



# Sponsorship Prospectus 2024

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# President's Foreword

Dear prospective partners,

On behalf of the Medical Students' Society of Bond University (MSSBU), we would like to thank you for considering to work alongside our high functioning team.

MSSBU is not like any other society. We have a unique reach as our students are extremely diverse, originating not only from all around Australia but also from many other countries such as New Zealand, United Arab Emirates and Oman to name a few. We as a society, are responsible to represent over 1,000 Medical Students by being their voice right from when they accept their offer into the Medical program until they walk through the doors of Bond University as doctors, ready to serve the community.



Being a student comes with a lot of privileges but also, many pitfalls. Our society's main goal is to improve student experiences, thereby we want to reduce the burden of stress these pitfalls may create for our students. This is where you, as our partners come in. We have outlined the numerous opportunities that MSSBU provides, that your company may be able to partner with us on. From supporting orientation week for both the May and September medical student intake, creating study packs to support student wellbeing, or hosting major academic, sporting, and social events, with our most extravagant event being MedBall reaching attendance levels of over 700 people – all of these incredible opportunities for you to engage with our Bond Medical Community are thoroughly outlined in this prospectus.

Big or small, we appreciate all the contributions you may make to MSSBU. We have been fortunate enough to have a wide reach via our social media including Instagram, Facebook and TikTok, our own MSSBU website and through email. In return, with the help of our extremely creative and talented communications team, we would be thrilled to support, promote and encourage our students and members of faculty to your business.

We would be delighted to sit down and have a conversation with your team to personalise a package that may work better for your business.

Finally, we would like to thank you once again for considering working with MSSBU. We are extremely excited for the endless opportunities our partnership with your business could bring in 2024 and beyond.

Warmest regards,

Jessica Kuo

MSSBU President 2024

Email: [president.mssbu@student.bond.edu.au](mailto:president.mssbu@student.bond.edu.au)

# A Word from the Sponsorship Team

Dear Prospective Partner,

MSSBU greatly appreciates the support of potential sponsors, and we thank you for taking the time to consider a partnership with us. As a not-for-profit student body, we greatly rely on the generosity of our sponsors to help us achieve our mission of providing quality education and opportunities for our students.

Our society is deeply grateful for the commitment of our sponsors to invest in our community and help us make a difference in the lives of our students. We value the trust and confidence that sponsors place in us, and we are dedicated to building a strong and lasting relationship with you.

Our society's events provide an excellent opportunity for your organisation to engage with students, exhibit your products or services, and interact with prominent academic and medical professionals who often attend these events. Through sponsoring our events, your company can establish relationships with our students and demonstrate how you can contribute to their professional growth. This sponsorship can help strengthen your connection with the broader community and highlight your commitment to supporting their development.

As every company has its own distinct characteristics, we have identified a range of events, initiatives and areas of focus that may align with your specific interests. We invite you to carefully review this prospectus and identify opportunities within MSSBU that are complementary to your brand. If you have any inquiries, suggestions, or innovative ideas that would benefit both our organisations, we welcome you to contact us. We are open to discussing any questions or potential negotiations that may arise, as we strive to create a mutually beneficial partnership.

Kindest regards,

Pranav Rao  
Sponsorship Director  
for MSSBU 2024

Danae Mavrakis  
Junior Sponsorship  
Officer for MSSBU 2024



**Pranav Rao**

Sponsorship Director for MSSBU 2024

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**Danae Mavrakis**

Junior Sponsorship Officer for MSSBU 2024

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# Medical Students' Society of Bond University

The Medical Students' Society of Bond University (MSSBU) is a not-for-profit student body, representing over 1,000 medical students from all five years of the undergraduate MD degree. It is dedicated to enriching the university experience of our medical students with a student-elected committee made up of 21 members. We are affiliated with the Australian Medical Students' Association (ASMA) as well as the Queensland Medical Students' Council (QLDMSC) and we have strong historical ties with Bond University's Medical School as well as senior doctors from Queensland's teaching hospitals.

MSSBU strives to advocate for students' wellbeing as well as support them academically, socially and politically with the pursuit to constantly improve and supplement their experience of student life in the medical program. In doing so, we provide numerous events for the students throughout the year under our five main areas, including social, academic, health and wellbeing, community, and recreation. Additionally, with our marketing reach of over 1,500 followers, MSSBU has its own publication, Synapse, released twice a semester that provides insight into student/society news, educational resources and medical issues. We reach over 1,000 unique members per year to encourage a holistic approach to medicine.

