

SPONSORSHIP PROSPECTUS

Monash University Society Of Arts Students





PARTNERSHIP INVITATION

Dear Prospective Partner,

Both the Society of Arts Students (SAS) and myself are pleased to invite you to partner with us to bring forward more socially and academically enriching events and initiatives for 2024. As the premier student-run body for all 7000+ Arts students across Monash University, our aim has always been to connect, advise, and advocate on behalf of the larger student body that we were elected to represent. No matter the Major or Minor of Arts students, SAS's primary objective is to work to better the lives of Arts students both whilst studying, and when entering the workforce.

Over the course of the past few years since COVID, SAS has continued to build upon the growing socialite life within the Monash atmosphere whilst strengthening our Academic projects to ensure our members a smoother transition from university life into their retrospective careers. The success of our Social Portfolio has allowed students - across varying degrees - to develop worthwhile relationships and lifelong connections whilst undergoing tertiary studies. Simultaneously, our Academic portfolio has brought in experts from various fields to highlight the wide range of opportunities available to students both within and outside of Monash University.

Therefore, we are excited to invite you to partner with us to not only increase your brand awareness to university students but better enrich their experience whilst they complete their studies. By organising some of the largest events that have the biggest breadth of influence in comparison to any other Society at Monash. Thus, through partnering with us your brand can enrich the university life of a wide variety of students - and allow them to make memories they will cherish for the coming years.

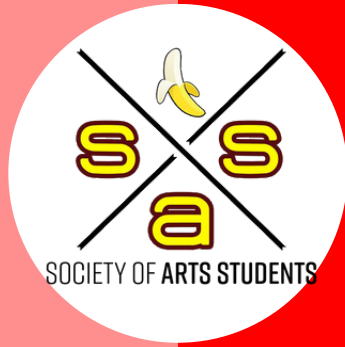
As the largest Arts-based student Society in Victoria, SAS is looking for varying categories of sponsors to further build upon the fantastic foundations already existing, to reflect the wide range of students our society represents. Our wide variety of events allows any student to feel influenced by what we put forward - an ideal we take very seriously. If you wish to form a partnership with us and grow your brand in the tertiary sphere - please do not hesitate to contact myself or the society directly.

Kind regards,

Andrew McGaw - Sponsorship Director 2024

P: (+61) 497 080 072

Email: sponsorship@sasmonash.com



KEY VALUE PROPOSITION

What is SAS?

The Society of Arts Students, commonly known as SAS, is a not-for-profit student-run organisation based out of the Clayton Campus of Monash University. By having over 700 members annually, SAS is and has been a key member of the 'Big 6' (the six largest clubs within Monash University) for many years. We are an inclusive, enthusiastic, and fun-loving community that prides itself on creating enjoyable social events and much-needed academic and industry events to allow students to create memories whilst at university, as well as strengthen their prospects for when they finish their tertiary studies.

Our Promotional Tools

SAS can offer you a varying degree of promotional opportunities across both a physical and digital landscape including:

- Representation at our well-established academic, industry and social events
- Advertising in our monthly members' email and any upcoming informational guides
- Routine exposure on our far-reaching social media platforms
- A company description on our website Sponsorship Page

Our society is always looking for new and innovative ways to create greater exposure for our sponsors. By introducing more exciting and greater influential events each year, any partnership that benefits the student body will not be overlooked.

Our Uniqueness

Not just Arts Students

As highlighted within our membership breakdown, SAS not only has reach within the Arts Faculty but a wide breadth of others allowed through students undertaking double degrees. This allows our society's influence and reach to not be pigeonholed to one particular demographic of students.

Accessibility to events and projects

Our society has always prided itself on offering affordable events to create an atmosphere accessible to more students. The majority of our academic events are free for students to increase the reach of expert advice and information offered. Meanwhile, our social events are some of the most affordable cultural experiences offered by any of the 'Big 6' clubs.

Our social media assets

With social media platforms being a key way for us to communicate with our community, continuous growth on this front is key to allowing students to keep up to date with any information we wish to put out. With **1700+ followers on Instagram**, a **mailing list of 1900+**, and **over 9000 Facebook followers**, our followers are made up of not only current but also former students across Melbourne and varying degrees.

