

# 2021

## SPONSORSHIPS & PROSPECTUS



# PRESIDENT'S ADDRESS

As we come to the end of 2020, we kindly invite you to join us as we prepare for a successful year of recovery and reinvigoration of our student body, after this hard year of pandemic and online learning.

As the official IT society of the Faculty of IT, and one of the largest IT societies, WIRED aims to provide a productive environment where students can share and build on their interests in everything IT related. Although 2020 has been a difficult year, WIRED hosted numerous events, including industry tech panels, video game nights, a trivia night, a virtual IT scavenger hunt, and informative series on how to make studying at home more ergonomic.

To build on the success of WIRED from previous years, we are working on events that will focus on enriching both the academic and social aspects of all our members. Our events include the BIT- BY-BIT hackathon, the Student IT Ball & Awards Night, industry nights, barbecues, and more.

WIRED is dedicated to working with other student societies such as DiversIT, RoboGals, Monash Association of Coding (MAC), Monash Electronic Gaming Association (MEGA), and the Computing Commerce Association (CCA) on both social events and industry events. This allows us to extend our reach to more students, increase collaboration among students, and to foster a cooperative spirit.

We have much planned for 2021 and we hope you will be able to join us on this journey. We thank you for taking the time to read our prospectus and for considering becoming part of our society. We look forward to working with you in 2021!

**Gavin Douch**

President

# ABOUT US

Established in 2010, WIRED Monash is the principal student society for students in the Faculty of Information Technology and for those who share a curiosity for all things digital, regardless of their course. On a normal year, we have approximately 700 active members, ranging from undergraduate and postgraduate students, to staff within Monash University Clayton.

We aim to provide a relaxed and social environment for students who are interested in IT, where they can meet other like-minded students, share opinions on the latest tech, as well as collaborate on personal projects, competitions, and hackathons.

In addition, we provide a bridge between students and the IT industry. We achieve this by providing numerous networking opportunities, such as the WIRED Industry Night and sponsored events on (and off) campus. We also promote many opportunities to enhance student career prospects through technology talks, workshops, graduate or internship opportunities, and our weekly newsletters that reach out to all WIRED members. WIRED Monash is a registered student club with Monash Clubs and Societies.

---

## 2020 / 2021 Executive Committee

**President**

Gavin Douch

**Publications**

Tina Phan

**Vice President**

Keaton Tang

**Events**

Anika Dixit

Riya Kiran

Tiffany Ung

**Secretary**

Vibhas Kamal

**Technical**

Damon Cai

**Treasurer**

Aaron Chao

# SPONSORSHIP PACKAGES

## 2021

<b>Benefits</b>	<b>BRONZE</b> \$500	<b>SILVER</b> \$1,000	<b>GOLD</b> \$2,000	<b>DIAMOND</b> \$3,000
-----------------	------------------------	--------------------------	------------------------	---------------------------

### On-Campus Events

*On campus events are the perfect way to engage students whilst they are at the university during their studies.*

Technical and Company Talk <i>Send representatives and talk to students</i>	✓	✓	✓	✓
Technical Workshop Opportunity <i>Provide hands-on engagement with technology</i>	x	✓	✓	✓
Industry Coffee Evening Participation <i>In second semester, a follow up to industry night.</i>	x	x	✓	✓
Confirmed Place at Industry Night <i>1000+ attendees</i>	x	x	✓	✓
Priority Booth at Industry Night <i>Priority booth have higher visibility</i>	x	x	x	✓

### Off-Campus Events

*An on-site office visit is an excellent opportunity to link studies to real life industry applications. It is a great opportunity to capture the attention of the attendees.*

Event at the company site office <i>Show off technology and perks of the workplace</i>	x	x	✓	✓
---	---	---	---	---

...

## Orientation Week Promotion

*The busiest time of the year when the majority of members sign up. High visibility of promotion material.*

Merchandise distribution to attendees  
*Flyers, business cards, stickers, etc...*

✓	✓	✓	✓
X	X	X	1

Logo on O-Week Gift for Members\*  
*Limited to first Diamond sponsor*

## All Year Promotion

*Suitable times can be different for our partners; hence, we are very flexible in connecting our talent and industry partners.*

Newsletter Advertisements  
*Fortnightly newsletter sent via email*

✓	✓	✓	✓
✓	✓	✓	✓

Marketing on Wired Website

✓	✓	✓	✓
✓	✓	✓	✓

Access to Instant Messaging with members  
*Channel for Jobs Advertisement and direct chat*

✓	✓	✓	✓
✓	✓	✓	✓

Social media advertisement opportunity  
*Facebook, Snap, Insta, Wechat (2500+ followers)*

X	✓	✓	✓
X	✓	✓	✓

Title promotion at OGM and AGM  
*Logo on all presentations*

X	X	✓	✓
X	X	✓	✓

Sponsor title on all events promotion\*  
*WIRED organises 15+ social events for members*

X	X	X	✓
X	X	X	✓

...  
...