## Our Goals for 2024

- Enhance sponsor engagement by striving to create a positive and engaging experience for sponsors by providing opportunities for them to interact with students and faculty members, as well as to showcase their products and services
- Incorporating local Australian and family owned businesses to our sponsorship portfolio
- To advocate for Bond medical students at the Australian Medical Student Association and Queensland Medical Student Council to contribute in policy development for implantation at a national level
- Create long lasting partnerships between MSSBU and potential sponsors

# 2024 MSSBU Committee

The newly elected MSSBU committee combines the individual skills of its members, with the avidity of pre-clinical years to complement the knowledge and expertise of fourth- and fifth-year students. This produces a diverse yet cohesive and dedicated committee which can effectively represent the Bond medical society both within the university and on broader state and national levels. The committee aspires to strengthen the reputation and integrity of the society in a professional manner.

|                   |  |                                 |
|-------------------|--|---------------------------------|
| <b>Committee:</b> | <b>President</b>                         | Jessica Kuo                     |
|                   | <b>Vice-President External</b>           | Grace Mitchell                  |
|                   | <b>Vice-President Internal</b>           | Nicole Qu                       |
|                   | <b>Secretary</b>                         | Georgia McMahon                 |
|                   | <b>Treasurer</b>                         | Jasmin Sidhu                    |
|                   | <b>Senior AMSA Representative</b>        | Yamini Dave                     |
|                   | <b>Junior AMSA Representative</b>        | Shamaya Liyanage                |
|                   | <b>Community Health and Wellbeing</b>    | Olivia Howard                   |
|                   | <b>Sponsorship Director</b>              | Pranav Rao                      |
|                   | <b>Junior Sponsorship Officer</b>        | Danae Mavrakis                  |
|                   | <b>Academic Director</b>                 | Yuvraj Malhotra                 |
|                   | <b>Junior Academic Officer</b>           | Amarthya Nagaratnam             |
|                   | <b>Communications Director</b>           | Sanskriti Sharma                |
|                   | <b>Junior Communications Officer</b>     | Siva Nachiappan                 |
|                   | <b>Medical Societies Liaison Officer</b> | Sonali Mohan                    |
|                   | <b>Social Director</b>                   | Emily Moloney                   |
|                   | <b>Junior Social Officer</b>             | Annabel Smyth                   |
|                   | <b>Med Ball Conveners</b>                | Tayla Willis<br>Kirra Graham    |
|                   | <b>Med Revue Officers</b>                | James Richardson<br>Hugo Malone |

# What it Means to be Our Sponsor



*Back row (L-R): Kirra Graham, Tayla Willis, Amarthya Nagaratnam, Annabel Smyth, Danae Mavrakis, Siva Nachiappan, Olivia Howard, Shamaya Liyanage, Hugo Malone, James Richardson  
Front row (L-R): Pranav Rao, Sanskriti Sharma, Yamini Dave, Sonali Mohan, Jasmin Sidhu, Grace Mitchell, Jessica Kuo, Nicole Qu, Georgia McMahon, Emily Moloney, Yuvraj Malhotra*

The 2024 committee appreciates the importance of our relationships with our sponsors, who will be promoted at academic, charitable and social events throughout the year. In 2024, we will be introducing a number of new events, which we anticipate will increase student engagement and expand opportunities for sponsors to interact with students.

In addition, we have a number of publications available for sponsor advertisements and hope to expand on publications and merchandising opportunities from previous years. MSSBU is interested in tailoring individual packages to meet sponsors' needs. Sponsors will be given the opportunity to advertise their products in MSSBU's newsletter and other publications throughout the year.

Sponsorship involvement allows Bond students to be educated early in their career about issues that will impact them in their chosen profession as well as providing valuable networking opportunities. Sponsorship funding is an invaluable resource that allows us to provide Bond medical students with an enriching experience during university. In return our sponsors will gain maximum exposure to Bond medical students. We hope to work closely with our sponsors for the mutually beneficial outcome of producing fully equipped doctors for the future.

# What We Can Offer You

MSSBU will endeavour to provide your company with a multitude of tailored advertising opportunities. We will promote your organisation to medical students and faculty at Bond University. This will be done through:

- Presentation of your company logo on the MSSBU website and event promotional material.
- Depiction of company promotional material on MSSBU publications (i.e. Synapse).
- MSSBU plans to expand merchandise through the purchase of new products including T-shirts, stationery and jumpers, all of which have sponsorship prospects for your corporation.
- There will be opportunities for sponsors to present at MSSBU events held at Bond University for maximum exposure.
- Personalised sponsorship packages tailored to your vision.



By becoming an MSSBU sponsor you will be promoting a positive image of your business to the Australian medical community. By partnering with MSSBU, your company will be demonstrating its commitment to the professional development of new doctors and the future of the medical profession. It is through your sponsorship agreement that our graduates are able to make informed choices about the companies and products they wish to use in the professional life. Additionally, we look to support our students' physical and mental wellbeing through the 'Health Awareness Week' campaign which was given an award by AMSA in community initiatives. Therefore, sponsorship will be a valuable opportunity for your company to secure future clients who are likely to be long-lasting, reliable customers.





# 2024 Social Events

## MSSBU Committee Merchandise

MSSBU is one of the most recognised society at Bond University and our committee members take great pride and enthusiasm in representing the student body and working to enrich the student experience. Our committee members all wear MSSBU polo shirts at all MSSBU events with our names and roles embroidered at the front. We invite anybody interested in funding these shirts and adding to the vibrant student experience at Bond Uni.

### Sponsorship opportunities:

- Funding MSSBU polo shirts for 2024
- Funding MSSBU merchandise such as hoodies, tote bags etc.



