



MONSU CARD

2022

ACCESS FRANKSTON'S FUN, FOODIE & CULTURAL EXPERIENCES

Interested in getting your brand noticed by 3,500+ students? Then read on.....

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 Peninsula campus students on the important issues that affect all university students.

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. We offer students a unique opportunity – a globally recognised education in a supportive community setting on the edge of the world's most liveable city.

The MONSU Card program aims to open the life of the campus to the Peninsula community through social & sporting activities, cultural events, public forums, as well as pathway programs for future students.

The MONSU Card provides students with discounts, special offers & other advantages both on & off campus.

By joining your business or organisation as a partner with the MONSU Card Program, you are exposing your business directly to Monash Peninsula students (18-24 year old+ demographic).

What's in it for you?

As a MONSU Card supporter you get your deal/offer listed on the MONSU website. **[Click here to check it out!](#)**

Inclusion in MONSU Card email campaigns that have a great open rate! **[Click here for an example!](#)**

There is no cost involved which is why we ask that you offer perks that our students will really enjoy & use often during 2022

We will promote your offer on our social media channels **[Click here for the 2021 MONSU Card IG Story Highlight!](#)**

The opportunity to provide promotional material / sweet treats in the 2022 show bags during Orientation Week for all new & returning students



You're interested? What happens now?.....

With 3,500+ students at the Peninsula Campus we have a vibrant & young market perfect for your business.

Frequently asked questions.....

1) Is there any cost for my business to promote?

No, none at all. We are a not for profit & genuinely want to provide amazing deals for our MONSU Card holders & create a student experience like no other!

2) How many students would the promotion reach?

In 2021 we had 424 students sign up to the MONSU Card program. We are expecting an even greater increase for 2022.

3) Where would the deal be distributed?

To all of our social media channels, EDM's & via our website.

4) What other businesses are you partnered with?

You can see other businesses involved & their offerings via

<https://www.monsupeninsula.org.au/getinvolved/monsucard/>

Again we are expecting many more for 2022.

Students must show their student ID with the MONSU Card 2022 sticker in order to claim your generous offer.

Libby Davis

E: libby.davis@monsupeninsula.org.au

T: 03 9904 4942

