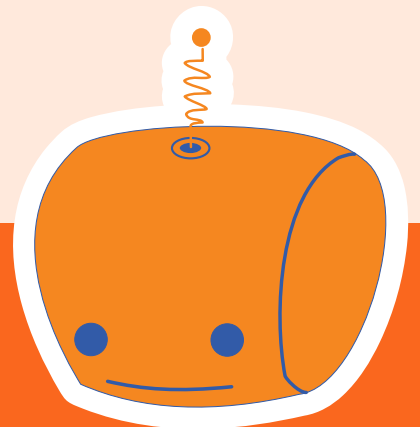


Sponsorship Prospectus

2026

**Society of Monash
Electrical Engineers**



About us

The Society of Monash Electrical Engineers (SMEE) is the official academic club of the Electrical and Computer Systems Engineering (ECSE) faculty at Monash University. SMEE is a **student-run, registered charity organisation** which has served Monash ECSE Students for the past six decades, facilitating many different aspects of university life for students.

SMEE acts as an intermediary for communication between the ECSE faculty and the student body, to ensure that students have a fulfilling study experience and can expect a high standard of education. SMEE also acts as a connection between students and industry, promoting events and opportunities which are believed to aid students in their professional development for their career ahead.

A wide variety of events are run each year, including competitions, workshops and seminars, careers events, and social events. Through these, SMEE aims to help students in all facets of university life: bolstering technical skills, providing exposure to industry, and helping students meet and connect with like-minded peers. Overall, an outwardly positive response is received from the student body, which does not go unnoticed by ECSE Faculty and other clubs. In 2025, SMEE was awarded **Club of the Year** by Monash Student Association's Clubs and Societies Awards Night.

All of this is done in service of providing students with the support and opportunities necessary to graduate as capable and confident engineers. With your engagement, SMEE hopes that students will be able to get a better understanding of what is needed of them in their post-university lives, and to help them grow to that capacity.



Why sponsor SMEE?

Sponsoring the Society of Monash Electrical Engineers offers a unique opportunity to make a meaningful impact while benefiting your organisation. SMEE represents the next generation of Electrical and Computer Systems Engineers at Monash University, and your support allows you to connect with a diverse pool of talented students before they graduate. This not only helps identify future leaders in the industry, but also positions your organisation as a champion of education and innovation.

Your sponsorship empowers students by enhancing their technical education and bridging the gap between academia and industry, supporting their development into capable, work-ready professionals. It also strengthens your corporate social responsibility profile through recognition on the SMEE website and social media platforms, as well as visibility at SMEE-hosted events.

By partnering with SMEE, you are doing far more than sponsoring a student organisation, you are investing in the future of electrical engineering. Your support helps cultivate the next generation of thinkers, leaders, and innovators who will shape tomorrow's technological landscape.

This partnership positions your organisation as a key supporter of emerging talent, demonstrating a genuine commitment to education, innovation, and community development. By engaging with ambitious students, supporting their projects, and contributing to their professional growth, you help build a stronger, more skilled workforce for the entire industry.



Demographics

Throughout the year 2025, SMEE has successfully accrued **over 300 total members**. Being the official academic club of the ECSE faculty, our reach is able to go beyond this. SMEE is able to promote events through various channels within the department and faculty, to reach the entire ECSE and wider engineering student body.

Notably, SMEE is not limited by faculty, with a significant number of event participants coming from outside of the engineering faculty altogether. Technical events are specifically aimed at ECSE and Mechatronics Engineering students, but also appeal to students studying IT and Computer Science.

With **50% of our committee being women**, SMEE remains committed to promoting inclusion in the ECSE Faculty. There is always a continual appeal to wider demographics in recruitment efforts, especially given women are often underrepresented in Electrical Engineering.

SMEE has a large social media presence, where promotional material is posted on behalf of our sponsors. Additionally, event news and other items that would appeal to students, including but not limited to humorous posts and relatable content also appear on our pages. Our Facebook page holds **over 1200 followers**, followed by our Discord community with **over 1000 members**. Other platforms SMEE utilises include Instagram, LinkedIn, a regular email newsletter, Monash's student forums, and our own website.



