



PARTNERSHIP OPPORTUNITIES

WITH

mOnsu
peninsula



CONTACT US HERE

www.monsupeninsula.org.au/

koe-ann.harris@monsupeninsula.org.au

 /MONSUPENINSULA

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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. The Student Council is made up of elected representatives who advocate for all undergraduate Peninsula campus students on key issues that affect them.

We're all about creating an unforgettable student experience with impactful advocacy, exciting campus events, essential welfare support, free food, volunteering opportunities, and so much more. Our mission is to make university life vibrant and fun, and we'd love for you to be a part of it!

Monash University's Peninsula campus is the third largest of the university's metropolitan campuses & caters to over 4,000 students. Situated in Melbourne's southeast, Peninsula campus is the heart of a vibrant, integrated health, business & education precinct.

**JOIN US IN SHAPING
AN INCREDIBLE
YEAR FOR OUR
STUDENTS!**



INSTAGRAM PRESENCE



@monsupeninsula

4.9k

accounts are reached per month (on average)



39.3%

of followers engage regularly (on average)



OVER 2k followers at present



MAILCHIMP

Subscriber base

1873



Average Open Rate

78.8%



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

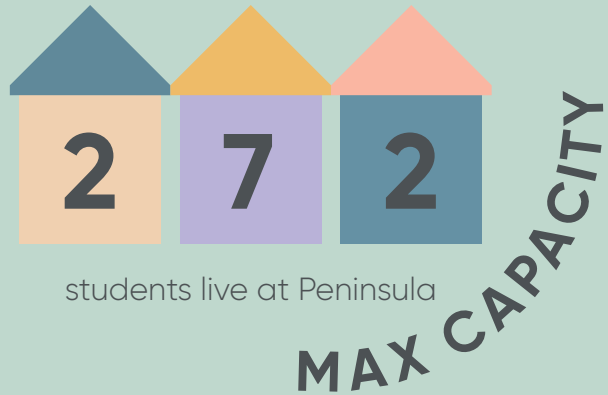


Flipboard Cafe where 100s of students visit each day during semester!



MONASH PENINSULA CAMPUS

Residential Numbers:



Busiest Days at Peninsula:

