

SPONSORSHIP PROSPECTUS 2021



Joshua Mok
Sponsorship Director

Michael Orjekh
President

The University of New South Wales Medical Society (MedSoc) is a not-for-profit, student volunteer-run society with a mission to engage, advocate for, and enrich the lives of our members. This is achieved through events which educate, inspire, and facilitate networking; advocacy on behalf of students in the fields of equality, mental health and academia; and sharing of information via our social media platforms.

Founded in the 1959, UNSW MedSoc is in the 62nd year of operation. **In 2019 and 2020 we were rated the most popular first preference choice in the state for school leavers.** With almost 1700 members, we comprise 10% of Australian future doctors. Students complete the *Bachelor of Medical Studies/Doctor of Medicine*, a six-year degree comprised of three phases:

Phase	Year	Description	Students	Rural*
1	1	Eight-week learning blocks on each system, with both years combining for the second semester	~270	25
	2		271	25
2	3	Coursework: 60% clinical placement and 40% classroom learnings	267	54
	4	Research & General Education	277	<10
3	5	A range of clinical rotations	264	72
	6		275	72

*Students may be based at campuses in Albury, Coffs Harbour, Griffith, Port Macquarie or Wagga Wagga

A partnership with UNSW MedSoc will boost your corporate profile, develop familiarity and respect for your brand, and align your image with the profound impact we make on our students. We will adapt to your needs and are willing to negotiate any of the listed opportunities. Please note all prices listed are in AUD and inclusive of GST. This document provides a curated list of our most popular upcoming events. We also have a range of additional opportunities for which flexible sponsorship packages can be developed upon enquiry, including:

- ⇒ **Academics** – Course Revision and Student-led Tutorials, Information Sessions for large upcoming assessments
- ⇒ **Shows** – Classical Quest, Talent Quest, The Great Debate
- ⇒ **Sports** – Four College Cup events, Interfaculty Competitions, Beach Day

We look forward to cultivating a positive and mutually beneficial relationship with your organisation.

Kind regards,

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Why become a Sponsor?

- **Sponsor a leader in education**

- ! UNSW is one of the leading universities of the world, and is recognized as one of the top medical schools' in Australia.
- ! Sponsoring UNSW MedSoc promotes the education of UNSW medical students, enriching the lives of each individual from medical students all the way to medical practitioners.
- ! Foster recognition amongst current student, representing the next generation of medical professionals

- **Bridge the gap between UNSW medical students and the real world**

- ! Sponsors are provided the opportunity to assist in the gap between medical school and life as a medical practitioner.
- ! The sponsors are acknowledged as pivotal components for the development of our medical students as competent doctors.
- ! Sponsors also have the opportunity to support our future medical practitioners, and shape their actions and behaviour.

- **Recognition as a driver of strong health education**

- ! As stated, UNSW is a leading medical school in Australia. Association with UNSW MedSoc promotes the sponsor as a unequivocal member of the NSW education system for medical practitioners

- **Public awareness and exposure**

- ! Sponsorship of UNSW MedSoc allows the sponsor to be recognized on a numerous public platforms and forums

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The dates in the Prospectus are subject to change at the discretion of UNSW Medical Society. If dates or events are changed, this will be communicated via email. Additionally, the numbers listed for attendance should be used as a guide only, and may also be subject to change, especially in the context of COVID-19 regulations and restrictions.

Packages

Package	Inclusions	Price
Sixth-Year Saver	<ul style="list-style-type: none"> ✓ Life and Money in the Real World Platinum Sponsor ✓ GradBook Platinum Sponsor ✓ GradBall Gold Sponsor 	\$7750 \$5750 (save \$2000)
Humble Beginnings	<ul style="list-style-type: none"> ✓ Orientation Day Gold Sponsor ✓ International Student Meet and Greet Platinum Sponsor ✓ Meet the Mentors Gold Sponsor ✓ Umbilical Silver Sponsor ✓ MedCamp Gold Sponsor ✓ MedSoc Website Silver Sponsor 	\$6450 \$5250 (save \$1200)
All-Rounder	<ul style="list-style-type: none"> ✓ Life and Money in the Real World Platinum Sponsor ✓ Orientation Day Gold Sponsor ✓ Meet the Medics Gold Sponsor ✓ MedSoc Website Silver Sponsor ✓ 1x Facebook Post 	\$7550 \$5500 (save \$1950)
The Socialite	<ul style="list-style-type: none"> ✓ Exclusive sponsor of all social events ✓ MedBall Gold Sponsor ✓ PubCrawl Gold Sponsor (not including The Sequel) ✓ Integration Harbour Cruise Gold Sponsor ✓ MedSoc Cruise 	\$3900 \$3350 (save \$550)
The College Package	<ul style="list-style-type: none"> ✓ Life and Money in the Real World Platinum Sponsor ✓ Meet the Medics Gold Sponsor ✓ 1 SIG Event ✓ 1 Publication 	Based on itemized selection (save from \$1000 upwards)
The Publicity Package	<ul style="list-style-type: none"> ✓ 3 Facebook Posts 	\$3900

	<ul style="list-style-type: none"> ✓ 1 Boosted Facebook Post ✓ Medsoc Website Gold Sponsor ✓ 1 eDM 	\$3300+ cost of boosting (Save \$600)
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Packages listed are negotiable. Events (except LMRW) may be added into any package at a **15%** discount. If you would like to arrange an alternative package please contact the Sponsorship Director at sponsorshup@medsoc.org.au.

