to campus yet, bringing new and returning students together. For a week packed with fun, discovery, and connection with an expected 7,000 students throughout the week.

Designed to kickstart the university year, O'Fest offers a vibrant mix of live music, social events, cultural celebrations, club showcases, free food, and interactive activities across Clayton campus.

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



# O'Week Festival 2026

## Site Options

### Standard

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

3m x 3m space only  
No power available

Size and placement may vary.  
Marquee available upon  
request. Limited availability

### Premium

1 Day - \$3,000  
2 Days - \$5,000  
3 Days - \$7,000  
4 Days - \$8,750

6m x 3m space only  
Power available upon  
request

Size and placement may vary.  
No assets included

### Extra Premium

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

6m x 6m space only  
Power available upon  
request

Size and placement may vary.  
No assets included

### Stock Only

Distribution of product  
or samples during  
O'Fest 2026

\$2,000  
Minimum 5000 units

Must be delivered by  
30<sup>th</sup> January 2026

### E-News

Orientation Week EDM  
2025 open rate at 81%.

**\$750 - O'WEEK / WEEK 0  
EDITION**

Dimensions - 365px x 230px  
File Type - PNG, JPG or GIF  
Resolution - 150dpi  
Short caption of 30 words &  
weblink

NEW  
OFFER

Can't attend in person or want to boost engagement for O'Week?  
Promote your brand through our **Orientation Week EDM**,  
reaching the largest student audience with high engagement  
and strong click rates.





# O'Fest 2026

## International Student Welcome Event

### 20th February

Hundreds of new international students are introduced to life at Monash University.

Partnering with this event gives your business the chance to showcase products and services directly to a diverse and engaged audience. It's a unique opportunity to build brand awareness, make a strong first impression, and position your brand as a trusted part of students' university experience from the very beginning.

#### Standard

3m x 3m

1 day

**\$1,500**

3m x 3m space only  
No power available

Size and placement may vary.  
No assets included

#### Premium

6m x 3m

1 day

**\$2,000**

6m x 3m space only  
Power available upon request

Size and placement may vary.  
No assets included

# Upcoming Events!

All the good vibes you can jump into...



## Welfare on Wheels

A mobile welfare program for students during peak academic stress periods, including exams and SWOTVAC, by distributing complimentary snacks and study essentials.

## One World Fest

A massive cultural party that's pulled 1,000+ students in past years.

## Wednesday Sessions

Live music & free food, a student favourite – approximately 1000 pax.

## MSA Residential Community Food Drops

Provide free meal kits to Monash Residential Services (MRS) residents, offering convenient food support while fostering community through relaxed, social gatherings during semester.

## Daily Free Food Activations

Monday-Friday, catering for approximately 150-300 people per day.



...as well as a variety of other events hosted by campus communities and groups, including women's, welfare, queer, international, and more

# In-Semester Activation Options

MSA is home to a wide range of diverse, student-led departments that champion and represent the interests of our student community. These departments deliver vibrant programs and events throughout the year, providing unique opportunities for sponsors to connect directly with students. From giveaways, prizes, and guest speaker engagements to food and beverage sponsorships and more, partners can actively contribute to shaping meaningful student experiences while enhancing their brand presence on campus.

## Event Activation Options

Stock Only

\$1,000

Roaming

\$1,200

Marquee

\$1,500

Premium

\$2,000



# Digital Advertising

## 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  
\$800 - 2 POSTS

Dimensions - 1080px x 1350px or 1080px x 1080px

File Type - PNG, JPG or MP4

Resolution - 150dpi

Provide a short caption and weblink



## Digital Screen

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

\$400 - 1 WEEK  
\$1000 - 4 WEEKS

Dimensions - 1080px (w) x 1920px (h)  
File Type - PNG, JPG or MP4

10 sec max and no audio

Resolution - 150dpi



## E-News

EDM sent fortnightly to 37k present and past students. Average open rate 60%. Average click rate on paid ads 3-6%

\$650 - 1 EDITION  
\$1100 - 2 EDITIONS

Dimensions - 365px x 230px  
File Type - PNG, JPG or GIF

Resolution - 150dpi

Short caption of 30 words and weblink  
\*Excludes Orientation Edition (\$1 WO)

## Web Banner

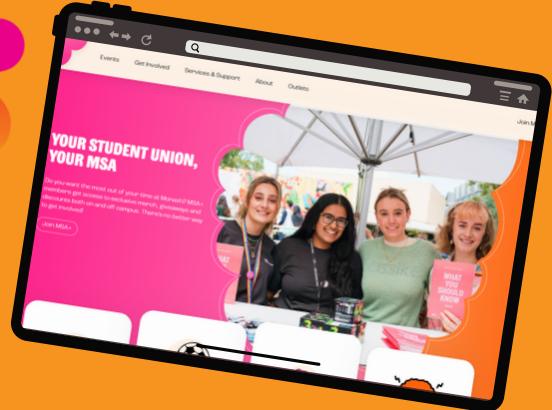
Placement of an image in prime position on MSA's website  
Large Web Banner

