



2026

SPONSORSHIP PROSPECTUS

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About Us

Monash Indian Cultural Society Inc. (**MICS**) is a student-led Not-for-profit organisation dedicated to celebrating **Indian culture** and enriching the university experience for students at Monash University and the greater Melbourne area. At our core, we exist to create spaces where young Indians feel **seen, confident, and proud of their culture**, allowing them to thrive in all aspects of their university lives.

We believe culture is most powerful when it is shared. MICS bridges the gap between Indian and Western representation by hosting events that blend heritage with modern expression, from night life events with an Indian twist to our iconic annual Regal Ball. Our events bring together students from all backgrounds.

What drives us is community and culture. Whether someone is deeply rooted in Indian culture or experiencing it for the first time, MICS intends to create a platform for meaningful connections and a sense of belonging to develop; Whether it's within the Indian community or to Indian culture. Through our events, we encourage students to express themselves, build friendships, and gain a stronger sense of identity and confidence during their University life. None of this is possible alone. The scale, quality, and impact of our vision can only be realised through the support of our sponsors and partners. By working with MICS, sponsors become a direct part of shaping vibrant cultural experiences and supporting the next generation of young leaders, creators, and professionals within the Indian-Australian community.

This sponsorship prospectus outlines who we are, the events we deliver, and the value we bring to our partners. It details our flagship cultural showcases, social events, and community initiatives, as well as the exposure, engagement, and meaningful connection MICS offers through its strong student reach and passionate membership base. Together, we don't just host events, we build experiences, representation, and lasting impact.



Orientation Festival

Orientation Festival is Monash University's start-of-year event, welcoming thousands of new and returning students to campus each year. As the largest social club at Monash, MICS hosts a high-traffic stall that sees thousands of students pass through, offering sponsors unparalleled exposure to a highly engaged and diverse student audience. Each year, MICS gains over 700 new memberships, all of whom receive our goodie bags featuring sponsored products, creating tangible, lasting brand visibility beyond the festival itself.

Through interactive activities, social engagement, and information about our events and initiatives, the stall provides a unique platform for sponsors to connect directly with students at the very start of their university journey. With additional promotion through MICS' 11.5K+ Instagram followers and strong presence across the wider Monash club network, sponsorship at Orientation Festival not only reaches O-Week attendees but also extends to the broader student community, making it a premium opportunity for brands looking to engage with Monash University's largest and most influential student-led organisation.

	<u>Bronze</u>	<u>Silver</u>	<u>Gold</u>	<u>Platinum</u>
<i>Shared tiktok/reel</i>				
<i>Shared instagram story</i>				
Independent instagram story				
<i>Physical advertisment in goodie bag (Business card</i>				
<i>Physical advertisment displayed on table (Business cards and flyers)</i>				
<i>Physical display banners at orientation stall.</i>				



On Campus Events

Along with our iconic off-campus nightlife events and our flagship Regal Ball, MICS hosts smaller-scale on-campus events crucial to year-round engagement with students and maintain sustained sponsor exposure and engagement.

These include our highly anticipated Mehndi Night, a preparatory cultural precursor to our annual Regal Ball. We also host movie and trivia nights, cricket match screenings, and inter-faculty sporting tournaments. Our regular free BBQs and pizza stalls are also consistently run in high-traffic campus locations.

	<u>Bronze</u>	<u>Silver</u>	<u>Gold</u>	<u>Platinum</u>
<i>Shared instagram story</i>				
<i>Independent</i> instagram story				
Physical Merchandising at event: (banners, flyers, business cards etc).				
Instagram Reel or Tiktok post with Product placement				

ON-CAMPUS EVENTS

Start Of Year Netball Tournament

The Start-of-Year Netball Tournament is MICS' new on-campus event designed to help first-year students kick off uni life by making friends and getting involved in the community. Held at the end of Orientation Festival, it combines fun, friendly competition, and social connection in a welcoming environment.



Jaffy Trivia Night

Jaffy Trivia Night is a fun, on-campus event aimed at first-year students, combining Indian and general trivia with a relaxed, social atmosphere. Attendees can enjoy tasty Indian snacks while connecting with peers and testing their knowledge in a lighthearted, interactive setting.

Mid-Year On-campus event

Mid-Year On-Campus Event is a brand-new MICS initiative designed to bring students together for a fun and engaging social experience midway through the year. Details are still being finalised, but the event will focus on connection, entertainment, and celebrating the Monash Indian community on campus.



Mehndi Night

Mehndi Night is a free, on-campus event held two nights before the Regal Ball, giving attendees a chance to get beautiful mehndi designs and get into the ball spirit. With free food and a relaxed, festive atmosphere, it's the perfect way to connect with fellow students and kick off the celebrations.

