

For the latest information regarding sponsorship and advertising with the MSA, see www.msa.monash.edu.au/sponsorship/

INTRODUCTION TO THE MSA

There is no better place than the Monash Student Association (MSA) Clayton to promote your service or product to the student body. With a demographic of 25,000 domestic and international students, and an average age between 18 – 25, the MSA provides the ideal avenue for reaching your most valued audience.

Throughout the year, the MSA hosts, runs and coordinates activities and services for the wellbeing of all students, ranging from events and carnivals to publications and member benefits.

Advertising with, or sponsoring the MSA brings your products and services to the heart of the University through a community of elected student representatives, confided with upholding the values of all students.

For the most current information on all of our events and sponsorship opportunities, go to www.msa.monash.edu.au/sponsorship/ or contact:

Lucy Beardall

Marketing, Sponsorship & Membership Coordinator

T: (03) 9905 5494

E: lucy.beardall@adm.monash.edu.au

First Floor, Campus Centre, Building 10

Monash University, Clayton, 3800

THE MSA ORIENTATION CARNIVAL

22nd to 25th of February and March 2nd, 2010

Orientation at Monash gets bigger and better every year. 'OWeek', with Host Scheme Day and the MSA Orientation Carnival, is the flagship event of the Monash University calendar, designed to facilitate the transition of commencing students into all aspects of higher education, and welcome back continuing students in an entertaining and exciting carnival atmosphere. With over 10,000 students attending the carnival, OWeek is unsurpassed in providing the most ideal approach for maximising interaction and engagement with the diverse student population.

Bookings for trade stalls and roaming promotions will be accepted until the **21st of December 2009**. Please note that advertising bookings have earlier deadlines due to printing timelines, as indicated on pages 5 and 6.

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MSA ORIENTATION SPONSORSHIP OPTIONS

2.1 Carnival Tradestall From \$799

Available as 2x2m - Umbrella, or 3x3m - Marquee, promotional space within the carnival on Tuesday to Thursday of OWeek, and on the following Tuesday for returning students. For Monday 22nd tradestalls, please see **Kit 3 Host Scheme Sponsorship**, available at the MSA sponsorship webpage www.msa.monash.edu.au/sponsorship/

2.2 Roaming Promotions From \$910

Opportunity to move around the carnival area engaging directly with students (max 2 persons).

2.3 Logo Placement 9,000+ From \$100

Have your logo on Orientation promotional material, including 6,000 Orientation Guide covers, 300 Orientation posters, 20 event staff T-Shirts, over 3,000 postcards and the Orientation webpages.

Please see **Kit 3 Host Scheme Sponsorship** for Host Scheme material options, available at the MSA sponsorship webpage www.msa.monash.edu.au/sponsorship/

2.4 Orientation Guide Advertising 6,000 From \$300

Advertise within the MSA Orientation Guide, the definitive hand-book to the Monash Student Association and OWeek. With 6,000 copies distributed amongst new students, this guide is kept as a reference containing vital information for getting the most out of University life and MSA services.

2.5 Clubs Guide Advertising 7,500 From \$200

Advertise within the comprehensive guide to Monash Student Association's Clubs and Societies. 7,500 copies of this booklet are distributed to both new and returning students at OWeek and throughout the year.

2.6 Wallplanner 10,000 \$1,100

Place an advertisement on 10,000 copies of the MSA Wallplanner, an overview of MSA's events, activities and feature weeks for 2010. Highlighting semester and University dates, students refer to this throughout the year.

2.7 OShow \$2,500

Run by professional theatre makers, MUST creates vibrant, innovative theatre by, with and for Monash Students and the wider community. The Orientation Show (OShow) is a Monash tradition, promoting a fun, free and informative spoof on student life at Monash. It is seen by over 1,000 students during OWeek. Key sponsors receive their logo on 4,000 fliers, their logo and thank you in the program and a mention in the show.