Events

SMEE runs three flagship events each year: Tech Industry Night, Robot Building Competition, and Industry Pathways Panel Night. Throughout the year SMEE also runs many smaller events for students to engage in.

Please note that dates provided are tentative.

Tech Industry Night (TIN)

APRIL 2026

Run in the format of a career fair, Tech Industry Night is a chance for companies and organisations from a wide range of technical disciplines to connect with students.

On the night, representatives are provided with a stall where they are able to reach out directly to the student body, allowing them to gauge what working for specific companies will entail. Students, especially those nearing the end of their degree, are particularly eager to learn about the opportunities available to them in the form of internship or graduate positions.

When this event was run in 2025, **over 150 students** attended and made it a resounding success. Extending on that, SMEE has plans to transform this into a much larger event in 2026.



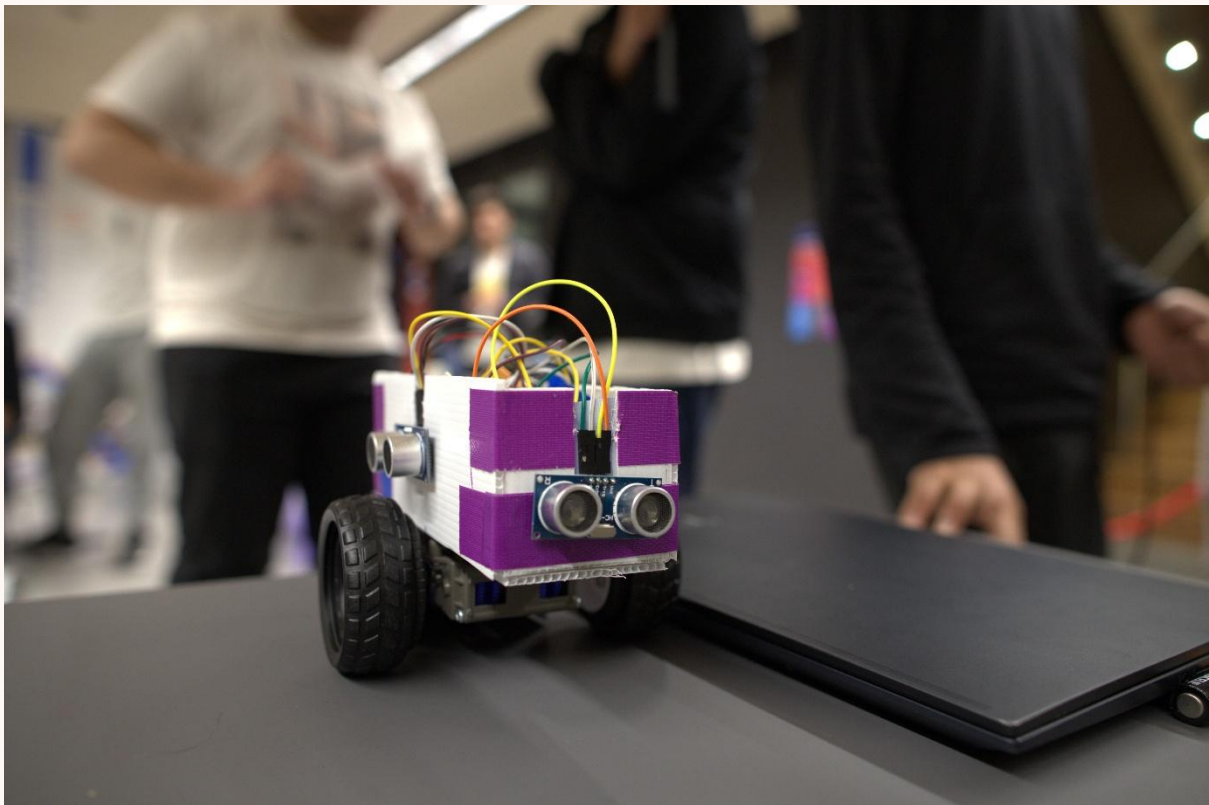
Robot Building Competition (RBC)

AUGUST 2026

SMEE's pioneer technical event in the calendar, RBC provides an opportunity for students to apply their theoretical knowledge to an innovative competition, providing them with the opportunity to extend their experiences. This allows for the developmental link between software and hardware, to progress foundational skills in their studies and beyond.