# 2024 Social Events

## MedRevue

MedRevue is an opportunity for the creative and comedic minds of our cohorts to come together and create a show that everyone from teachers to family and friends to enjoy. The show involves scriptwriters, directors, actors and a large backstage crew that work hand in hand to produce a seamless show of drama and laughter. The hard work required is appreciated by the whole faculty that choose to come and watch.



### Sponsorship opportunities:

- Formal acknowledgment of all the sponsors at the beginning of the act with an invitation to speak
- Company stall and banner set up next to ticket sign in and during intermission
- Opportunity to hand out company promotional material
- All marketing material for Med revue will include your company's logo



# 2024 Social Events

## MedEagle

MedEagle is a themed triannual event held at the beginning of each semester. It is an opportunity for all five cohorts of the medical program to dress up in a theme arranged by the society, allowing everyone to come together and catch up right after the semester breaks. It is a casual environment that most students look forward to at the start of the social calendar and gives students an opportunity to meet students from different year groups.

### Sponsorship opportunities:

- Acknowledging the venue at which Med-Eagle is held.
- Logos will appear on all the marketing campaigns and media such as posters, flyers, social media posts and videos.



# 2024 Social Events

## Intermed Sports Tournaments

The Med sports tournaments align with our dedication to improve the mental and physical health & wellbeing of our students. An inter-med sporting event is held once per semester. Each cohort comes together to organise a team and begin practicing. On the day of the event, cohorts play against each other in a tournament of the chosen sport and a winning year is announced at the end. Students from every year show up to support their team creating an exciting atmosphere of healthy competition and adrenaline.



# 2024 Social Events

## MedBall

Medball is an annual event that students plan for months in advance. It is commonly described as the best event of the year and attracts the attention of all students across the 5 cohorts. Every year our Medball Officers pick a new theme, a new venue and give our entire cohort a magical experience of food, drinks, dancing and fun. It is also a great opportunity for the MSSBU team to recognise student contributions with presentation of awards on the night.

### Sponsorship opportunities:

- Naming rights for MedBall 2024.
- Formal acknowledgement as sponsors for Medball on MSSBU website.
- Reserved area for company banner.
- Company logo to appear on all MedBall promotional material, including posters, flyers, social media posts, videos and at ticket collection.
- The food menu to include your company summary and logo.



# 2024 Social Events

## Third Year Halfway Dinner

During the course of their medical degree, students form some of their closest friendships and work alongside future work colleagues. To celebrate this and the achievements of each student for reaching the halfway point of their degree, the Third Year Halfway Dinner gives students a chance to dress formally and celebrate the achievements they have made so far with just their year level.

### Sponsorship opportunities:

- Naming rights for Third Year Halfway Dinner 2024.
- Formal acknowledgement as sponsors for Third Year Halfway Dinner on MSSBU website.
- An invitation to address all attendees of the event and have a stall set up.
- Your company logos will appear on all Third Year Halfway Dinner marketing media which will include posters, flyers, social media posts and videos.



# Addressing the First Years

The most influential times during Medical School are inarguably your first and final years. MSSBU aims to intensely work alongside first year students to help them settle into university life at Bond and encourage full participation with the works of medical students. There are extensive opportunities to work alongside our sponsors in introducing new students to a career in medicine.

## Orientation Week

Orientation week for incoming Bond medical students serves as a pivotal part in their journey towards becoming a doctor and occurs at the beginning of the May semester. The week includes both academic and social events to afford the new students an opportunity to settle comfortably into their new university life and meet everyone in their cohort as well as the MSSBU team. During this week, sponsors are invited to address the new students.

### Sponsorship opportunities:

- An invitation to address all new students on the day.
- An invitation to gain signings from students on the day.
- An invitation to provide students with promotional material.
- Your company logo on all Orientation week marketing released by MSSBU, including flyers, posters, social media posts and videos.
- A reserved area to set up company banner.



# Addressing the First Years

## First Year Medical Camp

Med Camp is one of the biggest highlights in the medical student experience and functions as the first proper bonding opportunity for the first-year students outside the university setting. It serves as an amazing opportunity to meet each other, form friendships with fellow students and create long-lasting memories over a fun-filled weekend.



The weekend program comprises of academic events introducing the first years to key skills that will be required throughout their degree including communication, teamwork and leadership skills. A key event will be the 'Amazing Race' which will cultivate problem-solving abilities and friendships within a team-based context. The weekend will also feature sporting and social events giving students an opportunity to explore the local sites and enjoy themselves prior to commencing their studies.

### Sponsorship opportunities:

- Naming rights of Med Camp
- An invitation to address all students and an opportunity to hold a sponsorship event at Med Camp
- Your company logo to appear on all Med Camp promotional material including posters, flyers, social media posts and videos
- Chance to hand out company promotional merchandise e.g. sunscreen to students



# Final Year Events

Graduating and immersing into the workforce as a junior doctor is both exciting and daunting. For our class of 2024 graduates, there are many events for sponsors to work alongside MSSBU to help ease the transition for our graduating students.

Below are some of our more targeted events for the final year students.