Senior Students

Life and Money in the Real World

80 students (6th year) + recording October 11th

Maximum of 8 sponsors

Life and Money in the Real World (LMRW) is targeted at the graduating cohort of sixth year students. It informs students of the practical aspects of life as a healthcare system employee, which is often overlooked in our undergraduate training. Previous speakers include financial firms, organisations representing JMOs in the workplace and politically, locum agencies, and health insurance agencies. Life and Money in the Real World is always well-received, with many students personally expressing their enthusiasm for the event to continue for students in subsequent years. Sponsors will have the opportunity to engage a large audience of final-year students just prior to graduation. The event will be recorded for the 72 sixth-year students on rural placements.

Benefits	Platinum Sponsor	Gold Sponsor	Prize Donor
20-minute presentation	✓		
Tradeshow booth	✓	✓	
Logo on promotional material	✓	✓	✓
Verbal recognition of sponsor at event	✓	✓	✓
Price	\$4000	\$3250	Cost of Prize
Price with discount*	\$2800	\$2500	N/A

Life and Money in the Real World Discount

Life and Money in the Real World traditionally draws a high level of interest from sponsors. In 2021, to reward sponsors with an interest in other events, MedSoc will offer a discount to sponsors who spend at least \$4000 (inclusive of GST) in 2021 supporting other MedSoc initiatives (as above).

Farewell Breakfast/Lunch

280 students (6th year)

Negotiable

Since 2018, we invite sponsors to host a farewell breakfast or lunch (or brunch!) to commemorate the completion of medical school for our graduating cohort. The large majority of Phase 3 students spend their time at their allocated clinical school, and thus we recommend these events are held at or near each hospital to ensure ultimate convenience for students attending. Please email sponsorship@medsoc.org.au if you wish to pursue this opportunity, and we will put you in contact with our sixth-year representatives to discuss the most suitable timing and location. This opportunity is free; however, we require sponsors organise the event and cover their own costs. Please note this opportunity is only available to sponsors who provide at least \$4000 worth in sponsorship (inclusive of GST).

Benefits	Platinum Sponsor
Naming rights	✓
Complete organisation of event	✓
Price	Costs of event

The number of students at each clinical school is listed below. It is up to the discretion of each clinical school's representative to determine how many farewell breakfasts or lunches will be held there, however this information will be communicated to you in advance.

Metropolitan Clinical Schools	Students	Rural Clinical Schools	Students
Prince of Wales	50	Albury	18
St George	34	Coffs Harbour	18
St Vincent's	40	Port Macquarie	18
Liverpool & Bankstown	67	Wagga Wagga	18
Sutherland	20		

GradBook

250 students (6th year)

By October 1st

GradBook is a timeless keepsake given to all graduating students. Containing profiles, photographs, stories and reports of the entire graduating class from over the past six years, it is a prized possession that these doctors will use to fondly reflect on six years of memories. Sponsorship of an advertisement of GradBook is not only a means to reach the vast majority of the graduating cohort, but also an opportunity to remind and reaffirm your brand image following Life and Money and the Real World or GradBall.

Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Full-page colour advertisement	✓	✓	
Colour advertisement on back cover	✓		
Half-page colour advertisement			✓
Logo on front cover	✓	✓	✓
Price	\$2000	\$1250	\$800

Note there is only one Platinum Sponsor of GradBook per year, allocated on a first-come, first-served basis. Please contact the Sponsorship Director to clarify if this opportunity is still available.

Electives Information Night

50 students (4th & 5th year) + recording July 29th

Maximum 4 sponsors

The elective term undertaken at the end of fifth year is one of the most memorable highlights of medical school. The Elective Information Night is for primarily for fourth- and fifth-year students planning their eight-week elective experience, as well as some eager second- and third-years. Sixth-year students, recently returned from their own elective terms, are invited to come and share their own experiences including where to go, how to apply, and how to seek financial assistance and indemnity cover. Speakers from the medical faculty also address administrative details, highlighting the essential information students need to plan their elective. The event is heavily promoted and provides an invaluable opportunity to connect with medical students through stalls in the foyer of the venue, or direct address. The event is also livestreamed to our rural clinical schools.

Benefits	Gold Sponsor	Silver Sponsor	Prize Donor
10-minute presentation	✓		
Tradeshow booth	✓	✓	
Banner display at event	✓	✓	
Logo on promotional material	✓	✓	
Links to online promotional materials	✓	✓	✓
Verbal recognition of sponsor at event	✓	✓	✓
Price	\$2000	\$1250	Cost of Prize

Previous years have experienced high demand from sponsors, necessitating a limit of three Gold Sponsors at Electives Information Night, allocated on a first-come, first-serve basis. There is no limit on the number of Silver Sponsors.