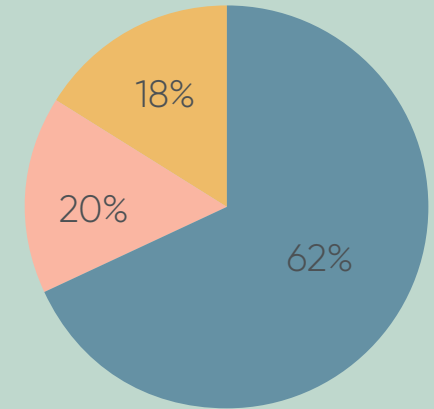


Enrolment by faculty

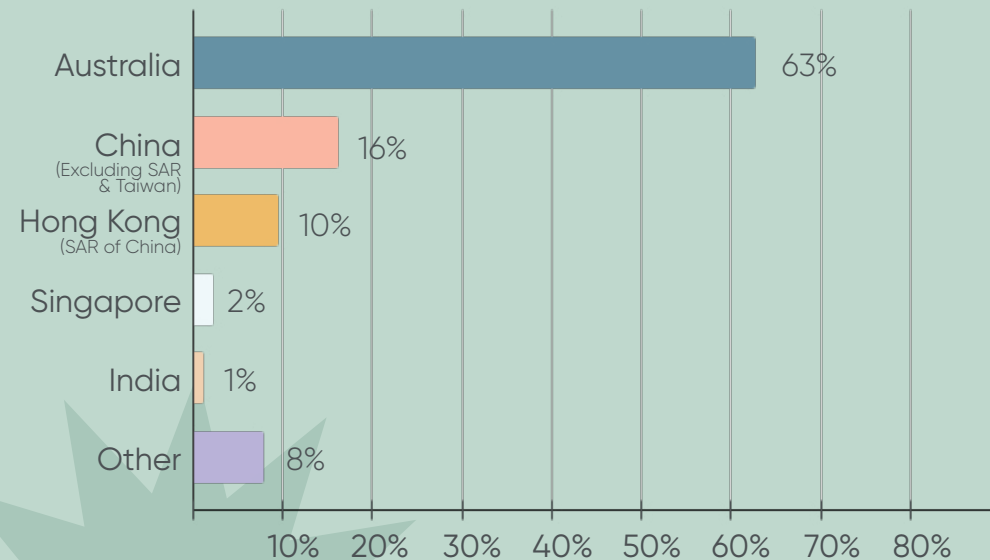
(Undergraduate) As of Nov 2024

Total Undergraduates: 3,197

- Medicine, Nursing & Health Science
- Education
- Business



Where are our students from?



3 WAYS TO PARTNER WITH MONSU PENINSULA:

General Partnerships

Biggest Impact

(Eg. Event activations, digital advertising)

Best value for you!

MONSU Rewards

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.

Otherwise if you have ideas on new ways of collaborating and offering the latest and greatest things for our students - we'd love to chat!



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.

KEY EVENTS FOR PARTNERSHIP:

- Grill & Chill
- Breakfast Bar
- O-Week
- Welcome Fest
- Wellness Lounges
- Stress Less Week

Student Departments:

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.



PARTNERSHIP RATES

(As of Nov 2024):

- 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

MONSU REWARDS

BEST VALUE FOR YOU!

The MONSU Rewards 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 MONSU Rewards, they can then access a range of discounts, special offers and other advantages on and off campus through our partnered businesses.

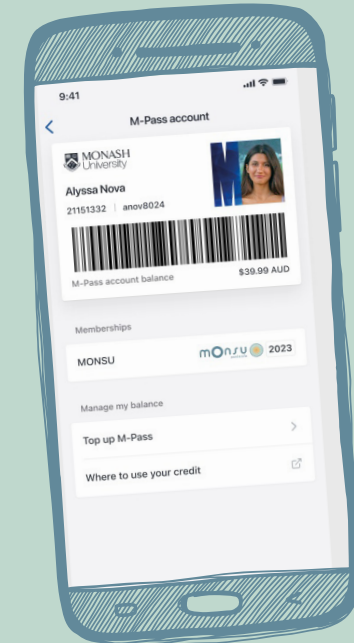
It costs nothing for you to be a MONSU Rewards partner. We simply ask that you provide us with an enticing offer our MONSU Rewards community can benefit from in 2025. We'd love if there could be something from you we could throw in our 2025 Orientation Show bag too!

There's a range of inclusions by coming on as a MONSU Rewards 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 Rewards 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 Rewards offer
- Inclusion in bespoke MONSU Rewards eDM newsletters which are sent to MONSU Rewards students

Membership in
Monash Study App



Students must show proof of MONSU Rewards membership in order to claim your generous offer.

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, we 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.



AN EXCITING NEW PARTNERSHIP OPPORTUNITY!

CROSS-CAMPUS PARTNERSHIP - CAULFIELD & PENINSULA

This unique partnership is your chance to boost your business's visibility and connect with an even wider student community, from Monash University's Caulfield and Peninsula campuses. Through product drops, exclusive discounts, and engaging social promotions, you'll reach a diverse audience across both campuses.

If you are interested in this partnership, reach out to discuss opportunities to partner with both MONSU Caulfield and MONSU Peninsula.

CROSS-CAMPUS PERKS:

Simplified Partnerships: Simplify your booking with one key contact, whilst reaching two campuses

Broaden Your Reach: Connect with a diverse range of students from inner city suburbs and Mornington Peninsula

Location Options: Select one campus for product drops (we will take care of the rest!)

Diverse Student Access: Engage with students across various fields, including health sciences, nursing, education, business, design, and journalism

REACH

24,000

STUDENTS

FROM ONE OF
AUSTRALIA'S
LEADING
UNIVERSITIES

TAKE A LOOK AT SOME OF OUR PREVIOUS & CURRENT PARTNERS!



BOOK HERE

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OR WANT TO KNOW MORE?

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