Students are tasked with forming teams in order to design a robot capable of completing a challenge with greater accuracy and speed than fellow competing robots. The competition itself takes place over a single, fast-paced weekend, which is preceded by a series of workshops in the prior weeks.

In 2025, the RBC sold to capacity with **32 teams** registering in the competition, with a total of **130 competitors**.



Industry Pathways Panel Night (IPPN)

SEPTEMBER 2026

Joined by industry members, Electrical and Computer Systems Engineering (ECSE) faculty members, and alumni, the Industry Pathways Panel Night allows for students to get a closer look at the many different pathways they can undertake. The panel night allows for broader questions to be answered for students who may be unsure where to start with their networking journey, providing a stepping stone into the networking portion of the event. By providing insights before networking begins, it can allow for unique questions from students that might have otherwise been unthought of.

Feedback was extremely positive in 2025, with attendees reporting that they found the environment, which allowed them to talk to engineers in a more personal way, very valuable.



Industry Showcase

Running a few times a year, Industry Showcases bring together a small number of companies from a specific sector. Representatives will be able to present the work that their company does and engage directly with students who are keen to enter their field.

This gives a chance for students to interact more consistently with industry representatives and learn in a more in-depth way about fields that might interest them. These events are often run in collaboration with Monash Student Teams, helping companies directly engage students who are already working on the kinds of problems that they are concerned with, and other Engineering Societies, providing greater outreach to other fields such as Environmental Engineering and Mechatronics Engineering.

Workshops

SMEE runs technical workshops throughout the year, to help students build and consolidate fundamental skills that they would need as students and as engineers.

In 2026, workshops will be run to further develop students' skills in using common lab equipment; circuit simulation, physical prototyping, PCB design, lab skills, and even project-based workshops such as the 2025 "Solar Soldering", where students were invited to learn more about soldering by making solar powered battery packs.



In 2025, SMEE hosted several different workshops, with around 20 students attending each one, including unit-related workshops with coding in C and MIPS, as well as skill-based workshops, such as the aforementioned "Solar Soldering".

Throughout the upcoming year, SMEE plans to implement a wider array of workshops. Their efficacy has proven to provide practical training to ECSE students in skills not traditionally taught in the engineering course, providing a niche opportunity for collaboration on interest-based learning.

Social Events

SMEE runs various social events across the year, such as barbecues, trivia nights, and games nights, to help foster a close-knit and welcoming student body, allowing for students to foster relationships they otherwise may not have.

SMEE will often work with engineering societies inside and outside of Monash University (e.g: RMIT, University of Melbourne) to promote larger events, with some very popular events including cocktail nights, outings to bars, and on-site events.

These efforts towards social events have been very successful in previous years and SMEE will continue to develop relationships with other societies further in 2026.



Sponsorship Packages

| Bronze | Silver | Gold | Platinum |
|--|---|--|---|
| \$600 | \$1,000 | \$2,000 | \$3,000 |
| Up to 4 social media promotions | Up to 10 social media promotions | Unlimited social media promotions | Unlimited social media promotions |
| Guaranteed place at Tech Industry Night 2026 | Monthly advertising in our weekly newsletter | Unlimited advertising in our weekly newsletter | Unlimited advertising in our weekly newsletter |
| | Guaranteed place at Tech Industry Night 2026 | Guaranteed place at Tech Industry Night 2026 | Guaranteed place at Tech Industry Night 2026 |
| | Chance of invitation to Industry Showcase Night | Guaranteed invitation to Industry Showcase Night | Guaranteed invitation to Industry Showcase Night |
| | Feature on SMEE website as a sponsor | Feature on SMEE website as a sponsor | Feature on SMEE website as a sponsor |
| | | Collaborate with SMEE on a tailor-made event | Collaborate with SMEE on a tailor-made event |
| | | | Direct line of communication with SMEE and extended partnership |

If these sponsorship packages are not suitable for your organisation, or you would like to provide an “in kind” sponsorship, please feel free to contact us about negotiating alternative arrangements.

Thank you for considering SMEE.

To discuss any future partnerships, or for any general inquiries, please contact us.

Stephanie Koutsimpiris
Industry Director

Email: smee@monashclubs.org

RE: SMEE Partnership 2026