First Year

Orientation Day

150 students (1st year)

February 10th

The exciting and often highly-anticipated first-year orientation day is the very first opportunity new medical students have to meet their peers, staff, older medical students, and MedSoc and our valued partners. Following a morning information session, the students enjoy lunch on the lawn, followed by a tour around the university and introduction to our sponsors through a tradeshow. For most, this will be their first introduction to university life and will provide the opportunity for new and lasting relationships. This day is aimed at enabling students to get to know the people who will accompany, support and guide them on their journey as a medical student. As with previous years, we will encourage student interaction with sponsors through our stamp card system. If a student visits your stall and signs up, they will have a card for you to stamp, and we will provide free gelato to all students with a minimum number of stamps. This will be dependent on Government restrictions regarding COVID-19, but if this is not possible, a similar alternative can be arranged

Benefits	Gold Sponsor
Tradeshow booth	✓
Logo on promotional material	✓
Verbal recognition of sponsor at event	✓
Price	\$1750

Umbilical

280 students (1st year)

February

Umbilical is a high-impact magazine printed and distributed to all first-year medical students during their Orientation Day (and available online for those that miss it). The publication strives to be a helpful, entertaining and illuminating guide to UNSW medicine, featuring advice from senior students, an introduction to the medical disciplines, campus guides and a generous serving of medical puns and jokes. The guide is well-read and becomes the 'survival guide' for many students as they navigate their way through the first-year of medicine. An advertisement in this publication is the perfect way to begin your engagement with medical students as they embark on the next stage of their academic careers.

Benefits	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Logo on front cover	✓	✓	✓
Double-page colour advertisement	✓		
Full-page colour advertisement		✓	
Half-page colour advertisement			✓
Price	\$800	\$600	\$400

Please have advertisements sent to the Sponsorship Director by February 1st

Meet the Mentors

450 students (primarily 1st year)

February 15th

The Peer Mentorship Program, organised by our Leadership Officers, is our support mechanism for first-year medical students. Four older students, ranging from 2nd-6th year, are paired with six first-years, providing the best tips, tricks and insights into the medical program, answering any questions required, forging lifelong friendships and enabling communication between year groups. Held after their first day of university, Meet the Mentors is our introductory barbeque for the peer mentoring program, where peer mentors and mentees will meet each other, engage in group bonding activities, and begin the process of lifelong mentoring. Overall, the event is attended by 270 first-year mentees and 180 mentors from the remaining years.

Benefits	Gold Sponsor
Tradeshow booth	✓
Logo on promotional material	✓
Verbal recognition of sponsor at event	✓
Price	\$1750

MedCamp

200 students (1st year)

April 10-12th

Held at the beginning of the first-year course, MedCamp is the official welcoming three-day camp for new students. Through getting-to-know-you-games, sporting competitions, and a toga party on the final night, students establish life-long friendships and familiarise themselves with student leaders from older years, easing their transition into UNSW Medicine. Traditionally, over two-thirds of the first-year cohort attends MedCamp – a very important event in MedSoc's calendar, and one of the most memorable events in the life of a UNSW medical student.

Benefits	Gold Sponsor	Silver Sponsor
Tradeshow booth at presentation morning	✓	
Logo on promotional materials	✓	✓
Logo on camp t-shirts	✓	✓
Price	\$1200	\$300

Academics and Leadership

Meet the Medics

100 students (1st-4th year)

May 3rd

50 Doctors

Our annual networking night for students to engage with and learn from doctors, Meet the Medics is an exciting and classy event which aims to bring together working doctors and medical students to enable one-on-one personal interaction and communication. The night will involve three phases: presentations from key doctors sharing their journey throughout their medical career, followed by breakout workshops, and finally an open networking cocktail party. The event primarily caters to first- and second-years, as well as some third- and fourth-years, and the occasional fifth- and sixth-year.

Benefits	Gold Sponsor	Silver Sponsor	Prize Donor
5-minute presentation	✓		
Tradeshow booth during networking segment	✓	✓	
Logo on promotional material	✓	✓	✓
Verbal recognition of sponsor at event	✓	✓	✓
Price	\$1000	\$700	Cost of Prize

How to Excel Forums

Phase 1: 100 students

February 17th

Phase 2: 50 students

February 16th

How to Excel forums aim to smooth the transition between high school and university, from first all the way to sixth year. The evening will begin with an introduction from Faculty members, followed by a panel discussion. A group of 8 senior students, who have demonstrated excellence in their assessments, are invited to form the panel, and will offer guidance and suggestions for how to excel in both written and practical examinations, assignments, OSCE and portfolio. A second event will be held to guide third year "Coursework" students moving from predominantly campus-based study to a clinical-based style. The panel will discuss different strategies for getting the most out of the hospital experience, including the various opportunities available and who to talk to. These events will be livestreamed.

Benefits	Platinum Sponsor	Gold Sponsor	Prize Donor
5-minute presentation	✓		
Tradeshow booth	✓	✓	
Logo on promotional material	✓	✓	✓
Verbal recognition of sponsor at event	✓	✓	✓
Price	\$550	\$250	Cost of Prize

Sponsorship is per event. A package deal can be organised for attending both events.

