

*Australian Medical  
Students' Association*

# NATIONAL SPONSORSHIP PROSPECTUS 2024

**amsa** AUSTRALIAN  
MEDICAL STUDENTS'  
ASSOCIATION





# AMSA'S IMPACT

A Strategic Partner for your Organisation

## Unparalleled Reach and Influence



By partnering with AMSA, you gain unmatched access to a network of over **18,500 future doctors** who are on a trajectory to become influential professionals in the medical field.

## The Dominant Online Voice for Medical Students



Leverage AMSA's strong **digital presence**, with a combined following of over **32,000** across social platforms, a dedicated email subscriber base and publications trusted by thousands of medical students.

## The Best In-Person Engagement



Our network of AMSA reps runs **in-person promotion at 23 universities across Australia**. AMSA Convention and Global Health Conference are some of the largest student-run events in the world, attracting thousands of delegates.



# NAVIGATING THIS PROSPECTUS

1

## SELECT A PACKAGE

We have provided a number of pre-made packages designed to optimise your experience and to enable valuable exposure to AMSA members

2

## GET IN TOUCH

Reach out to one of our National Sponsorship Team representatives and we can finalise the deal and connect you with the relevant parties.

3

## TAILORED TO YOU

We understand that you know your business best, select opportunities described within this Prospectus that best suit you and negotiate a unique package tailored to your company.



# AMSA EVENTS TIMELINE

**Council 1**  
**April 19-21st**  
**Sydney**



**Council 2**  
**July 20-21st**  
**Online**



**National Convention**  
**July 26-30th**  
**Melbourne**



**Global Health Conference**  
**September 20-23rd**  
**Adelaide**



**Council 3**  
**October 19-20th**  
**Online**



**Rural Health Summit**  
**TBD**  
**TBD**



<b>Platinum Package Items</b>	<b>Cost</b> (GST inclusive)
<p><b>National Convention M24 Platinum Sponsors</b></p> <ul style="list-style-type: none"> <li>• Double booth in the 2.5 day Trade Show with premium positioning</li> <li>• Tote bag insert</li> <li>• Company logo displayed prominently on M24 website and homepage of event mobile application</li> <li>• Company logo to feature on delegate registration</li> <li>• Company logo to feature on delegate t-shirts</li> </ul>	<b>\$20,000</b>
<p><b>Global Health Conference Platinum Sponsor</b></p> <ul style="list-style-type: none"> <li>• Double Trade Show Booth in premium positioning at the two-day Trade Show</li> <li>• Acknowledgement in opening address</li> <li>• One breakout package session</li> <li>• Half-page advertisement</li> <li>• Acknowledgement on social media, website and mobile application</li> </ul>	<b>\$15,000</b>
<p><b>National Council</b></p> <ul style="list-style-type: none"> <li>• Opening address for Council #1 (in-person) OR Council #2 OR Council #3 (online)</li> <li>• Feature of logo on all promotional material</li> <li>• Two social media posts to event social media</li> </ul>	<b>\$4,500</b>
<p><b>Major Sponsor for Vampire Cup or AMSA Med Ed</b></p> <ul style="list-style-type: none"> <li>• Logo on website and all newsletters</li> <li>• Acknowledgement in social media</li> </ul>	<b>\$5,000</b>
<p><b>Publications</b></p> <ul style="list-style-type: none"> <li>• Full Page Intern Guide Advertisement</li> <li>• Embolus 12 month recurring advertisement with hyperlink</li> </ul>	<b>\$7,500</b>
<p><b>Website 12 month display on AMSA website</b></p> <ul style="list-style-type: none"> <li>• Logo to feature under "Major Sponsors" for 12 months</li> </ul>	<b>\$4,000</b>
<b>Total</b>	<b>POA</b>



## Gold Package Items

**Cost**  
(GST inclusive)

### National Convention Sponsorship

- Single booth with preferential positioning at the Trade Show.
- Delegate engagement trail inclusions.
- Tote bag insert for brand promotion.
- Company logo on the convention website and app homepage.
- Two push-notifications on the official convention app.
- Single promotion through convention media.
- Company logo display at Opening and Closing Ceremony.

**\$18,000**

### Global Health Conference Sponsorship

- One-day Trade Show booth for engaging with delegates and showcasing your products or services.
- Acknowledgment as a Platinum+ Sponsor during the convener opening address, highlighting your premium support.
- One Breakout Session Package, offering an intimate setting to connect with delegates.
- A single social media post on Facebook and Instagram to increase your brand's visibility.
- A half-page advertisement in the Digital Delegate Handbook for sustained attendee engagement.
- Website and app brand placement under the Gold Package headings for consistent brand presence.

**\$7,000**

### Rural Health Summit Trade Show Inclusion

- Secure a Trade Show booth at academic events.
- Showcase products and services directly to delegates in an academic setting.

**\$2,000**

### National Council #1 In-person Event

- Acknowledgment in the National Council's opening and closing address.
- Logo placement on National Council's name tags and in social media posts.
- One social media post to the event group.