\$300 - 1 WEEK  
\$900 - 4 WEEKS

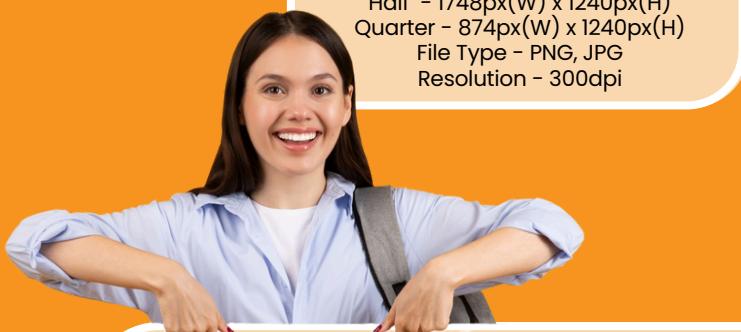
Dimensions - 1500px x 750px  
File Type - PNG, JPG or GIF

Resolution - 150dpi

Please provide URL for the banner



# Traditional Advertising



**LIMITED AVAILABILITY** Printed

Your brand in the Annual MSA Guide, a year-round resource distributed to Monash students, providing 12 months visibility and engagement on campus.

\$1,500 - 1/4 PAGE  
\$2,500 - 1/2 PAGE  
\$4,000 - FULL PAGE

Dimensions - Full 1748px(W) x 2480px(H)  
Half - 1748px(W) x 1240px(H)  
Quarter - 874px(W) x 1240px(H)  
File Type - PNG, JPG  
Resolution - 300dpi

**Stock Only**

Distribution of product or samples at events relevant to your brand.

\$350 - Up to 499 \*  
\$600 - 500 to 999\*  
\$1,000 - 1000 to 1999 \*  
\$1,200 - 2000+ \*

\*product units

Promotional contributions must consist of actual products or vouchers. Approval required prior to distribution.

The Monash Student Association is always open to exploring creative and effective ways to showcase your brand. While we have a range of promotional opportunities available, we would be more than happy to discuss any other ideas or options you may have in mind. Our goal is to ensure that your partnership aligns with your objectives and reaches students in a meaningful and engaging way.

# MSA+ Discount Program

MSA+ provides members with access to exclusive 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.

**9.1K**

MSA+ Members 2024

**30K+**

Discount page views over the year

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 2025 and only cancelled through mutual agreement.



## Discover our 2025 MSA+ Partners

Your go-to for all things student perks and opportunities!

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

# MSA+ Discount Program

MSA+ is all about hooking students up with awesome deals, and now your discount gets to be part of the mix! As an MSA+ Partner, your offer will be highlighted on our socials and featured in the MSA+ e-newsletter, making it easy for students to spot and jump on. It's the perfect way to get your brand on the student radar while giving them what they love most... **AN AWESOME DEAL!**

**NEW  
OFFERS**

## Social Media

Instagram post featuring your **MSA+ discount**.  
\*Scheduled for Friday's only

\$360 - 1 POST

Dimensions - 1080px x 1350px or  
1080px x 1080px

File Type - PNG, JPG or MP4

Resolution - 150dpi

Provide a short caption and weblink

## E-News

Bi-annual special edition featuring MSA+ discounts.  
Scheduled to align with the start of Semester 1 and 2

\$520 - 1 EDITION

\$880 - 2 EDITIONS

Dimensions - 365px x 230px

File Type - PNG, JPG or GIF

Resolution - 150dpi



# More Opportunities for Partnership

Beyond events and online advertising, MSA offers a range of services, initiatives and sub-brands. We'd love to connect and discuss further bespoke partnership opportunities!



## SIR JOHN'S BAR

The student-run bar on campus, offering affordable 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

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



## UNIRIDE

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



Plus initiatives that could support:

- Student Lounges on Campus
- Period Positivity
- Student Welfare programs

& anything else that could benefit students, while connecting your brand to a highly-engaged youth market.



# #Campus Life



# Interested?

View the links below and get in touch today.

We look forward to working with you!

## **MSA+ Partnerships EOI Form**

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

## **MSA+ T&C**

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

## **Partnerships Booking Form**

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

## **Partnerships T&Cs**

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

Contact

[msa-sponsorship@monash.edu](mailto:msa-sponsorship@monash.edu)

