

# PARTNERSHIP OPPORTUNITIES





## Who is MONSU Peninsula:

The Monash University Student Union (MONSU) Peninsula aims to enhance the university experience of students through a variety of regular events, services & support programs. Student Council consists of elected student representatives who represent all undergraduate Peninsula campus students on the important issues that affect them.

Our jam is about providing strong student advocacy, the biggest campus activations, supportive welfare initiatives, free food, volunteering opportunities and oh so much more. We're here to make university fun and would love your involvement in making this happen!

Monash University's Peninsula campus is the third largest of the university's metropolitan campuses & caters to approximately 3,500 students. Situated in Melbourne's southeast, Peninsula campus is the heart of a vibrant, integrated health, business & education precinct.

## There's 3 ways to partner with MONSU Peninsula:

### General Partnerships

**Biggest Impact**

(Eg. Event activations, digital advertising)

**Best value for you!**

**MONSU Card**

### In Kind Donations

**Helping our students when times are tough**

## Benefits of getting involved with MONSU Peninsula:

By partnering with MONSU Peninsula you can be involved with creating a bespoke and memorable on campus experience for our students. We're a close knit community and your brand will have the opportunity to build personable connections with our students. You choose how you want to be involved, with tailored options to suit your needs. It's a win, win!

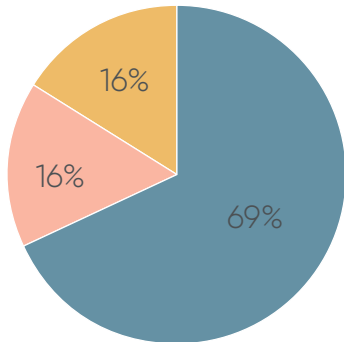
We're always open for new ways of collaborating and offering the latest and greatest things for our students - if you've got ideas, we'd love to chat!

# Key statistics about our students and campus:

## Enrolment by faculty

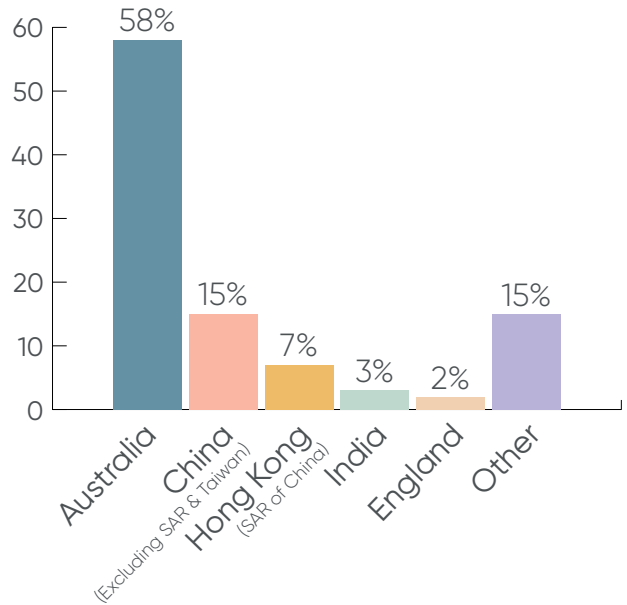
(Undergraduate) As of Nov 2023

Total: 4069



- Medicine, Nursing & Health Science
- Education
- Business

## Where are our students from?



## Did you know?!

- ✿ Monash Peninsula is Monash's 3rd largest campus
- ✿ Monash University is recognised as a Group of Eight (Go8) member
- ✿ Over 1000 students have registered for a MONSU Card since 2022
- ✿ Monash Peninsula's 2022 O-Week Festival had the most positive student experience compared to Clayton and Caulfield campuses (*Orientation Measures of Success Survey, 2022*)
- ✿ Busiest Days at Peninsula: ✿ Residential Numbers



students live in student residence at Peninsula

## MailChimp



**Subscriber base**

**1427**

**Average Open Rate**

**78.8%**



## Instagram Presence



monsupeninsula

**1.4k**

accounts  
are reached  
per month

**17.32%**

of followers  
engage  
regularly (on  
average)

**1640**

followers  
at present

## Digital Screen Exposure

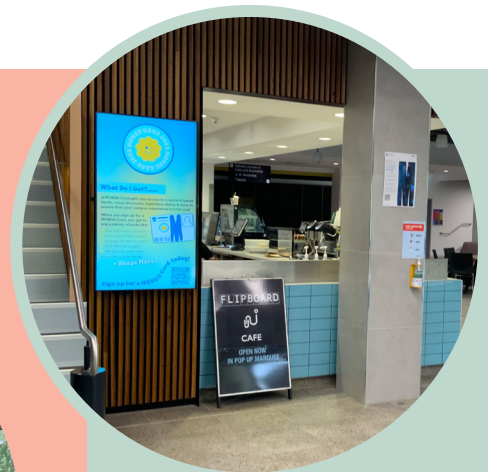
We have three prominent digital screens on our campus, perfect for out of home advertising!