International Students

International Student Meet and Greet

80 students (1st year) (Online)

February 12th

This event is an opportunity to welcome new international students entering UNSW Medicine this year. This event aims to explain the role of MedSoc in supporting international students and provides essential information for survival as a student in Sydney. Topics include information on, setting up bank accounts, phone numbers, and other need-to-know aspects for international students. The afternoon will also provide an overview of upcoming events in the MedSoc calendar. This is the first event of the year targeted at International Students, and is a valuable opportunity for sponsors to address a large group of students very early in the year. In particular, given international travel restrictions this year, this is the main introductory event for international students.

Benefits	Platinum Sponsor	Gold Sponsor	Prize Donor
5-minute presentation	✓		
Logo on promotional material	✓	✓	✓
Verbal recognition of sponsor at event	✓	✓	✓
Price	\$850	\$250	Cost of Prize

Note that there will be a limit of 2 Platinum Sponsors for this event.

Internship Night for International Students

100 students (primarily Phase 1 & 3)

April 23rd

Internship Night for International Students aims to provide the best tips for living as an International student in Australia, and exploring career options around the world, with a focus on Australia, USA, Hong Kong and Singapore. Important topics will be explored, including the Internship Crisis, application processes, and additional test requirements such as USMLE. Alumni with experience working in rural areas and the aforementioned countries will also share their experiences through breakout sessions.

Benefits	Gold Sponsor	Silver Sponsor	Prize Donor
5-minute presentation	✓		
Tradeshow booth	✓	✓	
Logo on promotional material	✓	✓	✓
Verbal recognition of sponsor at event	✓	✓	✓
Price	\$500	\$350	Cost of Prize

Formal Functions

MedBall

400 students (all years)

August 6th

The annual UNSW MedBall is MedSoc's premier event of the year. MedBall is well-promoted to all UNSW medical students and beyond, with tickets traditionally selling out within a few hours. The event comprises of a threecourse dinner, an annual awards ceremony, commemorative speeches, and an after party. MedBall also has a charity raffle, the proceeds of which go towards an elected charity. This is expected to be one of the most highly anticipated MedBalls in recent times.

Benefits	Gold Sponsor	Prize Donor	Photo Booth Donor
Naming rights	✓		
Short presentation during speeches	✓		
Opportunity to present a prize from the charity raffle	✓		
Optional trade booth for guests before entry	✓		
Display of banner during event	✓		
Logo on all photos taken by MedSoc photographers	✓		
Logo on promotional material, dinner menu and tickets	✓	✓	
Verbal recognition of sponsor during speeches	✓	✓	
Logo on all physical and digital prints from photo booth			✓
Price	\$2250	Cost of Prize	Cost of Photo Booth Hire

Note there is only one Gold Sponsor and one Photo Booth Donor of MedBall per year, allocated on a first-come, first-served basis.

GradBall

200 students (6th year)

October 22nd

Graduation is one of the most important and memorable times for a young doctor, celebrating both the completion of six arduous years of study and the exciting start of their professional career. UNSW celebrates this with the prestigious Graduation Ball. Consisting of a seated three-course banquet punctuated by prizes, awards, and commemorative speeches, live bands, a spectacular venue, and lavish décor, GradBall provides the perfect finale to their undergraduate medical studies.

Benefits	Gold Sponsor	Prize Donor	Photo Booth Donor
Naming rights	✓		
Presentation during speeches	✓		
Opportunity to present a prize from the charity raffle	✓		
Optional trade booth for guests before entry	✓		
Banner display during event	✓		
Logo on all photos taken by MedSoc photographers	✓		
Logo on promotional material, dinner menu and tickets	✓	✓	
Verbal recognition of sponsor during speeches	✓	✓	
Logo on all physical and digital prints from photo booth			✓
Price	\$1750	Cost of Prize	Cost of Photo Booth Hire

Note there is only one Gold Sponsor and one Photo Booth Donor of GradBall per year, allocated on a first-come, first-served basis. Please contact the Sponsorship Director to clarify if these opportunities are still available.

MedSoc Annual General Meeting

120 students

September 20th

MedSoc's Annual General Meeting (AGM) represents a time of thanksgiving and appreciation. Each year, MedSoc's incoming volunteers are officially elected during our AGM while the previous council steps down and celebrates a successful year. Apart from around 80 MedSoc volunteers that are required to attend, our AGM attracts a good number of members that are interested to find out the results of the election.

As a time of thanksgiving, MedSoc will invite three of sponsors who have contributed and supported us the most through the calendar year. Sponsors may choose to direct their sponsorship towards food, drink, or prizes/tokens-of-appreciation.

Benefits	Gold Sponsor	Prize Donor
5-minute presentation	✓	
Logo on promotional material	✓	✓
Verbal recognition of sponsor at event	✓	✓
Price	\$500	Cost of Prize

Social Events

PubCrawl

350 students

March 11th
August 26th (The Sequel)

PubCrawl is one of the biggest events on our social calendar for all medical students at UNSW. With first-years in lab coats and the remaining cohort in scrubs, this yearly tradition helps students to escape the ardours of studying medicine, relax, and meet people from all phases of the degree. In 2019, MedSoc is debuting the highly-requested follow-up PubCrawl in the later part of the year.