## Internship Night

The Bond Internship Night is an annual event aimed at 4th and 5th year medical students. Approximately 15 interns and residents (PGY2) from a wide array of hospitals across the state and country come to this event and discuss their experiences post-graduation. This event gives students the opportunity to ask questions about different hospital internship programs and rotations. Guests will also elaborate on general issues such as work-life balance, support networks and professional developments.

## Graduation Book

The graduation book is designed to provide students with a cherished memento of the time at Bond Medical School. Each student will be designated an A4 page which they can individualise, thus adding a personal touch to the graduation book.

### Sponsorship opportunities:

- Reserved area for trade stall setup.
- An opportunity to address attending students and hand out company promotional material.
- Company logo to appear on all marketing material for event including flyers, posters, social media posts and videos.
- Your logo to appear on all PowerPoint slides.

### Sponsorship opportunities:

- A4 page advertisement in book.
- Logo placement and a short blurb.

# Final Year Events

## Sponsorship opportunities:

- Reserved area for trade stall setup and company banner.
- An opportunity to address attending students and hand out company promotional material.
- Company logo to appear on all marketing material for event including flyers, posters, social media posts and videos.
- Your logo to appear on the PowerPoint.
- Catering for the Event.

## Money Matters

A guide to private practice is held in semester two. It provides students with some financial knowledge and educates students on running a business, something that isn't traditionally taught in medical school. The event is aimed at final year students, although it is open to fourth year students as well and empowers them with knowledge that will greatly benefit them during their internship and many years to come.

## Graduation Ball

Graduation Ball celebrates the culmination of 5 years to dedication and hard work in Medical School for the graduating students. It is a great way to finish off an incredible journey and is a night that students will cherish for a long time.

## Sponsorship opportunities:

- Naming rights for Graduation Ball 2024.
- Formal acknowledgement as sponsors for Graduation Ball on MSSBU website.
- An opportunity to address the graduating students and their guests before proceedings begin.
- Reserved area for company banner and trade stall.
- Company logo to appear on all Graduation Ball promotional material, including posters, flyers, social media posts, videos and at ticket collection.
- Your company logo on LCD screens and large PowerPoint screens.
- The food menu to include your company summary and logo.
- Company logo on photo booth strips.

# 2024 Academic Events

## Bridging Nights

The Bridging Nights give students an opportunity to hear from senior peers about their experiences for the upcoming year. It allows students to learn about the various medical educational resources that were pivotal in helping them excel during the year and gain tips on how to manage their study time. In addition, students are made aware of the support networks that are available to them and are given exercises to help them deal with highly stressful periods. The Bridging Nights are held for second-, third-, fourth- and fifth-year students at the beginning of the year and a separate first year Bridging Night is held at the beginning of Semester 2. The Bridging Nights are held for each cohort and are a great way to increase inter-cohort morale and support.

### Sponsorship opportunities:

- Dedicated area for company banner throughout the panel discussion.
- Company logo on each PowerPoint slide.
- Company logo on all handouts provided to students during the night.
- The opportunity to set up a trade stall and directly address students.
- Company logo on certificates provided to senior students tutoring at each event.
- Company logo on all promotional material for each event including flyers, posters, social media posts and videos.
- Chance to hand out company marketing material.



# 2024 Academic Events

## OSCE Nights

OSCE (Objective Structured Clinical Examination) assessments are an integral part of medical school where students integrate their academic and clinical practice skills in examining simulated patients. These are usually case based, with each case requiring a range of history taking and physical examination skills. To prepare students for these demanding clinical exams, MSSBU runs OSCE nights aimed at years 2, 3 and 4, where senior students mark and share advice. These events attract high number due to the demanding nature of these examinations and play a massive role in preparing students to perform at their best.

### Sponsorship opportunities:

- Dedicated area for company banner throughout night
- Company logo on each PowerPoint slide, event case and instructions
- Company logo on all handouts provided to students during the night
- The opportunity to set up a trade stall and directly address students
- Company logo on certificates provided to senior students tutoring at each event
- Company logo on all promotional material for each event including flyers, posters, social media posts and videos
- Chance to hand out company marketing material

# 2024 Academic Events

## Peer Tutoring Program

This year, we are bringing the new opportunity of a Peer Tutoring Program that has been long requested by students. This program is focused on linking tutors in higher year levels with students in younger cohorts to help them with any academic or wellbeing support that they might require. The aim of these sessions is that the more senior members of our community are able to impart their experiences and study skills to support the pre-clinical students in reviewing content. It additionally would establish a support platform for students by allowing them to build connections with their fellow peers from all years, in line with MSSBU's dedication to promote the mental wellbeing of our students.

Your business has the opportunity to associate itself with the connectivity and supportive nature of this program that will culminate as various peer tutoring nights.

### Sponsorship opportunities:

- Company logo on each PowerPoint slide
- Company logo on all handouts provided to students
- The opportunity to set up a trade stall and directly address students
- Company logo on certificates provided to senior students tutoring
- Company logo on all promotional material for each event including flyers, posters, social media posts and videos.
- Chance to advertise company marketing material on social media

# 2024 Academic Events

## Formative Exam

This year we are introducing mock exams for our pre-clinical years where they will have the opportunity to apply their learning in an exam setting. It is a great opportunity for students to revise important concepts and to keep them on track for the year.

