

MSA Rewards Partnerships 2021

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Presented by



Information accurate at time of creation.

What is MSA Rewards?

MSA is a non-for-profit representative body for over 30,000 students at Monash University (Australia's largest University). We have a long history of creating direct, meaningful connections with our student community through student representation; membership; clubs & societies; volunteering; orientation & social events; and more.

We are excited to offer a strategic partnership arrangement through our student rewards program, MSA Rewards.

Through this unique platform, we are looking to form partnerships with brands in a way that will be mutually beneficial by:

- + Providing real value to our students; *and*
- + Actively promoting awareness of your brand/service in the 18-25 year old market

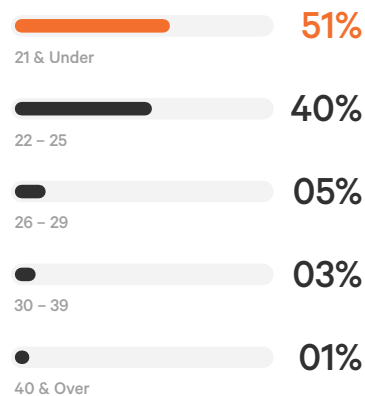
Demographics & Statistics

Over

31k

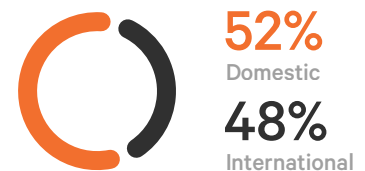
MSA Community Members

Age



Over 90% of our students are under the age of 26.

International & Domestic



Male & Female



Country of Origin

China, India, Singapore, Malaysia, Indonesia

How Partnership Works

At MSA, we're all about supporting students. Through our MSA Rewards program, we provide members with access to discounts and benefits with on-campus, off-campus and online brands.

If you are able to offer a unique benefit to our student members, then we can connect you with an enthusiastic and engaged customer base. MSA does not make a profit from these arrangements; rather, we are providing promotional opportunities for brands in exchange for 'in-kind' payment, with the value provided directly to students.

What types of offers are eligible?

Offers may include either:

- + An 'across-the-board' discount on goods and services, usually 10-30%
- + Special offers, 'meal deals', etc on specific items

Offers must 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 2021, cancelled only through mutual agreement
- + Compliant with T&Cs listed on the MSA Rewards Partnership Form

How it Benefits Your Brand

Partnering with MSA provides great promotional value for your brand/service. As a student-run organisation, we are a trusted voice and our partnerships can provide positive affiliation and strong potential for customer conversion. All partner offers will be promoted on our online rewards platform, which is advertised widely to our student community, to drive engagement and to ensure your brand remains top of mind in the young adults market.

In addition to this, for brands/offers that can provide demonstrably high value to our members, we can put together a custom package with opportunities such as:

- + Social media shoutouts, including during the key orientation period Feb-Mar
- + Premium online advertising spaces on our Rewards platform and/or homepage, including home-page listings and banners
- + On-campus advertising via digital screens
- + Native content posted on our social media channels
- + EDM shoutouts, directly into the inbox of 27,000+ individuals

Other Opportunities

If an ongoing arrangement or discount isn't suitable for your business, but you're interested in connecting with our student community in other forms, feel free to reach out. We can offer alternate forms of sponsorship including:

- + Voucher giveaways during Orientation; free to the business, with no ongoing partnership arrangements required
- + Paid once-off promotional spots on our social media, EDMs, or Website

Partners

ASOS



Uber

Canon



Coca-Cola

IKEA

SUBWAY



CommonwealthBank

PEDESTRIAN



Let's Chat

If you're interested in partnering with us, you can find the full T&Cs and complete the MSA Rewards Partner EOI form here:

msa.monash.edu/rewardsEOI

If you'd like to discuss further, feel free to contact us at:

msa-sponsorships@monash.edu

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