Benefits	Gold Sponsor	Silver Sponsor
Naming rights	✓	
Attendance at each venue	✓	
Option to give out drink vouchers to students who sign up to your service	✓	
Option to collaborate with Socials Officers on further way to engage with students	✓	
Logo on all promotional material	✓	✓
Verbal acknowledgement at event	✓	✓
Distribution of company material and/or merchandise at congregation before PubCrawl	✓	✓
Price	\$700	\$300

Note there is only one Gold Sponsor of PubCrawl per year, allocated on a first-come, first-served basis. Please contact the Sponsorship Director to clarify if these opportunities are still available.

Integration Harbour Cruise

250 students (1st & 2nd year)

July 7th

During the second semester, Phase 1 (both first- and second-year) students combine, completing the same courses concurrently in mixed classrooms. To help facilitate new friendships in this vertically-integrated approach, the Integration Harbour Cruise sets the perfect scene to break the ice and let everyone relax a little before the second semester kicks in.

Benefits	Gold Sponsor	Silver Sponsor
Naming rights	✓	
Attendance at the venue	✓	
Option to give out drink vouchers to students who sign up to your service	✓	
Option to collaborate with Socials Officers on further way to engage with students	✓	
Logo on all promotional material	✓	✓
Verbal acknowledgement at event	✓	✓
Distribution of company material and/or merchandise at congregation before Integration Harbour Cruise	✓	✓
Price	\$600	\$200

Note there is only one Gold Sponsor of Integration Harbour Cruise per year, allocated on a first-come, first-served basis. Please contact the Sponsorship Director to clarify if these opportunities are still available.

MedSoc Cruise

300 students (All Year groups)

May 5th

The MedSoc Cruise is a new initiative in 2021, and is open to all people, not just UNSW MedSoc Members. The cruise offers an unparalleled social experience and the opportunity to meet other students from a variety of degrees and universities. This keenly anticipated event is expected to be highly attended.

Benefits	Gold Sponsor	Silver Sponsor
Naming rights	✓	
Attendance at the venue	✓	
Option to give out drink vouchers to students who sign up to your service	✓	
Option to collaborate with Socials Officers on further way to engage with students	✓	
Logo on all promotional material	✓	✓
Verbal acknowledgement at event	✓	✓
Distribution of company material and/or merchandise at congregation before Integration Harbour Cruise	✓	✓
Price	\$600	\$200

Note there is only one Gold Sponsor of the MedSoc Cruise per year, allocated on a first-come, first-served basis. Please contact the Sponsorship Director to clarify if these opportunities are still available.

Publications and Media

The Jugular

Upgrading our premiere publication Idioglossia for the modern age, The Jugular takes on an all-new website format. First published in 2018, the Jugular will feature articles from MedSoc's president, special interest groups and affiliates, Q&A's which explore the lives of students, professors and significant people in the medical community, feature articles on scientific breakthroughs, reports on initiatives and policies related to medical student health, opinion pieces, Humans of UNSW Medicine, stories from electives and conferences attended, and the lighter side of life with films, books, podcasts, shows, fashion, quizzes, med-life, cooking, comics and humour. The website will be launched early in the year. Sponsorship opportunities are for 12 months, from the time of implementation, and are sold on a per-item basis.

Benefits	Cost
Banner advertisement	\$1500
Sidebar advertisement	\$1200
Student-written review article of company's product or service	\$600

MedSoc Website

Our recently redesigned UNSW MedSoc Website is our members' destination for all things MedSoc. From events, to study guides, to opportunities and publications, the website is our sturdy channel of communication with our student body. Our domain name, medsoc.org.au, is one of the most highly-sought URLs by medical societies across Australia. It consistently returns a top-position in organic searches on popular search engines. With a growing amount of web traffic, the UNSW MedSoc Website has become an important online portal for past, current and future students. Sponsored articles couple nicely with a Facebook promotion or eDM describing the article in question.

Benefits	Gold Sponsor	Silver Sponsor
Sponsored article published to website	✓	
Logo on front page of website for 12 months	✓	✓
Price	\$500	\$300

New in 2021, all organisations that sponsor UNSW Medical Society in any capacity will have their logo and name placed on the Partners page.

medsoc.org.au

Facebook

3500+ followers

Due to popular demand, MedSoc is now offering sponsors a brand-new way to interact with our community. Sponsored Facebook Posts allow our partners to use any text, images, videos and links they would like, and have these posted by the official UNSW Medical Society Facebook account.

By orientation day, our page will have in excess of 3500 followers, including almost 1700 current UNSW medical students, as well as practising doctors, medical students from other universities, and the broader health community. On average in the past two years, each unboosted post reaches almost 1100 people, with our highest post reaching over 12,000 people and gaining 750 likes. If the post pertains to a particular event (e.g. involves a giveaway of tickets to a particular event, or relates to a presentation given), the post can also be shared to the relevant event page free of charge.