### Sponsorship opportunities:

- Naming rights for the Formative Exam.
- Chance to showcase educational resources.
- Integrate company advertisements into any posters, flyers and social media posts.

## Revision Night

Every semester MSSBU will hold revision night for various year levels, where senior tutors will be revising and explaining high yield content covered during the semester in preparation for triannual exams. Given the demanding nature of studying medicine, these revision nights attract high numbers and are extremely beneficial to students' study.

### Sponsorship opportunities:

- Naming rights for the event.
- Dedicated area to set up trade stall and company banner throughout the night.
- Directly address students at the event.
- An invitation to gift guest speakers with your gift hampers and provide all attendees with company promotional material.
- Company logo on all promotional material for each event including flyers, posters, social media posts and videos.

# 2024 Academic Events

## Research Info Night

To be held in September 2024, this event will provide medical students the opportunity to learn and understand the benefits of getting involved with research. It will outline why it is important for their future career, how to get involved and what skills they might need to complete a research paper. We will have a wide range of speakers from ethics professors, to students currently undertaking research, and doctors.

### Sponsorship opportunities:

- Dedicated area for company banner throughout night.
- Company logo on each PowerPoint slide.
- Company logo on all handouts provided to students.
- The opportunity to set up a trade stall and directly address students on the night.
- Company logo on certificates provided to all speakers, including doctors and professors
- Company logo on all promotional material for each event including flyers, posters, social media posts and videos.
- Chance to hand out company marketing material on the night.

# AMSA Events

The Australian Medical Students' Association (AMSA) represents medical students from the 22 medical universities in Australia. AMSA provides students with a platform to advocate issues pertaining to medical students, giving them a voice through policy writing, sending open letters to relevant stakeholders and student-led activism. There are many sub-committees which fall under AMSA's working group including Code Green, Health Communities, Crossing Borders and Activ8. AMSA also runs events such as the Global Health Conference and the National Convention in order to provide avenues for student engagement. MSSBU holds many events for our students to align with ASMA's core principles and gives students an opportunity to become involved with the wider community.

## AMSA Think Tank & National Council

Think Tanks provide a forum for students to engage with pertinent issues affecting students and health at a local, national and global level. It involves policy representation through student perspective and forms the basis of AMSA's representation and advocacy. Students are invited to share opinions and ideas on real issues to be represented at Council. National Council is an opportunity for medical students from all over Australia to come together and carry out informed discussions on AMSA's advocacy priorities.



### Sponsorship opportunities:

- Sponsor students to attend National Council.
- Formal recognition of your company sponsoring students for National Council on MSSBU website and social media accounts.
- Company logo on MSSBU merchandise for students who attend National Council.
- Directly address all of the attendees to promote your business.
- Reserved area for company banner and trade stall.
- Your logo on the PowerPoint.
- Provide all attendees with company promotional material.
- Company logo on all promotional material for Think Tanks including flyers, posters, brochures and social media posts.



# AMSA Events

## AMSA National Convention

The National Convention is the biggest and most anticipated AMSA event of the calendar. With approximately 1,000 delegates across Australia, the AMSA convention is renowned for its jam-packed week of plenary speakers, workshops, hands-on activities and social events. It is an opportunity to network with doctors and various role models from the field who can inspire the next generation. Each year we have about 30 Bond students who attend, and we aim to maximise this for incoming years.



### Sponsorship opportunities:

- Sponsor students to attend National Convention.
- Formal recognition of your company sponsoring students for National Convention on MSSBU website and social media accounts.
- Company logo on MSSBU merchandise created for students attending National Council including T-shirts, hoodies and jackets.
- Company logo on private Facebook Group for MSSBU students attending National Convention.
- Donation of company merchandise that can be used during National Convention (i.e. sunscreen, water bottles, hats etc).

# AMSA Events

## AMSA Policy Upskilling Night

AMSA policy is essentially AMSA's evidence-based opinion on a subject (such as gender pay equality, current world affairs, etc.), and it requires input from each university in order for it to pass. Policy gets written, and is then sent out to each university's AMSA reps. So this policy upskilling night will essentially provide the student body with an opportunity to learn about the importance of policies and the recommended approach towards reviewing them. We are in hopes to invite a guest speaker (either a past student or a healthcare policy reviewer) to provide an insight into this area. This is an annual event, targeted towards all year levels of our medical student body. Past attendees have found this event very valuable so we are hoping to continue this tradition in 2024.

### Sponsorship opportunities:

- Formal recognition as an event sponsor on all promotional material including posters, flyers, brochures, social media posts and videos.
- Reserved area in all rooms for company banner.
- Opportunity to address students.
- Offer prizes and company merchandise



# AMSA Events

## AMSA Blood Drive

Vampire Cup represents a yearly blood donation competition held between the 22 medical schools in Australia. The competition encourages Bond medical students to donate either whole blood, plasma, or platelets during winter since available blood products are lowest during this period. Students who are unable to donate can still raise awareness and convince friends and family to donate on behalf of them.

