

# MONASH INTERNATIONAL AFFAIRS SOCIETY (MIAS)

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SPONSORSHIP PROSPECTUS  
2021



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# WHO ARE WE?

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Established in 2011, The Monash International Affairs Society (MIAS) is a student-run, not-for-profit international affairs society of Monash University.

With over 300 members from a diverse range of disciplines across Monash, MIAS aims to provide its members with opportunities to engage with the international order and delve into global issues. Our events, including panel discussions and international Model United Nations Conferences, help students hone their public speaking, negotiation, and communication skills.

We strive to create a hub where our members can develop relationships with international leaders, diplomats, and individuals working in foreign affairs, politics, government, and other various industries targetting global issues.

MIAS has three core pillars around which we structure our events and opportunities for students: Academics, Socials, and Model United Nations. Alongside our main events, MIAS runs its own publishing unit PIVOT, and a podcast series called ATLAS.

Further, in 2020, MIAS was awarded Best Club of the Year.



# PIVOT & ATLAS

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PIVOT is a student-led and run application, regularly publishing topical commentaries on national and global political, social justice issues and foreign affairs.

Since its creation in 2018, we have published over 150 articles from 30+ contributors.

We have also conducted interviews with notable individuals including former Foreign Minister Bob Carr and former High Court Justice Michael Kirby.



**12,000+ WEBSITE VISITS**  
**70 COUNTRIES REACHED**  
**30 + CONTRIBUTORS**



Founded in 2020, Atlas is the official radio show and podcast of MIAS.

In 2021, we have taken a hybrid approach for our episodes. Episodes either invite our members as guests or we invite experts on particular topics.

Atlas has also seen room for collaboration with other clubs and student organisations in Australia.

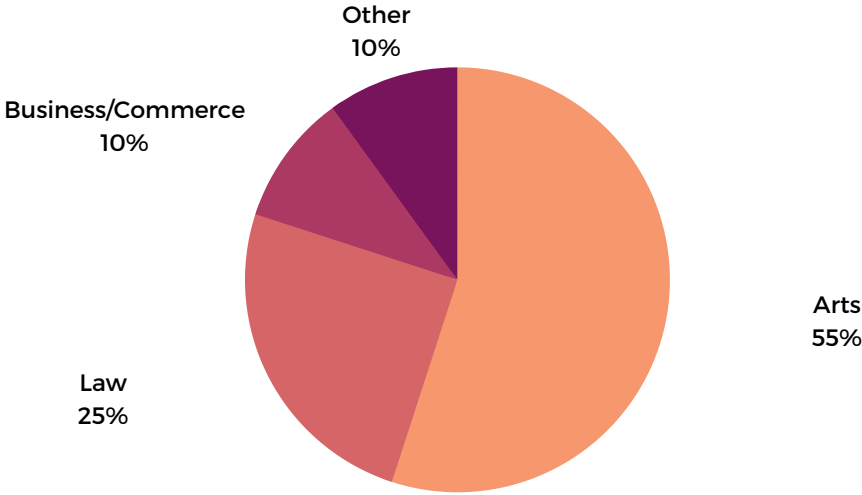


As more events through 2021 are held in formats such as hybrid in-person and online, MIAS has a focus on pairing our events alongside our publication and podcast.

Expanding our outreach, whilst promoting important topical discussion, we fundamentally believe this approach can foster active and healthy discussion amongst students and stakeholders alike.

# KEY STATISTICS

## MEMBERSHIP



MIAS' 300 members come from a variety of backgrounds

## SOCIAL MEDIA



- 3.7K+ Facebook likes
- 450+ Instagram followers
- 800+ Engagements

# PAST EVENTS & INITIATIVES IN 2021

## 5

### DIPLOMAT AND PANEL EVENTS

- Roundtable with the US Consul General
- Roundtable with the Canadian High Commissioner
- International Women's Day Panel
- Challenges in Artificial Intelligence Panel
- Sports Diplomacy Panel

## 6

### MUN EVENTS

- GlobalMUN Delegation to the National Model United Nations
- 3 x MUN Workshops
- 2 x Mini-MUN