EVENTS OUTLINE



* Please note dates may vary *

The following pages highlights SAS's diverse variety of Academic, Industry and Social events

Please do not hesitate to ask us how any of these events can fit in with your company's values

ACADEMIC EVENTS

Citing and Referencing - March 5th

Our first academic of each year, this free on-campus information night brings Monash's librarians to inform students on how to correctly use citations any Arts subject may require. Whilst tailored to first-year students, this info-session allows students to properly understand the importance of correct citation to get the most out of their assignments.

GIG and Exchange Info Night - March 26th

The GIG (Global Immersion Guarantee) and Exchange Information Night is another free on-campus event. This event aims to give students how they can access their GIG and the opportunities that are available to them for studying overseas. This event has successfully informed students of their ability to go on exchange whilst also outlining the benefits and the application process.

Drink and Links - April 30th

The Drinks and Links networking night sees SAS partnering with MIAS (Monash International Affairs Society) to bring employees across a wide variety of careers together with students to culminate conversations about their employment. This night allows for advice from these experts about how their story of going into the workforce and how to get there to be shared with our community.

Course Progression - September 3rd

Our final and newly introduced academic event for the year involves student getting firsthand advice from Monash faculty regarding how to correctly plan out and check the progression of their degree. Whilst tailored to first and second-year students, it also is informative to students of any age to ensure they accomplish all requirements of their degree.

Note that with an already wide variety of academic events, SAS is always looking for gaps within the academic field to implement beneficial events for our student body.

INDUSTRY PORTFOLIO

Arts Professional Night - August 20th

Another new addition to SAS's already bursting calendar, the Arts Professional Night (commonly referred to as SAS Industry Night) is arguably the most important addition to our portfolio in recent years.

This event will bring together a wide variety of experts in the workforce to converse with our student community and inform them of their career opportunities once the University has finished. This event not only allows students to get a grasp of their employment options after tertiary studies, but award them the chance to understand the avenues necessary to obtain the employment they desire.

SAS has also been fortunate enough to receive support from the Arts Faculty through engaging with their connections to promote this event to a larger community - allowing the influence and the breadth of the people informed to possibly be the biggest of any event of the year.

OUR INITIATIVES

With the introduction of a Movember-based student representative team, SAS has been fortunate enough to support the program since its inaugural year. Each year, SAS has put forward information and collaborated with the representatives to better inform students of the organisation's values and resources.

Additionally, SAS' green impact team works year-round to decrease the carbon footprint of our society and better inform students on how they can be more ecologically friendly.

SOCIAL EVENTS

Our 2024 Social Events Calendar

O-Week Party - February 21st

The opening event of our calendar across any portfolio. This event acts as the introduction for first years as they create new friends within a more social domain of the University.

Camp - March 1st to 3rd

Our Camp is a first-year-only event. Running across 3 days, it is the primary event to get any promotional materials straight to the incoming cohort.

Trivia Night - March 14th

Arguably the most surprisingly fun event introduced in the past years, SAS's trivia night allows the student community to better know our committee whilst having an all-around enjoyable time.

Arts Ball - April 11th

Our biggest event of the year. Arts Ball involves students from every degree coming together at Marvel Stadium to celebrate the coming year. With a large variety of people and various opportunities for advertisement of promotional material, a partnership on this night would have a large reach.

Cruise Night - April 25th

A cruise night across Port Melbourne, this event sees a partnership with the Business and Commerce Students Society to bring together two of the Big 6 clubs for a night of unforgettable fun.

End Of Exams Party (EOX) - June 20th

To celebrate the end of another semester and the finalisation of the exam period, SAS, BCSS and the Biomed Society throw a night of celebration for all students to enjoy