The Vampire Cup initiative allows students to advocate for a good cause, be active in the community and also meet some new people along the way.

## Sponsorship opportunities:

- Formal recognition as Blood Drive sponsors on MSSBU website.
- Company logo on T-shirt provided to student that donates blood.
- Facebook posts emphasising your company's involvement in the AMSA Blood Drive through AMSA at Bond and MSSBU Facebook.
- Company logo in all promotional material for the Blood Drive including posters, flyers, social media posts and videos.
- Opportunity to hand out company marketing material to students who donate blood or blood products e.g. stress balls
- Chance to provide prizes for students who donate blood or blood products.



# AMSA Events

## AMSA MIXER: Bond, Griffith & UQ

The AMSA mixer is a partnership between the medical faculties of Bond University, Griffith University and University of Queensland. It is an opportunity for all medical students in the region to interact with each other in a social setting. We aim to increase communication and collaboration between different medical schools through both formal and informal settings. Students are given the chance to introduce themselves and share their experiences with each other, further advocating association between future colleagues.



### Sponsorship opportunities:

- Naming rights to the event.
- Opportunity to set up a trade stall.
- Your logo on distributed informational brochures.
- Provide all attendees with promotional material.
- Company logo on all promotional material including flyers, brochures, social media posts and video.

# Community Health and Wellbeing

## Awareness Initiatives

A core underpinning of MSSBU is our dedication in advocating for the health and wellbeing of our students. Medicine is an intensely demanding degree emotionally, physically and psychologically. We want to ensure that throughout their university life, Bond Medical students feel supported, and that we promote the mental wellbeing of our students. Throughout the year MSSBU hold multiple events and initiatives to allow students to understand the importance of “taking care of themselves and their mates”. Our aim is to improve literacy towards mental health and break the “stigma” associated with speaking out.

There are many chances for your business to show their support for the wellbeing of Bond Medical students as outlined below.



# Community Health and Wellbeing

## Awareness Initiatives

### The Mental Health First Aid Course

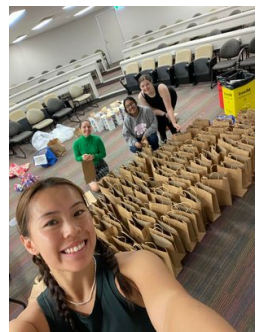
The Mental Health First Aid Course is a new initiative offered by MSSBU in conjunction with a First Aid organisation to educate students about dealing with mental health issues. This course is aimed at aiding students to take care of their own mental health as well as creating a safe and supportive environment for their peers in times of stress. Additionally, as medical students, this course will greatly enhance our counselling skills for not only those around us but also for our future patients in becoming competent, holistic medical professionals. With the help of our sponsors, this educational experience will enable our students to become conscious of our peer's mental health and our own wellbeing.

#### Sponsorship opportunities:

- Formal recognition as mental first aid course sponsors on MSSBU website and social media accounts.
- Reserved area for company trade stall and banner.
- Company logo on all marketing material for the event including flyers, posters, brochures and social media posts.

### Study Week Mental Health Packs

To relieve some stress and remind students of the support networks present for them, MSSBU organises study packs in the lead up to exams. These packs are filled with sponsor material, freebies and study materials amongst others.



#### Sponsorship opportunities:

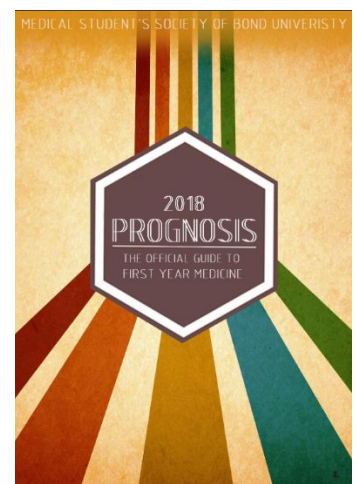
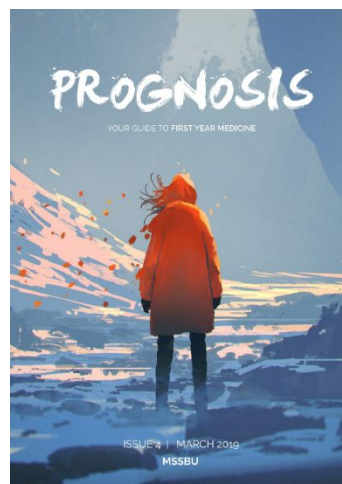
- Company logo on study pack bag and all official handouts.
- Business promoted to students through event promotion.
- The opportunity to include company promotional material in study packs.
- Reserved area for company banner.

# Publications

MSSBU's Communications Team create a number of publications throughout the year for our students. These publications serve to disseminate pertinent information and give some students the chance to reflect on their experiences throughout medicine. The dedicated Communications Team help to incorporate opportunities for your business to promote itself in a wide array of advertising prospects to boost your company's profile. You can see below a list of MSSBU's publications and the various sponsorship opportunities below.