**\$2,000**

### Initiative Sponsor

Select one of the following initiatives:

- Med Ed
- Mental Health Campaign
- Vampire Cup
- AMSA Global Health

**\$4,000**

### AMSA Publications

- Half Page Intern Guide Advertisement / Starting Medicine Guide
- Embolus 12 month recurring advertisement with hyperlink

**\$2,000**

**Total**

**\$35K**

## Silver Package Items (Events)

**Cost**  
(GST inclusive)

### National Convention Single Trade Show Booth

- All standard Trade Show Booth equipment
- Up to two (2) company representatives
- Opportunity to distribute merchandise to delegates
- Inclusion in Sponsorship Bingo
- Acknowledgement in Convention media

**\$5,000**

### Global Health Conference Sponsorship

- One-day Trade Show Booth to display your brand and interact with attendees
- Two social media posts on Facebook and Instagram to promote your brand
- Your brand's logo featured on the 'Partners' page in the Digital Delegate Handbook
- Website and app brand acknowledgement

**\$5,000**

### Rural Health Summit Tradeshow Inclusion

- Secure a trade booth at academic events.
- Showcase products and services directly to delegates in an academic setting.

**\$2,000**

### National Council #1 In-person Event

- Acknowledgment in the National Council's opening and closing address.
- Logo placement on National Council's name tags and in social media posts.
- One social media post to the event group

**\$2,000**

### AMSA Publications

- Logo featuring for 12 months on AMSA website
- Logo featuring on all event websites

**\$2,000**

**Total**

**\$16K**



# AMSA Rural Package

**Cost**  
(GST inclusive)

## AMSA Rural Health Summit

- A single trade booth to showcase products and services.
- Recognition with a large logo on the RHS24 banner.
- Acknowledgment as a sponsor on social media.
- A large logo featured in the AMSA Rural Health e-Newsletter.
- Merchandise placement in delegate showbags.
- Ability to send a broadcast email to delegates pre-event.
- Co-branded delegate name tags for event-wide visibility.
- Advertisement inclusion in AMSA's Rural Health Magazine, Frontier.
- Pinned advertisement on the RHS Facebook event page for one week.

**\$12,000**

## AMSA Indigenous Major Partner

- Exclusive Major Partnership
- Large logo on all promotional material (e.g. social media, website, events)

**\$3,500**

## AMSA Rural Health Student Scholarship

- A bursary of up to \$1,000 per student to support a rural health elective within Australia. This will provide an opportunity for each student to experience rural health first hand, gain further clinical skills and inspire the future generation of health professionals to consider the benefits of a career in rural health.
- Single Student Sponsorship.
- Acknowledgement as a sponsor of the bursary on all advertisement platforms.

**\$1,000**

## Boots to Scrubs Scholarship (Optional, please ask us about this!)

- The sponsored scholarships will incorporate the brand name, establishing strong recognition in the title of each scholarship.
- - The Boots to Scrubs website will provide dedicated logo space to sponsors, maximizing brand visibility.
- - Social media recognition on all Boots To Scrubs social media platforms. This includes media coverage during the campaign.
- - Recipients of each scholarship will express their gratitude through personalised thank-you letters, providing sponsors with tangible evidence of the impact of their support.

**\$7,500**

**Total**

**\$15K +  
Scholarships**


















# AMSA INITIATIVE AND REPRESENTATIVE GROUPS

AMSA has a number of initiative groups made up of passionate volunteers. Varied and wide-reaching in their scope, they contribute greatly to the local and national work of AMSA. Our initiative groups hold events, run competitions, create resources for your learning, and advocate on important medical student issues.

Representative groups work to mobilise the collective political capital of the emerging health workforce to advocate on issues that are important to medical students. These groups bring diverse lived experience to the AMSA community and support self-determination in health and education policy and strategy.

If you would like any further information about these groups or are interested in adding any of these groups to your sponsorship package, please let us know!

AMSA Crossing Borders	Instagram: @amsacrossingborders Facebook: /amsacrossingborders	
AMSA Healthy Communities	Instagram: @youramsahc Facebook: /youramsahc Twitter: @youramsahc Email: healthycommunities@amsa.org.au	
AMSA Code Green	Instagram: @amsacodegreen Facebook: /AMSACodeGreen Email: codegreen@amsa.org.au Twitter: @amsacodegreen	
AMSA Sexual & Reproductive Health	Instagram: @youramsasrh Facebook: /AMSASRH Twitter: @yourAMSASRH Email: srh@amsa.org.au	
AMSA Boots to Scrubs	Instagram: @bootstoscrubs Facebook: /BootstoScrubs Email: bootstoscrubs@amsa.org.au	
AMSA Social Prescribing Student Collective	Instagram: @amsa.spsc Facebook: /amsaspac	

<p>AMSA Vampire Cup</p>	<p>Instagram: @amsavampirecup          Email: vampirecup@amsa.org.au          Website: amsavampirecup.com.au</p> 
<p>AMSA Med Ed</p>	<p>Facebook: /yourAMSAMedEd          Instagram: @amsameded          Website: amsameded.org.au</p> 
<p>AMSA Mental Health</p>	<p>Instagram: @amsa.mentalhealth          Facebook: /amsamhc</p> 
<p>AMSA Global Health</p>	<p>Facebook: /AMSA.global.health</p> 
<p>AMSA Indigenous</p>	<p>Instagram: AMSA_Indigenous</p> 
<p>AMSA Gender Equity</p>	<p>Facebook: /AMSAGenderEquity</p> 
<p>AMSA Queer</p>	<p>Facebook: /AMSAQueer          Email: queer@amsa.org.au</p> 
<p>AMSA International Students' Network</p>	<p>Facebook: /AMSAISN          Instagram: @AMSA.ISN</p> 
<p>AMSA Rural Health</p>	<p>Instagram: @amsarural          Facebook: /yourAMSArural          Twitter: @yourAMSArural          Email: rural@amsa.org.au</p> 



Please contact the **AMSA National Sponsorship Team** to support the future medical profession on their journey to become doctors!

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 0457 694 007



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