## 4

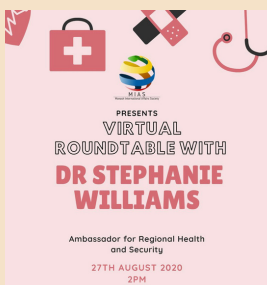
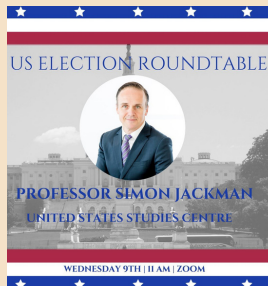
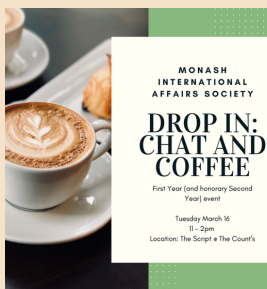
### SOCIAL EVENTS

- Drop-in Coffee & Chill
- Trivia Night
- MIAS MIXER
- MIAS Games Night

## 4

### NEW INITIATIVES

- Careers Boards
- Mentoring Program
- Internship partnership with Consular Corps & Monash University



# UPCOMING EVENT #1

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## Monash Model United Nations Conference (MUNash)



## 2021 CONFERENCE

The Monash University Model United Nations Conference (MUNash) is a two-day conference held over the mid-semester break in Semester 2.

This year it will be held over September 27th and 28th. In 2021 MUNash will take on a hybrid form (both in-person and virtual) as a result of the COVID-19 pandemic.

Participants aim to produce a resolution written in the style of the United Nations General Assembly and agreeable to the majority of Committee members.

Outside of formal committees, MIAS also provides additional opportunities for participants such as social nights and speaker presentations provide delegates the opportunity to meet and network with one another.



- 1.3k likes on Facebook
- 100+ Followers on Instagram
- 800+ Reach





# UPCOMING EVENT #2

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**'A Diplomatic Career' - A MIAS Networking  
Night**

## 2021 EVENT

On the 17th of September 2021, MIAS is hosting our first inaugural networking night with industry professionals. Student attendees will have the opportunity to meet and network with diplomats and individuals working in the field of international affairs in order to gain a greater understanding of their future careers.

Alongside the networking component, the event will also feature a moderated panel discussion.

### Panellists include:



**Trent Smyth - Secretary of the Consular Corps and Honorary Consul General for Malawi**



**Vanessa O'Neil - Consul General for New Zealand**



**Mazita Marzuki - Consul General for Malaysia**



**Andrew Cumpston - State Director, DFAT Victoria State Office**

COVID-19 Disclaimer: This event date and time is subject to provisions by the governments and restrictions at the time.

# WHAT DO STUDENTS GAIN FROM ATTENDING MIAS EVENTS?



Gain practical leadership skills to equip them to be changemakers and the next generation of leaders through our MUN programs and initiatives

Develop key transferrable skills of cross-cultural communication, research, leading negotiations, public speaking and teamwork through our MUN programs

Gain professional development skills through meeting industry professionals and workshops that bolster students' skills from the classroom

Meet like-minded individuals and develop international connections and friendships

Gain an appreciation for other perspectives and have participants world views challenged through our panel events and MUN events

Gain an enriching international relations experience through meeting world leaders, diplomats and key individuals in foreign affairs, politics and government





# WHY SPONSOR MIAS?

## 1 Strengthen University Relations

Sponsoring an event such as this would provide your organisation with the opportunity to strengthen student and faculty relationships with Monash University. This provides further opportunities for publicity and student engagement with your organisation.

## 2 Develop Young Leaders

By attending our events and participating in our initiatives, students develop their critical thinking skills, cultural competency, leadership skills and public speaking skills all whilst expanding their knowledge in the field of International Relations and engaging with relevant pressing issues.

## 3 Engage with a diverse range of students

Our events and initiatives draws in students from all different faculty areas and provides your organisation with the opportunity to engage with the future leaders of various occupational fields.

## 4 Promotional Opportunities

Partnering with MIAS on this event would introduce your organisation to a new audience and help further brand credibility and accessibility.



# SPONSORSHIP PACKAGES

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MIAS partners will have the opportunity to engage with over 300 undergraduate and postgraduate students from a range of different faculties.

This includes many exclusive opportunities to build brand recognition amongst this demographic and network with current and future trailblazers in the field.

MIAS targets the next generation of leaders - by partnering with us, your organization will help contribute to inspiring future leaders of this nation.