Benefits	Cost
1 Facebook post	\$500
5 Facebook posts	\$2000
Boosted post	\$800 + cost of boosting
5 Boosted posts	\$2500 + cost of boosting
Pinned post	\$500 for first week \$100/week thereafter
Logo on cover photo	\$200/month

Please note that due to the inherent demand for promotion through our social media outlets, we will limit the number of posts each month – please contact the Sponsorship Director to find out when we can schedule in your next post. Posts may be used at any point throughout the calendar year. To ensure transparency with our members, all sponsored posts will be marked “Sponsored Content” as in previous years. Boost posts to increase your reach, or pin them to ensure continuous exposure. Opportunities to sponsor MedSoc through Facebook are sold one a per item basis.

facebook.com/unswmedicalsociety

Electronic Direct Mail & Mailout

1700 students (all years)

Our Weekly MedSoc Mailout provides all members of UNSW MedSoc with the latest updates to keep them involved and engaged. Upcoming events are highlighted, from social parties to student-led tutorials in preparation for exams, messages from the medical faculty are passed along, and the occasional humorous meme works its way in. The Mailout is widely read amongst students of all years, as it is the easiest and most efficient means to stay in-the-loop. To focus purely on your message, we also offer electronic direct mail (eDM), in which an email organised by your team will be forwarded to our entire membership base via our MedSoc Secretary. Opportunities to sponsor MedSoc through email are sold on a per item basis.

Benefits	Cost
1 eDM	\$600
5 eDMs	\$1800
Logo in mailout	\$100/week
Banner advertisement along top of mailout	\$250
Small advertisement (<100 words) in mailout amongst our upcoming events	\$250

Performing Arts Groups

MedShow

1000 students (all years)

October 7th-9th

Medshow is an annual production run by medical students from the University of New South Wales over 3 nights. It features the diverse talents of our students in acting, dancing, singing, script-writing and technical displays. As an integral part of student life beyond academics, Medshow serves as an opportunity for integration between students of differing academic years and mentorship, as well as enriching student wellbeing.

Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Prize Donor
Promotional videos during intermission	✓			
MedShow theme reveal OR AGM presence	✓†‡	✓†‡	✓‡	
Product placement in performance	✓	✓		
Trade table present at venue on show nights	✓*	✓*	✓	
Distribution of promotional material on seats	✓	✓	✓	✓
Acknowledgment during opening announcements	✓	✓	✓	✓
<u>Logo placement</u>				
T-shirts and hoodies	✓*	✓*	✓	
Promotional videos	✓	✓	✓	✓
Posters and flyers	✓	✓	✓	✓
MedShow Website	✓	✓	✓	✓
Programmes	✓	✓	✓	✓
Price	\$2000	\$1500	\$1000	\$500

*with prime positioning

†with allocated time

‡with trade table

If you would like further details, please see the MedShow 2021 Sponsorship Prospectus or contact our MedShow producer, Ming Sun, at producers@medshow.org.au

Medical Music

MMS 2019 Concert: 50-100 attendees

August 4th

MMS is a special interest group dedicated to nurturing and maintaining musical passion and skill, as well finding a way to benefit the community with music. Our members are a group of talented musicians whose skills contribute to both instrumental and choral ensembles. Our repertoire explores many styles of music, enriching each member's experience and ensuring that the music we create is enjoyable for audiences. We also frequently branch out into the community, performing in hospitals and community centres to combine and share our love of music and medicine.

Benefits	Gold Sponsor	Silver Sponsor
Title rights for event	✓	
Speech at event	✓	
Inclusion in promotional material	✓	✓
Full-page advert in concert program	✓	
Full-page advert in concert program		✓
Price	\$2000	\$1500

If you would like further details on these events, please see the full [UNSW MMS 2021 Sponsorship Prospectus](#) or contact our UNSW MMS Sponsorship Officer, Janis Hui, at treasurer@unswmms.org.au.

Special Interest Groups

Critical Care

Critical Care Conference: 150 students
Emergency Medical Challenge (EMC): 30 students

July 17th
April 10th

UNSW Critical Care Society, formerly AICESoc, has a passion for critical care medicine: anaesthetics, intensive care, and emergency medicine. Our mission is to organise inspiring and informative events for the medical student body, encompassing academic, practical and procedural skills training workshops. Our largest event of the year, the Critical Care Conference is targeted at students across all healthcare disciplines and will comprise of presentations by distinguished speakers in a wide variety of fields, and breakout sessions arranged in collaboration with other Medsoc-affiliated societies, allowing students to gain practical skills targeted at different levels of experience within medicine. The Emergency Medical Challenge (EMC) will see teams of senior medical students have their skills assessed qualified emergency physicians in series of challenging emergency medicine simulations.

Benefits	Title Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor
10-minute presentation	✓			
Logo on lanyards and participant certificates	✓			
Trade table	✓	✓		
Distribution of promotional materials	✓	✓	✓	
Verbal acknowledgement	✓	✓	✓	✓
Logo on banner and all other promotional materials	✓ large	✓ large	✓ medium	✓ medium
Conference Price	\$750	\$500	\$300	\$200
EMC Price	\$300	\$200	\$150	\$100

If you would like further details on these events or a full list of our planned events, please see the Critical Care Society 2021 Sponsorship Prospectus or contact our Critical Care Society Sponsorship Officer, Jason Hui, at sponsorship@critcaresoc.org.au.