2.8 Lot's Wife Orientation Edition 6,000 From \$150

Dynamic, creative, political and a tad controversial, Lot's Wife is Monash University's premier student newspaper with 6,000 copies distributed during the OWeek period. See the **Lot's Wife Advertising Kit** www.msa.monash.edu.au/lotswife/ for details and booking

2.9 Digital Advertising

The Monash Student Association has a number of digital advertising options, specifically banners on the MSA Website, and content on a 50" TV in the Campus Centre. For more information and booking, please see **Kit 1 Digital Advertising** available at the MSA sponsorship webpage www.msa.monash.edu.au/sponsorship/

All prices inclusive of GST

MSA ORIENTATION SPONSORSHIP BOOKING FORM

PACKAGES

2a Orientation Carnival Sponsor Package 2 days **\$5,400** 3 days **\$6,400** 4 days **\$7,300**

In this package:

- **3x3m Marquee (Powered) for number of days selected above.** Please indicate days below
 Tuesday 23rd Wednesday 24th Thursday 25th Tuesday March 2nd
- **Logo on 6,000 Orientation Guides, 3,000 Postcards, 300 Posters and 20 T-Shirts**
- **1 Wallplanner advertisement**
- **Orientation Guide Inside Front Full Colour advertisement**

2b Promotional Package 2 days **\$3,600** 3 days **\$4,600** 4 days **\$5,500**

In this package:

- **3x3m Marquee (Powered) for number of days selected above.** Please indicate days below
 Tuesday 23rd Wednesday 24th Thursday 25th Tuesday March 2nd
- **1 Wallplanner advertisement**
- **1 Orientation Guide Two Colour Full Page advertisement**

2c In-the-Mix Package 1 day **\$1,800** 2 days **\$2,900** 3 days **\$3,900** 4 days **\$4,800**

In this package:

- **3x3m Marquee (Powered) for number of days selected above.** Please indicate days below
 Tuesday 23rd Wednesday 24th Thursday 25th Tuesday March 2nd
- **1 Orientation Guide Two Colour Full Page advertisement**
- **Logo on 300 Orientation Posters**

ITEMS

2.1 Carnival Tradestall

- 2x2m Umbrella, Unpowered 1 Day **\$799** 2 Days **\$1,518** 3 Days **\$2,165** 4 Days **\$2,747**
 2x2m Umbrella, Powered 1 Day **\$840** 2 Days **\$1,598** 3 Days **\$2,285** 4 Days **\$2,907**
 3x3m Marquee (Powered) 1 Day **\$1,260** 2 Days **\$2,394** 3 Days **\$3,415** 4 Days **\$4,334**

Please select the days you are booking

- Tuesday 23rd Wednesday 24th Thursday 25th Tuesday March 2nd

2.2 Roaming Promotions

- 1 Day **\$910** 2 Days **\$1,730** 3 Days **\$2,470** 4 Days **\$3,140**

Please select the days you are booking

- Tuesday 23rd Wednesday 24th Thursday 25th Tuesday March 2nd

2.3 Logo Placement

- 6,000 Orientation Guides **\$875** 3,000 Postcards **\$450** 300 Posters **\$250** 20 T-Shirts **\$100**

2.4 Orientation Guide Advertising

- Back Cover Full Colour (1) **\$1,100** Inside Front Full Colour (1) **\$900**
 Two Colour Full Page **\$540** Two Colour Half Page **\$300**

2.5 Clubs Guide Advertising

- Back Cover Full Colour (1) **\$600** Inside Front Full Colour (1) **\$500**
 Two Colour Full Page **\$360** Two Colour Half Page **\$200**

2.6 Wallplanner **\$1,100**

2.7 OShow **\$2,500**

All prices inclusive of GST

For the latest information regarding sponsorship and advertising with the MSA, see www.msa.monash.edu.au/sponsorship/

MSA ORIENTATION SPONSORSHIP BOOKING FORM CONTINUED

ADVERTISER / SPONSOR DETAILS

Organisation Name: _____

Your Name: _____

Your Position: _____

Email: _____

Phone (Business): _____

Phone (Mobile): _____

Fax: _____

ABN: _____

Billing Address: _____

BOOKING AGREEMENT

I agree to the attached bookings. All sponsorship and advertising is subject to the MSA Advertising and Sponsorship policy, the last page of this document. I have read and understood the MSA's Advertising and Sponsorship policy checklist and am signing as an acknowledgement that the organisation I am representing is not in breach of the checklist (unless where indicated).