Long-term sponsorship discounts and tailored sponsorship packages are also available to partners. Please feel free to contact us to negotiate a partnership opportunity catered for your business.











# GLOBAL PARTNERS SPONSORSHIP

**\$1000**

Global Partners are highly valued by MIAS for their contribution. We will work together with you to ensure high-calibre events throughout the year, as well as providing invaluable opportunities for our partners to engage and interact with participants, and build brand recognition over the course of the year.

As a global partner, partners are entitled to the following at BOTH of the two remaining major events in 2021 (MUNASH and Networking Night). These include:

-  Opportunity to **address** the audience at the **opening** of the event for 5 minutes (Subject to scheduling requirements)
-  **Company logo displayed** at the venue (for in-person events) or on the screen (for online webinars) prior to presentations.
-  Acknowledgement on all relevant **promotional material** and distribution of promotional information to our members
-  One individualised **Facebook post** on the event page **before** the event
-  For in person events **representatives will be invited**, with opportunities to engage with students, gain insight into international relations issues and **network** with leaders in the field
-  Use of **MIAS promotional materials** on your own promotion to advertise our affiliation with your organisation
-  Your **promotional materials** to be **distributed** at the event
-  **Promotion** on our **podcast** and **publications** subject to approval

# EVENT SPONSORSHIP PACKAGE 1

**\$600**

Event partners are given the opportunity to sponsor an event of their choice. In this package, we will provide invaluable opportunities for our partners to engage and interact with participants, so that further educational, networking and marketing opportunities can be fostered.

As an event partner, partners are entitled to promotional opportunities at ONE event. These include:



Opportunity to **address** the audience at the **opening** of the event for 5 minutes (Subject to scheduling requirements)



**Company logo displayed** at the venue (for in-person events) or on the screen (for online webinars) prior to presentations.



Acknowledgement on all relevant **promotional material** and distribution of promotional information to our members



One individualised **Facebook post** on the event page **before** the event



For in person events **representatives will be invited**, with opportunities to engage with students, gain insight into international relations issues and **network** with leaders in the field



Use of **MIAS promotional materials** on your own promotion to advertise our affiliation with your organisation



Your **promotional materials** to be **distributed** at the event



**Promotion** on our **podcast** and **publications** subject to approval






# EVENT SPONSORSHIP PACKAGE 2

**\$300**

Event partners are given the opportunity to sponsor an event of their choice. In this package, we will provide invaluable opportunities for our partners to engage and interact with participants, so that further educational, networking and marketing opportunities can be fostered.

As an event partner, partners are entitled to promotional opportunities at ONE event.

These include:

-  **Company logo displayed** at the venue (for in-person events) or on the screen (for online webinars) prior to presentations.
-  Acknowledgement on relevant **promotional material** and distribution of promotional information to our members
-  For in person events **representatives will be invited**, with opportunities to engage with students, gain insight into international relations issues and **network** with leaders in the field
-  Use of **MIAS promotional materials** on your own promotion to advertise our affiliation with your organisation
-  Your **promotional materials** to be **distributed** at the event

# EVENT SPONSORSHIP PACKAGE 3

## *In-kind Sponsorship*

MIAS appreciates any support that we can gain in helping to provide meaningful and exciting events for our members that develop the young leaders of tomorrow. Your contributions can help to enrich our events and provide cost effective marketing for your organisation.

Contributions may include but are not limited to:



Catering support at events



Speaker Gifts or  
Participant Prizes



Venue Provision



Speakers



Marketing and Promotion



Product/Merchandise  
Donations

As an event partner, partners are entitled to promotional opportunities at ONE event of their choice. These can include the following depending on the degree of support :



**Company logo displayed** at the venue (for in-person events) or on the screen (for online webinars) prior to presentations.



Acknowledgement on relevant **promotional material**



For in person events **representatives will be invited**, with opportunities to engage with students, gain insight into international relations issues and **network** with leaders in the field



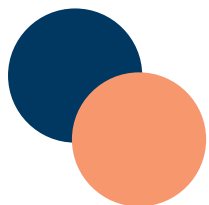
Use of **MIAS promotional materials** on your own promotion to advertise our affiliation with your organisation

# FUTURE PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

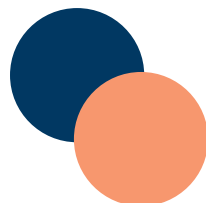
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MIAS hosts a range of initiatives and events each year that aim to further the personal and professional development of our members. In preparation for the next year, MIAS would welcome support for our initiatives over the summer and early 2022.