## Prognosis: First Year Guide

Entering medical school can be a very daunting and challenging experience. MSSBU aims to make this transition as easy as possible for the new intake by providing a guide on tips about living away from home, textbooks, managing university life and making the most of medical school. Students are emailed this guide along with other documentation from faculty, prior to O-week. Prognosis is a great way for your company to promote itself to the new students and help them be aware of the services your company can offer.



## Sponsorship opportunities:

- Full page advertisement.
- Logo placement and short blurb.
- Formal recognition as a MSSBU sponsor.

# Levels of Sponsorship

MSSBU has four tiers of sponsorship available for external corporations to consider. The tiers are as follows:

|                 |                   |
|-----------------|-------------------|
| <b>Platinum</b> | <b>\$12,700</b>   |
| <b>Gold</b>     | <b>\$7,700</b>    |
| <b>Silver</b>   | <b>\$4,700</b>    |
| <b>Bronze</b>   | <b>Negotiable</b> |

Each tier provides different benefits for our sponsors, detailed in the next section. We have introduced the new Bronze Merchandising package for the upcoming year. Current sponsors are welcome to apply for these bronze sponsorships in addition to their other sponsorship package. Our packages are an excellent avenue for current sponsors to expand their marketing opportunities. We are committed to maintaining and improving our relationship with our sponsors and welcome feedback as to how we can achieve this. Additionally, we are open to discussing individualised packages for our sponsors.

We understand that as dynamic and ever-changing companies, you may require individual and tailored sponsorship packages that give your company the desired representation to the students of Bond Medicine. We are willing to work with you in developing individual agreements and welcome any queries you may have in relationship to representation with the MSSBU.



# Platinum Sponsorship - \$12,700

The Platinum Sponsor is an exclusive package allowing your company to market your product and services consistently throughout the year to develop long-term relationships with Bond medical students. The partnership with MSSBU will be carefully implemented with the dedicated sponsorship team to ensure that your company has an effective marketing plan which caters to your desired outcomes and you will receive exclusive access to an extensive range of year-round benefits.

As MSSBU's Platinum Sponsor you will have the opportunity to form genuine and ongoing relationships with upcoming community leaders of Australia within the medical profession. We provide your business exposure to our 1000 members through face-to-face interactions and advertising opportunities. Our events often see alumni of the Medical Program returning to address our students; thus, your organisation will have ample opportunity to interact with both current and past students.

Relationships are an integral part of consumer choice for medical students and doctors, in particular choices that affect their livelihoods, careers and wellbeing of our patients. Relationships of this level require many months of teamwork and repeated, targeted exposure, not just single, isolated interactions. Hence, the Platinum Sponsorship Package will allow you to develop these long-term relationships and give you the opportunity to take precedence over any other sponsors who may be competitors in your field of business.

MSSBU recognises the value of a sponsor who makes such a financial commitment and as a result involvement in all MSSBU operations will be maintained.

# Platinum Sponsorship - \$12,700

## The Platinum Sponsorship Package entails:

- Formal recognition as a MSSBU Platinum Sponsor for one year.
- Recognition of status as a Platinum Sponsor at all MSSBU events.
- Inclusion of company logo and short company description on MSSBU website including hyperlinks to your company website. As a Platinum Sponsor you will have a significantly larger area dedicated to your company on the webpage.
- The opportunity for a representative of your company to deliver a presentation as a guest speaker at any events of your choice.
- A reserved area for your company trade stall and banner at all MSSBU events of your choice.
- Company logo will be included in MSSBU's official banner.
- A full-page advertisement in each edition of MSSBU publication, including Synapse, Prognosis: "First Year Guide" and Clinical Tips.
- Distribution of company promotional material at all MSSBU events or initiatives of your choice.
- Your company logo to be displayed on all printed MSSBU advertisements, including flyers, posters, magazines and brochures.

MSSBU will have an unwavering commitment to work cooperatively and deliver results. Your investment in MSSBU forms a critical part of your long-term goals. Hence, we recognise the necessity to develop a mutually beneficial partnership. We aim that each year our relationship with your company grows stronger and we can build on our shared experiences over time.

*Sponsorship tiers will not be terminated upon the end of a sponsor term. Each sponsor will be given preference to their current tier or higher.*

# Gold Sponsorship - \$7,700

The Gold Sponsorship Package provides your company the opportunity to develop insightful relationships with the 1000 medical students at Bond University. Your company will have access to the dedicated Sponsorship Team who will help deliver tailored opportunities for your company to interact with the medical students at the events you choose to attend.

Medical School is an important aspect of any doctor's career, where they gain an understanding of the products they need, particularly when it affects their livelihoods, careers and wellbeing of our patients. Your company has the chance to market your product at a stage where these future doctors are very receptive to new companies and will also have access to an extensive range of year-round benefits.