Dermatology

Sydney Medical Students Skin Conference

July 24th

DermSoc plays a crucial role in increasing exposure for medical students to the clinical and research field of Dermatology and fostering interest in Dermatology as a potential career. Not only that, we play an integral role in providing supplementary Dermatology education to those who have a keen interest in the field.

Over the past year, DermSoc has promoted this passion through highly successful and innovative events such as our Mock OSCE/ICE Sessions, Suturing Workshop, and Sydney Medical Students' Skin Conference (SMSSC), among others. With the assistance of sponsors, such as yourself, DermSoc will introduce even bigger and better events that advocate your brand and corporate profile to future medical professionals.

Benefits	Major Sponsor	Associate Sponsors	Official Sponsors	Official Partners
Exclusive naming rights to one event	✓			
Promotion of your website on the Facebook DermSoc page	✓ inc. all event pages	✓ inc. one event page		
Distribution of sample products at events (if applicable)	✓ All events	✓ All events	✓ One event only	
Verbal acknowledgement	✓	✓	✓	✓
Logo on all promotional materials	✓ Large	✓ Medium	✓ Medium	✓ Small
Price	\$500	\$400	\$300	\$200

If you would like further details on these events, please see the full [UNSW Dermatology Society 2021 Sponsorship Prospectus](#) or contact our Sponsorship Officer, Jennifer Xu at treasurer@dermsoc.org.au.

Internal Medicine

Internal Medicine Conference: 150 students

July 31st

UNSW Internal Medicine Society is a student-run non-profit organization aimed to support interest in internal medicine. IMSoc is the only society in UNSW that provides an integrative platform for medical students to experience and learn about various subspecialties under internal medicine. While academic events are an integral part of IMSoc's offerings, there is an emphasis on skills and knowledge beyond the medicine degree curriculum. The Internal Medicine Conference aims to inform students of the subspecialties within internal medicine through a lecture series, breakout sessions, panel discussions and practical workshops.

Benefits	Gold Sponsor	Silver Sponsor	Bronze Sponsor
5-minute presentation	✓		
Trade booth	✓		
Naming rights	✓		
Promotion on IMSoc Facebook and Event Page	✓	✓	
Verbal recognition at event	✓	✓	✓
Logo on all promotional materials	✓	✓	✓
Price	\$500	\$300	\$200

If you would like further details on IMSoc's other events or wish to explore our sponsorship packages, kindly refer to the full IMSoc 2021 Sponsorship Prospectus or contact our IMSoc Treasurer, Angela Lan, at treasurer@imsoc.org.au.

Ophthalmology

Ocular Pathology Teaching Night: 30 students

April 7th

Pathways into Ophthalmology: 30 students

September 16th

Ophthalmology Clinical Placement: online marketing

June 21st

UNSW Oculus Soc provides opportunities for medical students interested in ophthalmology to further their knowledge through events run by leading ophthalmologists in the country. Our society is affiliated with the Prince of Wales Hospital Eye Clinic, and aims to: (i) increase ophthalmic education to medical students and (ii) promote this eye-opening medical specialty to the future doctors of Australia. Ocular pathology teaching night will provide both medical and optometry students alike with important knowledge of eye anatomy and pathology. Pathways into Ophthalmology invites prominent ophthalmologists to share their journey to becoming an ophthalmologist. Ophthalmology Placements provide Phase 2 students an opportunity to have a one-week supervised clinical placement.

Benefits	Title Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor
10-minute presentation	✓			
Logo on lanyards and participant certificates	✓			
Trade table	✓	✓		
Distribution of promotional materials	✓	✓	✓	
Verbal acknowledgement	✓	✓	✓	✓
Logo on banner and all other promotional materials	✓ large	✓ large	✓ medium	✓ medium
Price	\$150	\$100	\$50	\$25

If you would like further details on these events or a full list of our planned events, please see the Ophthalmology Society 2021 Sponsorship Prospectus or contact our Critical Care Society Sponsorship Officer, Vivian Lin, at treasurer@oculusoc.org.au.

Psychiatry

Counselling mICE Workshop: 40 students

October 5th

UNSW Psychiatry Society (PsychiSoc) is a Specialty Interest Group that promotes, facilitates and consolidates learning within the spectrum of psychiatric medicine for UNSW medical students. Each year, the Society holds clinical skills sessions and specialty pathway information sessions. We also work closely with the broader UNSW Medical Society and the UNSW Medical Faculty to destigmatise mental illness and enhance understanding of good mental health hygiene. Our Conjoint Grand Rounds, held in collaboration with the Internal Medicine Society, aims to increase engagement in a variety of medical specialties, with doctors presenting complex, clinical cases in a Grand Rounds format. Our Counselling mICE Workshop is an incredibly popular event that aims to prepare third-year students for common counselling stations featured in the end-of-year clinical exams.