## Bit-By-Bit Hackathon

*A new hackathon aimed towards beginners with zero hackathon experience so they can compete at bigger, more professional hackathons.*

Host a kiosk during event registration <i>Merchandise distribution and networking</i>	✓	✓	✓	✓
Opportunity to send mentors <i>Direct engagement with the participants</i>	x	2	4	6
Opportunity to send judges <i>Great company exposure</i>	x	x	✓	✓
Gift presentation <i>More company exposure</i>	x	x	x	✓
Conduct Opening and Closing Talks <i>High visibility and engagement</i>	x	x	x	✓

<b>BRONZE</b> \$500	<b>SILVER</b> \$1,000	<b>GOLD</b> \$2,000	<b>DIAMOND</b> \$3,000
------------------------	--------------------------	------------------------	---------------------------

We are happy to negotiate the packages.

# WHY SPONSOR

Generally, through sponsorship, your company will get access to event promotions, advertising spaces, newsletter promotions, attendance to events, and keynotes in various events and activities during the semester. Through a combination of interactive and lecture- style planned activities, we want to engage and spark a conversation between the industry and top IT students in Australia.

Our main audience is technology students who are passionate about everything digital and searching for a career in IT; however, we understand that the only way we as a society can grow, is by attracting students from all faculties with an interest in technology. Our cohort is also perfect for the promotion of student programs, internships, and graduate opportunities. A large portion of our cohort are developers, who use our sponsors' APIs and proprietary technologies.

Through sponsorship, your firm will have access to the best talent in technology and a platform to connect with them. We shall give our sponsors an opportunity to provide their own merchandise and promotional material so we can distribute them at our events, barbeque's, and during Orientation Week. Please refer to the Sponsorship Packages 2021 page to find out more details about sponsorships. All events and perks described in this prospectus will be subject to COVID-19 restrictions, and WIRED will follow health advice from the Victorian Government, Monash University, and Monash Clubs and Societies.





## Technical and Company Talk

- An opportunity for the industry partner to host a talk on Monash University Clayton Campus at the time of their convenience. Depending on the nature and intended audience of the talk, the attendance ranges from about 25-50 students.

- Provides a perfect opportunity to capture the right talent and allows for one-to-one interaction with the students. The events will also be catered (usually pizza).
- WIRED will promote the talk on all platforms, with exclusive branding to the host industry partner.

## Technical Workshop Opportunity

- A more hands-on approach with a focus on developing skills using technology in a learning environment. Full and half day workshops will be held at Monash University in a collaborative learning space or the computer labs - whichever works best for the industry partner.
- A perfect opportunity to attract talent who are engaged with the workshop and industry partner's expectations.
- An event like this will be catered for and will usually be organised on a weekend.

## Industry Coffee Evening

- We will invite our Gold and Diamond sponsors to enjoy an evening with our talented IT students on Monash University Clayton Campus.
- The Industry Coffee Evening will be a continuation of the already popular Industry Night (1000+ attendees) from Semester One.
- Sponsors can engage with students to acquire graduate talent, just in time for graduate applications. The partners are welcome to bring company merchandise and gadgets for promotion\*.

\* Subject to the approval from venues



## Industry Night

In 2019 over 1000 students and 28 major industry partners attended the biggest technology-focused industry event at Monash University.

Industry Night is a networking evening targeted at students interested in a technological career. For companies, Industry Night is the perfect opportunity to promote graduate programs, job openings, or student programs to university students. Almost 1000 students (mostly from technology-related degrees and STEM-related backgrounds) explored a variety of student programs, internship opportunities, and graduate placements with sponsored companies in 2019.

Our industry partners set up booths and promoted their firms, along with the internal opportunities available to students. We plan to expand the venues and activities within the event to cater for a larger student base and to create a more interactive networking experience for sponsors.

Our Gold and Platinum sponsors will have confirmed places for the highly anticipated event.

Our Platinum sponsors will also receive a special priority table with additional benefits, such as more space and higher visibility at the Industry Night.