You'll find exposure within:



**The newly renovated  
Building U Student  
Lounge**

**24/7 Study Lab**



**Flipboard Cafe where  
100s of students  
visit each day during  
semester!**



# GENERAL PARTNERSHIPS

## Biggest Impact!

### Event Activations & Digital Activations:

Get involved at some of our key events throughout the year by either setting up a stall, roam around and meeting the students or simply sponsor the event with your product. Otherwise utilise our digital space and advertise your brand through our social media We've got you covered for a perfect pairing.

### Partnership Rates (As of October 2023):

- 🌻 Event Activation Standard Stall Site - \$150 Per Day / \$120 Per Multiple Days
- 🌻 Roaming Rates (Up to 2 People) - \$75 Per Day
- 🌻 Flyer/Poster Drop - \$75
- 🌻 Website Advertising (Banner) - \$100
- 🌻 Instagram Post (Sponsored) - \$100
- 🌻 E-Newsletter Placement - \$50
- 🌻 Plasma Screen Display (Across 3 Screens) - \$200 Per Week

### Key Events for Partnership:

- 🌻 Thursday Edits
- 🌻 Breakfast Bar
- 🌻 O-Week
- 🌻 Welcome Fest
- 🌻 Wellness Lounges
- 🌻 Stress Less Week



### Student Departments:

As part of our ongoing student advocacy, we have a number of specialised departments which provide representation for specific groups of our student cohort.

We have representatives for women, international students, first nation students and the queer community. If your business has a special interest in supporting any of these communities, please reach out to discuss how we can curate bespoke opportunities to partner with our diverse student community.



# MONSU CARD

## Best value for you!

The MONSU Card program aims to open the life of the campus to the Peninsula community through social and sporting activities, cultural events, public forums as well as pathway programs for future students.

When students sign up to the MONSU Card, they can then access a range of discounts, special offers and other advantages on and off campus through our partnered businesses.

It costs nothing for you to be a MONSU Card partner. We simply ask that you provide us with an enticing offer our MONSU Card community can benefit from in 2024. We'd love if there could be something from you we could throw in our 2024 Orientation Show bag too!

Over 1000 students have bought a MONSU Card since 2022 - it's the easiest way for your business to get exposure to our student community. There's a range of inclusions by coming on as a MONSU Card partner, so if you're looking for cost effective ways to get in touch with your local Gen Z's, keep on reading!

### What's included:

- Website display of your logo and MONSU Card offer, such as [this](#).
- Guaranteed social media and marketing coverage across the year
  - 🌸 2 Instagram stories per semester shouting out your business and your MONSU Card offer
  - 🌸 Inclusion in bespoke MONSU Card eDM newsletters which are sent to MONSU Card students
  - 🌸 *\*Additional coverage in our static IG Feed, Facebook or regular fortnightly newsletter can be provided at a cost*

Students must show proof of MONSU Card membership in order to claim your generous offer:



Sticker on student ID card



Membership in Monash Study App

# IN KIND DONATIONS

## Helping our students when times are tough

As part of our student welfare offerings, we run weekly Breakfast Bars, Wellness Lounges and free lunches to ensure our students are being looked after.

The majority of our students undertake compulsory unpaid placements as part of their degree and in turn this can put a strain on their financial wellbeing. If we can provide our students with the necessary staples and services to support them during the cost of living crisis.

We are always grateful for those who are willing to donate goods and services to our welfare initiatives to help our students. Please see our full suite of welfare initiatives [here](#).

### Here are some perks that may come with in-kind support:

- 🌻 Get your product in the hands of students to get prime brand awareness
- 🌻 Naming Rights
- 🌻 Supply min. quantities of breakfast for our Breakfast Bar and that week's Breakfast Bar will be titled [YOUR BUSINESS] X MONSU Breakfast Bar.





## Want to know more?

Want more information on the above or have other ideas of ways you want to get involved?

No worries, we love to chat!

Give us a buzz or shoot us an email and we'll organise a time to have a chat.

E: [hello@monsupeninsula.org.au](mailto:hello@monsupeninsula.org.au)

Ph: 03 9904 4217

## Take a look at some of our previous & current partners!

### You're in good company!

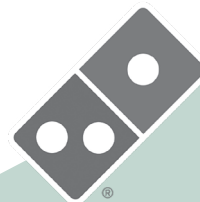


FEMMÉ ORGANIC

FRANKSTON



Enjoy EVERY MOMENT



BRAESIDE BREWING CO

Domino's

MONASH SPORT



MOON DOG. CRAFT BREWERY