

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!

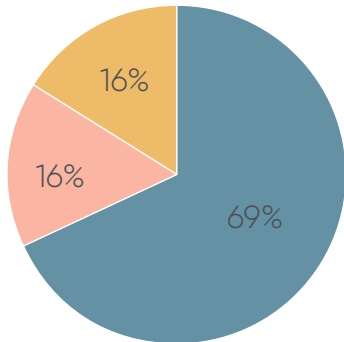
We're always open for new ways of collaborating and offering the latest and greatest things for our students - if you've got ideas, we'd love to chat!

Key statistics about our students and campus:

Enrolment by faculty

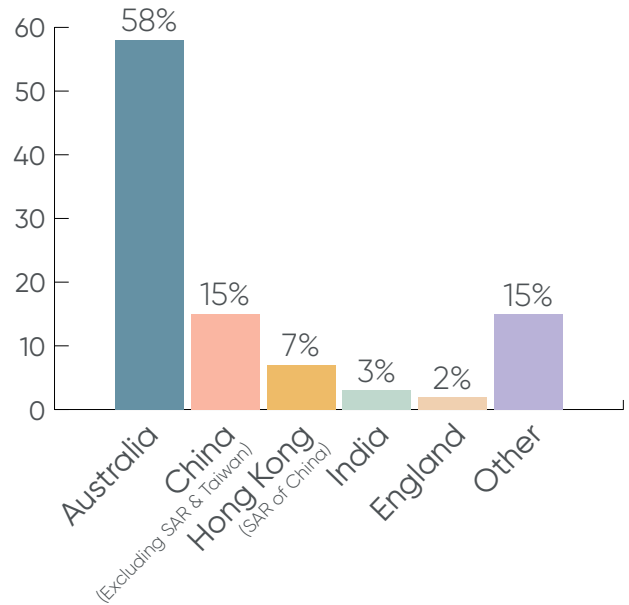
(Undergraduate) As of Nov 2023

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

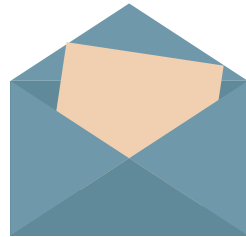


Subscriber base

1427

Average Open Rate

78.8%



Instagram Presence



monsupeninsula

3.1k

accounts are reached per month

40.74%

of followers engage regularly (on average)

2022

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

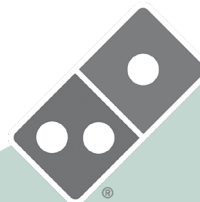
Ph: 03 9904 4217

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

You're in good company!



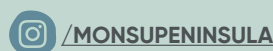
FEMMÉ ORGANIC



BRAESIDE BREWING CO

Domino's

MONASH SPORT



PARTNERSHIP BOOKING DETAILS

Organisation Name: _____

Your Name: _____ Your Position: _____

Email: _____

Phone (Business): _____ Phone (Mobile): _____

ABN: _____

Billing Address: _____

Please select the opportunities that you would like to participate in:

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

*Prices are exclusive of GST

For Stall Bookings, please specify date(s) of set up: _____

I have read, understood and agree that the above mentioned organisation will abide by all policies relating to MONSU Peninsula Inc and Monash University. Stall setup is not permitted until authorisation has been granted. A certificate of currency and other documentation may be requested. Payment for all partnership opportunities must be made in a timely manner.

Signature of Applicant: _____ Date: _____