I understand that all artwork is due **by the 1st of December 2009**.

I understand that I will be sent a contract via email to confirm my booking(s).

If the agreement is cancelled after this booking acceptance is signed, the advertiser/sponsor will incur a cost of 50% of the agreed fee.

If booking power, my intended usage is:

Laptops No: _____ Plasmas No: _____ Stereos No: _____ Urns No: _____

Other Appliances **please specify:** _____

Hot Water, Heating, Lighting, Fans and Fridges are not permitted. Urns MUST be requested from the event coordinators

Print Name: _____

Signature: _____

Date: _____

Total amount due: \$ _____

2010 ORIENTATION BOOKING CLOSING DATE: MONDAY 21ST DECEMBER 2009



**PLEASE FAX PAGES
3 AND 4 TO:**

Lucy Beardall

Marketing, Sponsorship & Membership Coordinator
Monash Student Association

Fax: (03) 9905 4185

For the latest information regarding sponsorship and advertising with the MSA, see www.msa.monash.edu.au/sponsorship/

MSA ORIENTATION SPONSORSHIP SPECIFICATIONS

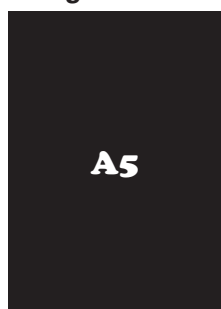
2.3 LOGO SPECS

To ensure the integrity and quality of corporate identities, all logos must be supplied in **vector** format, in **colour** and **mono** options and specify all colours used. Please provide logo usage documentation where possible.

Format	Vector
File Type	.AI, .PDF, .EPS
Logo Due	1st December 2009
Email or post digital logo to	Justin Morton Marketing & Sponsorship Officer T: (03) 9905 3039 E: justin.morton@adm.monash.edu.au

2.4 ORIENTATION GUIDE ADVERTISING SPECS

Full Page



148 x 210mm

Half Page



148 x 105mm

Artwork Due

1st December 2009

Email or post all digital artwork to

Justin Morton Marketing & Sponsorship Officer
 Monash Student Association
 Level 1, Building 10, Campus Centre
 Monash University Clayton VIC 3800
 T: (03) 9905 3039
 E: justin.morton@adm.monash.edu.au

Full Colour Ads

Format	Vector, Image or Composite
File Type	High Resolution (300dpi) Press .PDF, .JPG or .TIF
Colour Mode	CMYK
Bleed	5mm all sides
Safe Margin	3mm all sides
Notes	

Two Colour Ads

Format	Vector, Image or Composite
File Type	High Resolution (300dpi) Press .PDF, .AI or .EPS
Colour Mode	Convert all colours to Black and Magenta
Bleed	5mm all sides
Safe Margin	3mm all sides
Notes	<ul style="list-style-type: none"> • Outline text • Ensure images are high resolution (300dpi) • Embed or supply linked images (if applicable) as Greyscale or Bitmap .JPG or .TIF

For the latest information regarding sponsorship and advertising with the MSA, see www.msa.monash.edu.au/sponsorship/

2.5 CLUBS GUIDE ADVERTISING SPECS

Full Page



110 x 210mm

Half Page



110 x 105mm

Artwork Due

1st December 2009

Email or post all digital artwork to

Justin Morton Marketing & Sponsorship Officer
 Monash Student Association
 Level 1, Building 10, Campus Centre
 Monash University Clayton VIC 3800