Benefits	Gold Sponsor	Silver Sponsor
Exclusive presentation	✓	
Trade table	✓	
Verbal acknowledgement	✓	✓
Logo on promotional material	✓	✓
Price for Counselling mICE Workshop	\$300	\$200

If you would like further details on these events, please see the full [Psychisoc 2021 Sponsorship Prospectus](#) or contact our Sponsorship Officer, Rainbow Wu, at sponsorship@psychsoc.org.au

Surgical

Introduction to Surgery: 50-100 participants	March 3 rd
Suturing workshops: 100 participants	March 18 th , May 5 th , July 28 th
Cardiothoracic symposium: 120 medical students from all schools	July 3 rd
Arthroscopy workshop: 10 students (advanced)	August 11 th
Women in surgery: 30-50 students	TBD

The University of New South Wales Surgical Society is an exciting scientific and educational society that was formed in 2009. As a society, we aim to support and advance the interest in surgery and its various subspecialties for UNSW medical students. In the coming year, we will be organising workshops which emphasise on developing skills and knowledge outside of the medical school curriculum. These events will provide valuable learning opportunities and exposure into the field of Surgery and its various subspecialties. As a non-profit organisation, our events are only made possible through the support and assistance of sponsors. Hence, we would like to invite you to consider sponsoring our many educational events and student development initiatives.

Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Display of company logo on introductory slide	✓	✓	✓	✓
Verbal acknowledgement of partnership at the start of event	✓	✓	✓	✓
Distribution of company merchandise and pamphlets to attendee	✓	✓	✓	
Promotional booth	✓	✓		
Opportunity to speak at event	✓			
Company advertisement in the conference handbook	✓			
Price	\$500	\$300	\$200	\$100

If you would like further details on these events, please see the full UNSW Surgical Society 2021 Sponsorship Prospectus or contact their Sponsorship Officer, Pragadesh Natarajan, at treasurer@unswsurgsoc.org

Women & Children's

Teddy Bear Hospital: 100 students
Happy Foetus Short Course: 30 students

30th March
22nd, 29th July, 5th, 12th August

UNSW WCsoc is a newly formed society with the combined resources of previously, UNSW's Paedsoc and O&Gsoc, which had up to 10 years of experience. These societies provide an established member base and community profile. As the President and Vice President, we look forward to working with you to promote interest in Obstetrics, Gynaecology and Paediatric health. We are passionate in these fields and are personally completing our research year with a focus on these specialties.

Through our events and initiatives, WCSoc has the potential to reach the entire UNSW Medicine cohort (1700 students) and can boost your corporate profile, while enriching the social and academic lives of our peers.

Benefits	Major Sponsor	Associate Sponsor	Official Sponsor	Official Partners	Minor Sponsors
Naming Rights	✓				
Event Presentation	✓				
Online Promotion	✓	✓			
Logo Mention	✓	✓	✓	✓	✓
Verbal Mention	✓	✓	✓	✓	✓
Price	\$1000	\$500	\$200	\$100	>\$100

If you would like further details on these events, please see the full [WCSoc Sponsorship 2021 Prospectus](#) or contact our WCSoc Treasurer, Cami Hirsch, at treasurer@wcsoc.org.au.

Affiliates

Medical Students' Aid Project

Global Health Short Course: 200 students
Birthing Kit Night: 35 students

14th , 21st , 28th May, 4th June
March 15th

The Medical Students' Aid Project (MSAP) is a non-profit charity run purely by UNSW medical students. MSAP aims to empower students and the wider community to contribute positively towards global health, through education and advocacy, and running local and international health projects.

MSAP's student engagement events consistently have shown to have strong participation across all years. The Global Health Short Course (GHSC) attracts over 200 medical students annually to engage in a 4-night lecture series, aimed to inspire and enlighten students about the vast world of global health. The Birthing Kit Night (BKN) aims to provide sanitation kits to women giving birth in under resourced settings, and is of the most enjoyable events on the MedSoc calendar – all while making a positive difference to people's lives.

	Bronze (<\$500)	Silver	Gold	Platinum
Marketing	<ul style="list-style-type: none"> ❖ Social Media publicity ❖ Annual report recognition 	<ul style="list-style-type: none"> ❖ Recognition at MSAP events ❖ Sponsor logo on MSAP website 		
Promotions		<ul style="list-style-type: none"> ❖ Logo on mailout 	<ul style="list-style-type: none"> ❖ Message on mailout ❖ Logo on MSAP T-shirts 	<ul style="list-style-type: none"> ❖ Logo on MSAP banner
Event involvement			<ul style="list-style-type: none"> ❖ Stall at one event 	<ul style="list-style-type: none"> ❖ Stall at all events ❖ Presentation at one event
Project involvement				<ul style="list-style-type: none"> ❖ Exclusive access to new project launches
Price	<\$500	\$500	\$1000	\$4000

If you would like further details on these events, please see the full [MSAP Sponsorship 2021 Prospectus](#) or contact our MSAP Sponsorship officer Mansi Tiwary , at finance@msap.org.au.