## The Gold Sponsorship Package entails:

- Formal recognition as an MSSBU Gold Sponsor for 1 year.
- Inclusion of company logo and short company description on MSSBU website including hyperlinks to your company website. As a Gold Sponsor you will have a larger area dedicated to your company on the webpage.
- Acknowledgement as an event sponsor at five MSSBU events. Your company will have the opportunity to set up trade stall and have a representative address students at these five events. All promotional material, including flyers, posters, brochures and social media posts, for these five events will include your company logo.
- Reserved area to display company banner at all MSSBU events of your choice.
- Company logo and 50-word advertisement in each edition of MSSBU publication, including Synapse, Prognosis: "First Year Guide" and Clinical Tips.
- Opportunity to hand out company promotional material at any MSSBU event or initiative.

*Sponsorship tiers will not be terminated upon the end of a sponsor term. Each sponsor will be given preference to their current tier or higher.*

# Silver Sponsorship - \$4,700

As Silver Sponsors for MSSBU, your company will have the opportunity to attend events you feel are pertinent to your product and business. The Sponsorship Team will work with you to help find events that allow you to gain the most effective reach for your product.

## The Silver Sponsorship Package entails:

- Recognition as an MSSBU Silver Sponsor for 1 year.
- Acknowledgement as an event sponsor for two MSSBU events and opportunity to speak at these events where appropriate. Company logo will be placed on all marketing material for these events including flyers, posters, brochures and social media posts.
- Company logo will be on the MSSBU website.
- Reserved area to display your corporate banner at four MSSBU events.
- One complimentary ticket to a chosen MSSBU event.

*Sponsorship tiers will not be terminated upon the end of a sponsor term. Each sponsor will be given preference to their current tier or higher.*

# Bronze Sponsorship

## Bronze Sponsorship of a Single Event:

Event sponsors will have the option to set up a stall outside the entrance of an event AND/OR have the opportunity for a representative from your company give a presentation as a guest speaker.

The cost to secure a speaking position is \$1700.

The cost to set up a stall for the event will be

\$600.

If you choose to both speak and set up a trade stall for an event, the cost total cost will be \$2000.

### Additional inclusions:

- Company logo on all promotional material for sponsored event including flyer, posters, brochures and social media posts.
- Reserved area to display company banner at sponsored event.
- Your company logo on the MSSBU website and recognition as a Bronze Sponsor.

## Bronze Sponsorship of MSSBU Merchandise:

MSSBU produce a number of apparels for students to use in various activity ranging from sporting jerseys to Blood Drive participant T-shirts. Sponsorship of MSSBU merchandise will show the broader community your support for MSSBU and our initiatives.

To secure this package, a financial subsidisation of the costs is required. The greater the contribution will allow for greater sponsorship exposure through the logo on the apparel.

### Merchandising opportunities:

- Sports jerseys and sports tournament trophies
- AMSA National Council T-shirts
- AMSA National Convention T-shirts, hoodies and jackets
- AMSA Blood Drive participant T-shirts

# Bronze Sponsorship

## Bronze Sponsorship of MSSBU Publications:

MSSBU produce a number of publications which are handed out to students throughout the year. Please see the Publications section for a full description. Bronze Sponsorship of these publications will be negotiated individually, and cost will depend on number of publications and size of advertisement.

### Additional inclusions:

- Your company logo on the MSSBU website and recognition as a Bronze Sponsor.

## Bronze Sponsorship of Graduation Presents:

Graduation presents are given to final year students at their Graduation Ball. The graduating students will keep these gifts for the rest of their careers as a reminder of their time in medical school. This is a fantastic opportunity for a sponsor to target new doctors.

### The Bronze Sponsorship Package entails:

- Company logo on graduation present.
- Opportunity to host the Graduation Ball alongside Grad Ball Committee.
- Logo on advertisements for the event.

*MSSBU has an unlimited number of Bronze Packages available. We will endeavour to alert current and prospective sponsors to any possible conflicts of interest that may arise.*

# Sponsorship Agreement

Please return to:  
MSSBU – Pranav Rao, Sponsorship Director  
Level 1, Faculty of Health Sciences and Medicine  
University Drive, Robina  
BOND UNIVERSITY 4226

## Contact Details

Company name/Organisation: \_\_\_\_\_

Contact name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Package Preference:

Corporate Sponsorship (Please circle): Platinum Gold Silver Bronze

Sponsored Amount: \_\_\_\_\_

Sponsorship Requests: \_\_\_\_\_

## Payment Details

Payment Type (please circle): Money Order Cheque Direct Deposit

Please make money orders and cheques payable to MSSBU and forward to the address below:

MSSBU – Pranav Rao, Sponsorship Director  
Level 1, Faculty of Health Sciences and Medicine,  
University Drive, Robina  
BOND UNIVERSITY 4226

Please make direct deposits to the following bank account:

Bank: Bank of Queensland

Account Name: MSSBU Account Number: 20792339 BSB: 124-001

Please email remittance advice on day of transfer to:  
[pranav.rao@student.bond.edu.au](mailto:pranav.rao@student.bond.edu.au)

# Contact Us

**Pranav Rao**

Sponsorship Director

0423385427

[pranav.rao@student.bond.edu.au](mailto:pranav.rao@student.bond.edu.au)

[sponsor.mssbu@student.bond.edu.au](mailto:sponsor.mssbu@student.bond.edu.au)



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