T: (03) 9905 3039

E: justin.morton@adm.monash.edu.au

Full Colour Ads

Format	Vector, Image or Composite
File Type	High Resolution (300dpi) Press .PDF, .JPG or .TIF
Colour Mode	CMYK
Bleed	5mm all sides
Safe Margin	3mm all sides

Two Colour Ads

Format	Vector, Image or Composite
File Type	High Resolution (300dpi) Press .PDF, .AI or .EPS
Colour Mode	Convert all colours to Black and Magenta
Bleed	5mm all sides
Safe Margin	3mm all sides

- Notes**
- Outline text
 - Ensure images are high resolution (300dpi)
 - Embed or supply linked images (if applicable) as Greyscale or Bitmap .JPG or .TIF

2.7 WALLPLANNER ADVERTISING SPECS

Full Block



140 x 70mm

Artwork Due

1st December 2009

Email or post all digital artwork to

Justin Morton Marketing & Sponsorship Officer
 Monash Student Association
 Level 1, Building 10, Campus Centre
 Monash University Clayton VIC 3800

T: (03) 9905 3039

E: justin.morton@adm.monash.edu.au

Two Colour

Format	Vector, Image or Composite
File Type	High Resolution (300dpi) Press .PDF, .AI or .EPS
Colour Mode	Convert all colours to Black and Magenta
Bleed	5mm all sides
Safe Margin	3mm all sides
Notes	<ul style="list-style-type: none"> • Outline text • Embed or supply linked images (if applicable) as Greyscale or Bitmap .JPG or .TIF • Ensure images are at least 300dpi

MSA ADVERTISING AND SPONSORSHIP POLICY

1. Advertising and Sponsorship will not be accepted if the advertisement, or sponsorship, or advertiser or sponsor:
 - a. contravenes the MSA Constitution;
 - b. portrays people or depicts material in a way that discriminates against or vilifies a person or section of the community or directly or indirectly discriminates against or vilifies a person or section of the community on the basis of race, ethnicity, nationality, sex, gender, age, sexual orientation, religion, disability or political belief;
 - c. is considered to be misleading or deceptive or is considered to engage in misleading or deceptive conduct;
 - d. promotes, supports or contributes to (including by investment) environmental damage including but not limited to:
 - i. commercial activities which either import timber or timber products from or actively deforest old growth forests and rainforest
 - ii. chemical companies
 - iii. companies which fail to attempt to address their contribution to climate change
 - iv. companies involved in the mining, processing and sale of petroleum
 - v. companies engaged in native forest woodchipping either via woodchip processing, ownership of mills or export of woodchips
 - vi. mining companies
 - vii. companies that test on live animals
 - viii. any company known to have contravened legislation protecting endangered species, emission and production of CFC's and other Ozone depleting chemicals
 - ix. companies which engage in uranium mining, transport or processing, nuclear energy production or nuclear waste disposal
 - x. companies that generate or sell products containing any genetically modified material
 - xi. companies that use plastic bags in any way as part of the sponsorship agreement
 - e. promotes the use of or is involved in the manufacture of tobacco products;
 - f. promotes the use of illegal substances;
 - g. promotes gambling;
 - h. promotes weapons and ammunition; or is involved in the manufacture or transfer of armaments, torture equipment or other equipment used in the violation of human rights;
 - i. promotes or engages in "adult services" (such as brothels, escort services, phone sex and similar services) or pornography;
 - j. promotes or engages in unethical practices in animal care and husbandry, including caged egg production; blood sports; the fur trade or animal testing;
 - k. does not take a responsible position with regard to fair trade or labour rights or:
 - i. contravenes union agreed standards of pay and conditions;
 - ii. actively seeks to destroy the effectiveness of unions;
 - iii. attempts to prevent unions from representing their employees;
 - iv. provides inhumane working conditions for some or all of their employees.
 - l. portrays, promotes, implies or suggests any other thing which, in the reasonable view of the Executive, would damage the reputation, standing or brand of the MSA.