## Off-Campus Events

An on-site visit is an excellent way to showcase the company work culture and workplace. We believe that a student's ability to connect theory to practical applications is a very simple way to engage a group of technology-oriented students.

WIRED will liaise with our Gold and Diamond sponsors to organise a site office tour. In collaboration with the industry partner, we can discuss what best suits their needs.

---

## Orientation Week

This time is the busiest time for members sign-ups. Typically we would expect to receive at least 500 new member sign-ups, however, due to the cancellation of the 2020 Orientation Week, this number may be much larger in 2021.

In the event that Orientation Week is held in person, physical material such as informative flyers, stickers, merchandise and other items from our sponsors can be part of our show bag. In the more likely event that Orientation Week is held digitally, this can be supplanted with appropriate digital substitutions.





## BIT-BY-BIT Hackathon

BIT-BY-BIT Hackathon is a new hackathon aimed towards beginners with zero hackathon experience to prepare them to compete at bigger, more professional hackathons.

Inspired by the positive results of UNIHACK Mini, WIRED is introducing BIT-BY-BIT Hackathon, starting this year. Due to its popularity, UNIHACK has expanded the size of the venue to multiple Australian states and has now become a separate entity managed by the UNIHACK Committee.

Through our hackathon, we want to showcase and expose some of the brilliant IT students of Monash University to the companies and startups in Australia.

The premise will remain: teams have 24 hours to build a working technology-driven product or prototype and present it to the judges.

BIT-BY-BIT Hackathon will be a great opportunity for company promotion as we will support all our sponsors to deliver company merchandise, brochures, or other products to our competitors. We will ask our Silver, Gold and Diamond sponsors to send representatives to mentor our students during the 24-hour competition.

Our Diamond sponsors will be invited to take part in the judging panel and conduct the opening and closing ceremony, giving comprehensive visibility during the competition.

We are expecting that BIT-BY-BIT Hackathon will create a lasting impact on fresh IT students, offering them a comfortable welcome to the world of Hackathons.

I GO TO MY ACS  
FOR NEWS, VIEWS  
AND OPINIONS

The online hub for ICT people



# ALL YEAR PROMOTIONS

## Newsletter and Website Marketing

All sponsors get access to promotion opportunities in our fortnightly newsletter that is sent via email to all our members. WIRED also actively promotes our sponsors on our website which has around 700 visitors per month.

## Discord

To boost engagement with our members, WIRED is starting a Discord, which facilitates text, image, video, and audio communication between users in a chat channel, popular within the IT community.

As a part of this, we will include several channels that all our sponsors can get involved in. We plan on having a channel "#sponsors", which members will be added to automatically. This will allow any student to engage and communicate with representatives from our sponsorship partners.

We also plan on having a channel "#jobs" for job listings and internship advertising. Via these channels, students will be able to engage with our sponsors directly. We also expect student engagement with WIRED to increase overall due to this service, as members will be active for peer study and entertainment. This way, we can advertise sponsored events ourselves and obtain a greater reach.

## Social media promotion

Wired has an extensive social media profile on Facebook, Instagram, Snapchat, and Twitter, which altogether has more than 2500 followers. Our Silver, Gold and Diamond sponsors are provided with the opportunity to advertise on our social media platforms.

# OTHER EVENTS BY WIRED

## OGM and AGM

Our Ordinary General Meeting and Annual General Meetings are main events that see attendance in excess of 50 attendees, Title promotion on all presentations for Gold and Diamond sponsors.

## Social Events

Movie nights, cocktail nights, outdoor activities, and capture the flag are just some of the social activities that we run. Many of which are done in cooperation with clubs such as DiversIT, CCA, Robogals, and MAC.

University life provides a once in a lifetime opportunity to make lifelong friends. WIRED's focus this year will be towards bringing individuals together so we can create and foster long-lasting relationships, both academic and social.

WIRED aims to connect individuals by organising social engagements targeting new students. A large emphasis will also be placed on collaboration with other clubs to deliver more large-scale events.

WIRED shall keep existing social events such as the hugely popular movie nights in 2019 (with more than 200 attendees), but will also expand into cocktail nights and speed friending.

For Diamond sponsors, logo on all promotional material for events organised by WIRED\*.

\*Except for company-specific events and talks.

# CONTACT

Gavin Douch

President, WIRED Monash

Email: [fits@monashclubs.org](mailto:fits@monashclubs.org)

Website: [wired.org.au](http://wired.org.au)

Mailbox 100  
21 Chancellors Walk,  
Monash University  
VIC 3800  
Australia