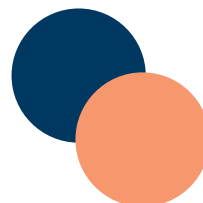
Please contact us for more information, and to express your interest. These can be found below.



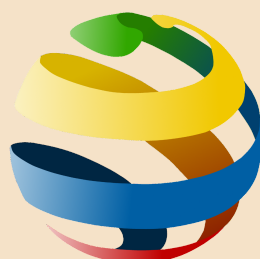
**2022  
CAREERS PANEL EVENTS**



**2022  
GLOBAL MUN PROGRAM**



**2021/2022  
MIAS CAREERS GUIDE**



**HAMAH HOSEN**

**PRESIDENT**

**PRESIDENT@MIAS.ORG.AU**

**0458 498 725**



# WORK WITH US

**MIAS | Monash International Affairs Society**  
Inspiring future leaders



**ERIN PAGE**

**SPONSORSHIPS OFFICER**

**SPONSORSHIPS@MIAS.ORG.AU**

**0490 314 243**



# WHAT WOULD A PARTNERSHIP ENTAIL?

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- ① Providing email notification to your members of the event
- ② Advertising the event on your social media through reshares
  - Instagram (1 post on main & 1 on story)
  - Facebook (1-2 posts)
- ③ Be provided with access to an affiliate ticket link with a discounted price for your members.
- ④ Promotion of your club and your club's events in the future
  - Instagram (1 post on main & 1 on story)
  - Facebook (1-2 posts)
- ⑤ Be listed as a supporter on our promotional materials

## PARTNERING WITH MIAS



# WHY PARTNER WITH US?

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## ① Strengthen Club to Club Relations

Clubs at Monash rarely get the chance to interact and this event provides the opportunity for clubs to support each other and strengthen the Monash community.

## ② Develop Young Leaders

By attending a Model United Nations, students develop their critical thinking skills, cultural competency, leadership skills and public speaking skills all whilst expanding their knowledge in the field of International Relations and engaging with relevant pressing issues.

## ③ Engage with a diverse range of students

Our Model United Nations Event draws in students from all different faculty areas and provides your club with the opportunity to engage with a wider range of students from Monash's various campuses.

## ④ Promotional Opportunities

Partnering with MIAS on this event would introduce your club to a new audience and increase your membership base.

**PARTNERING WITH MIAS**

# A DIPLOMATIC CAREER - MIAS NETWORKING NIGHT

MIAS aims to host a networking-based event for our members and the wider Monash Community. We envision that the event will allow attendees to directly interact with Consul Generals and Consulate Staff, as well as members from the Chamber of Commerce in Melbourne. We are also envisioning that members from the Victorian Department of Foreign Affairs and Trade may be of attendance at this event.

The structure of the event will consist of networking at the start of the event, followed by a panel discussion, and further networking for the rest of the event. This will allow attendees to hear from some of the guests but also allow them to have direct contact with individuals from the industry.

Networking opportunities will be provided for guests by providing attendees with information on how to network, information on individuals attending the event, and providing identifiable and categorized name tags for guests. This will equip attendees with the confidence to interact with guests while also ensuring that they are having discussions tailored to their specific career interests.



# UPCOMING EVENT #1: MUNASH

Held over 2 days, MUNASH allows students to take on the role of 'delegates', representing diverse countries who are then split into various committees to discuss a range of topics, from defence and security to human rights or the environment.

The aim of each committee is to produce a resolution written in the style of the United Nations General Assembly and agreeable to the majority of Committee members. In order to achieve this, delegates must negotiate with each other to find an achievable solution keeping in mind the diplomatic constraints of their represented country, and how that country may view such a proposal. Outside of formal committees, events such as social and speaker events provide delegates the opportunity to meet and network with one another.

The Monash International Affairs Society is one of the best-performing university societies in Model UNs, not only in Australia but in the World. MIAS has a rich history in MUNs, having co-hosted the 2013 Harvard World MUN, hosting the 2015 Victorian MUN, and winning awards in various others.