Cocktail Night - August 8th

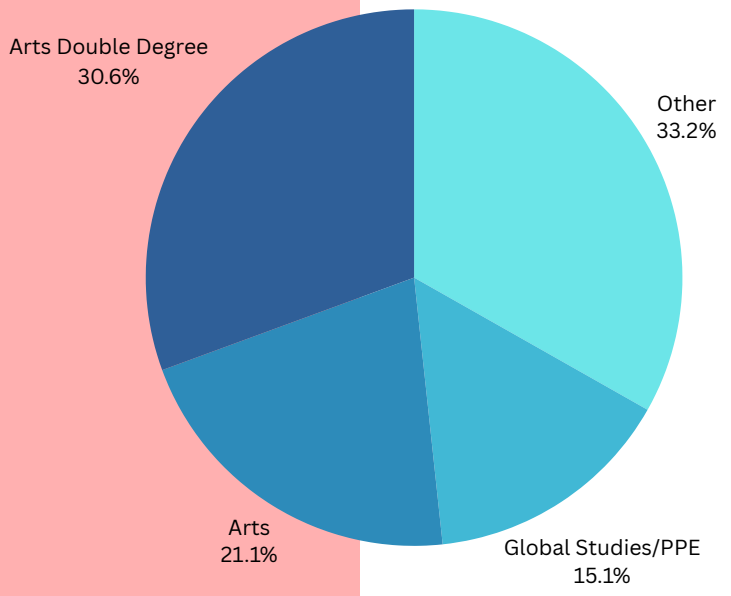
Our biggest social event of semester 2. This night allows our students the opportunity to dress up and connect with other students to take a break from the stress of university work and get excited for the semester ahead.



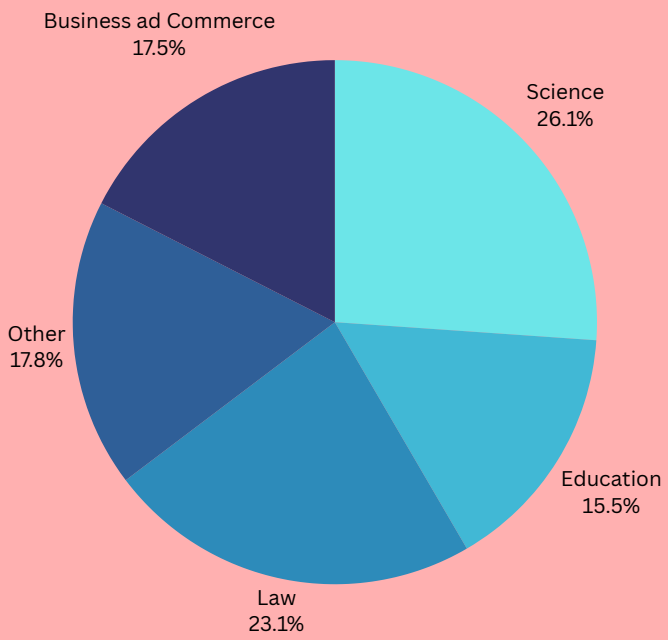
MEMBERSHIP BREAKDOWN

With over 7,500 Arts Students in 2023, the variety of students SAS can reach out to is unparalleled in comparison to any other society.

Members' Degrees



Members' Double Degrees with Arts



Going into 2024, SAS is also looking at strengthening our partnership with the Arts Faculty. Not only will this assist our society in putting on better events for students, but will increase the accessibility students have to see our club.

PARTNERSHIP OPTIONS



Platinum

\$1000+

- All the benefits of the gold package
- Naming rights on the official Ball and other main event pages – “[Your brand] and SAS presents...” *
- The opportunity for your brand name and logo to be featured on our merch

Gold

\$750+

- All the benefits of the silver package
- 2x emails to our subscribers via our newsletter containing information regarding your brand
- Opportunities to speak at our academic events and directly engage with our members

Silver

\$500+

- All the benefits of the Bronze package
- Social media presence – 2x Facebook posts, 1x Instagram posts, and 2x Instagram stories
- The opportunity for your logo and a brief description of your brand to be featured on our website

Bronze

Amount Negotiable

- Products/Flyers featured within our O-week show bags given to all members
- An Instagram story featuring your brand and its information
- Your logo featured on the SAS website Sponsorship page

***Please note that we are happy to be flexible in sponsorship opportunities and would love to discuss any way your brand can support our students. Partnerships are not limited to this tier list.**



Thank you for your partnership

The 2024 Society of Arts Students team would like to thank you for the time taken to consider becoming involved with our Society.

Our Committee believes that we offer a great value-for-money partnership that will allow your business and any relevant products to be easily accessible to our student body. Our team will work tirelessly in partnership with you to ensure any goals you have with a partnership are met.

To discuss how you can get involved with our Club, please do not hesitate to contact us with any information you require!

Andrew McGaw

SAS Sponsorship Director 2024

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