Off-Campus Events

MICS Off-Campus Events showcase the Monash Indian Cultural Society's vibrant presence beyond campus, offering sponsors access to highly engaged students through premium social experiences. From high-energy club nights to sophisticated cocktail evenings, these events combine music, food, and culture to create memorable experiences, attract large, diverse audiences, and provide unique branding and partnership opportunities within Melbourne's student and nightlife community.

	<u>Bronze</u>	<u>Silver</u>	<u>Gold</u>	<u>Platinum</u>
<i>Shared instagram story</i>				
Independent <i>instagram story</i>				
<i>Physical Merchandising at event: (banners, flyers, business cards etc).</i>				
<i>Instagram Reel or Tiktok post with Product placement</i>				

OFF-CAMPUS EVENTS

Start-Of-Year Cocktail Night

This event kicks off the year with a tropical-themed summer cocktail event designed to welcome students and introduce them to uni life in a relaxed, social setting. With music, DJs, and a vibrant summery atmosphere, it's the perfect way for students to connect before semester begins and start the year on a high.



Euphoria

Euphoria is MICS' biggest clubbing event of the year, attracting over 800 attendees for a high-energy, Holi-inspired night that transforms the Festival of Colour into a modern club experience. With an all-white dress code, and nonstop Indian music, it brings together the Monash nightlife crowd to celebrate Holi.

Mid-Year Cocktail Night

The Mid-Year Cocktail Night is MICS' elevated social event, offering students a chance to dress up and unwind in one of Melbourne's most striking venues. With elegant dress codes, curated Indian music by leading DJs, premium cocktails, and a lively dance floor, it strikes the perfect balance between refined socialising and energetic nightlife.



Spectre

Spectre is MICS' end-of-year and post-exam clubbing event, giving students the perfect opportunity to celebrate the close of the academic year in a high-energy nightclub setting. With an all-black dress code, pulsating Indian music from top DJs, and bold visuals, it delivers a sleek and unforgettable finale to the year.

Regal Ball

Regal Ball is the Monash Indian Cultural Society's most prestigious and highly anticipated event, returning on 2 July to the iconic Crown Palladium. With over 1,000 attendees, the evening delivers an unparalleled luxury experience featuring live performances, foyer music, roaming canapés, an elegant seated dining experience, premium DJs, and a packed dance floor in one of Melbourne's most renowned venues.

Renowned across the Monash community and beyond, Regal Ball is a true cultural spectacle where guests arrive in exquisite Indian formalwear, creating an atmosphere of grandeur, elegance, and celebration. The event is known to sell out in under 40 seconds, reflecting its unmatched demand and status as the pinnacle of MICS' event calendar, making it a premier platform for sponsors seeking association with a high-end, large-scale, and widely recognised student experience.

	<u>Bronze</u>	<u>Silver</u>	<u>Gold</u>	<u>Platinum</u>
<i>Shared instagram story</i>				
Independent instagram story				
<i>Discounted Regal Ball Tickets (Retail for \$190)</i>				
<i>Display on regal ball digital screen during speeches</i>				
<i>Physical merchandising (banners, flyers)</i>				



Why Sponsor Us?

Our goal is to build meaningful, long-term partnerships that provide genuine value to our sponsors while enhancing the student experience at Monash University. Through high-impact events, strong brand alignment, and direct engagement with students, we aim to create collaborations that are mutually beneficial, visible, and memorable.

Instagram

Total Followers

11.5K

Facebook

Total Followers

3.8K

Tiktok

Total Followers

1.1K

Attendees

**1,000+
at flagship
events**

Engagement

**400K+
monthly views**

Ways To Partner With MICS

Off-Campus Events

Partnerships for off-campus events typically include monetary sponsorships or vendor partnerships, such as supporting catering, services, or event experiences. These collaborations allow brands to gain strong visibility within Melbourne's student nightlife scene.

On-Campus Events

On-campus events offer opportunities for both monetary support and vendor sponsorships, including food, beverages, or activity-based contributions. These partnerships enable direct engagement with students in a relaxed campus setting.

Orientation Festival (O-Week)

During O-Week, sponsorships focus on goodie bag and merchandise partnerships, where sponsors can provide branded products or support the production of MICS merchandise. With over 700 new members receiving goodie bags, this offers highly targeted and lasting brand exposure.

Regal Ball

Regal Ball primarily offers monetary sponsorship opportunities, reflecting the scale and premium nature of the event, with limited vendor partnerships considered where appropriate.

Long-term Partnerships

MICS offers long-term partnerships, uniquely tailored to each of our partners interests, to design a long-term partnership package, enquire further, with your MICS partnerships representative, or contact us on our email.

Contact Us

Email: indian@monashclubs.org

Phone: 0468 721 206 – Pratheek Nelluri (Sponsorships Director)

