

Society of Monash Electrical Engineers
2025 Sponsorship Prospectus

About SMEE

The Society of Monash Electrical Engineers (SMEE) is the official academic club of the Electrical and Computer Systems Engineering (ECSE) faculty at Monash University. We are a **student-run registered charity organisation**, and manage the Monash student branch of the Institute of Electrical and Electronics Engineers (IEEE).

We act 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. We also act as a connection between students and the industry, promoting events and opportunities which we believe can aid students in their development for their career ahead.

We run a wide variety of events each year, including competitions, workshops and seminars, careers events, and social events. Through these, we aim to help students in all facets of university life: bolstering technical skills, providing exposure to the industry, and helping students meet and connect with like-minded peers.

All of this is in service of providing students with the support and opportunities necessary to graduate as capable and confident engineers. With your engagement, we hope that students will be able to get a better understanding of what is needed of them and grow to that capacity.

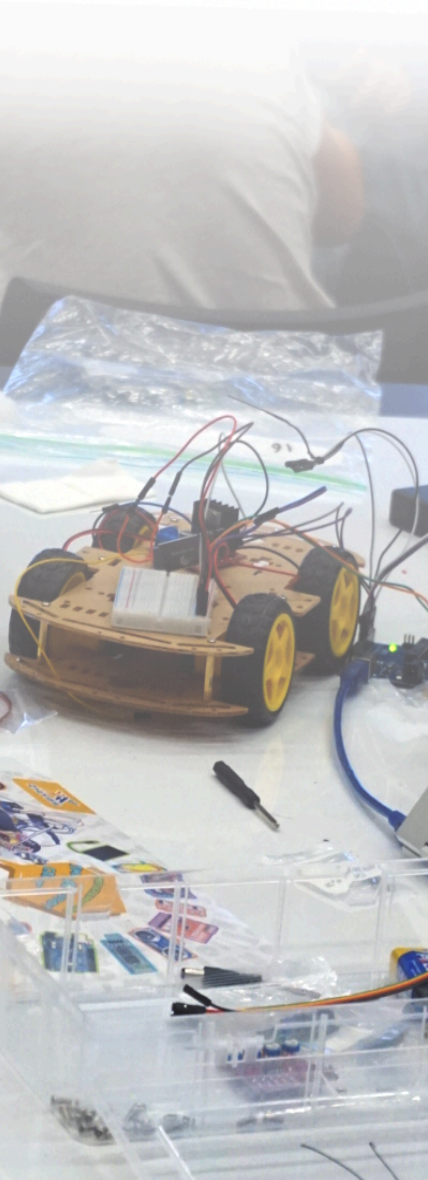


Why sponsor us?

Sponsoring the Society of Monash Electrical Engineers (SMEE) offers a unique opportunity to make a meaningful impact whilst benefiting your organisation. SMEE represents the next generation of electrical and computer systems engineers at Monash University, and your support enables you to connect with a diverse pool of talented students before they graduate. This not only helps to 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 professionals. It is also an excellent way to strengthen your corporate social responsibility profile, with recognition on platforms such as the IEEE website and visibility at SMEE-hosted events. As a registered charity, SMEE provides the additional benefit of tax-deductible contributions, making your support both impactful and cost-effective.

By partnering with SMEE, you are not just sponsoring a student organisation—you are investing in the future of electrical engineering and establishing your organisation as a key supporter of the next generation of innovators.



Demographics

Throughout the year 2024, SMEE has successfully accrued **over 260 total members**, with an additional **50 members** signed up to the sister IEEE student branch. Being the official academic club of the ECSE faculty, our reach is able to go beyond this. We are able to promote our 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 executive team being women, we remain committed to promoting inclusion at SMEE. We will continue to appeal to wider demographics in our recruitment efforts.

We have a large social media presence, where we post promotional material on behalf of our sponsors, as well as event news. Our Facebook page holds **over 1200 followers**, followed by our Discord community with **over 800 members**. Other platforms we utilise include Instagram, LinkedIn, a regular email newsletter and our own website.



Events

Flagship Events

SMEE runs three flagship events each year: our Tech Industry Night, Robot Building Competition, and Industry Pathways Panel Night.

Please note that dates provided are tentative.

Tech Industry Night (TIN)

APRIL 2025

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 given a stall where they are able to reach out directly to students, giving them a sense of what it is like to work at their company or in their domain. Students, especially those nearing the end of their degree, are particularly eager to learn about the opportunities available to them through intern or graduate positions.

When this event was run earlier in 2024, **over 120 students** attended and made it a resounding success. Despite that, we have plans to transform this into a much bigger event coming into 2025.

Robot Building Competition (RBC)

AUGUST 2025

Targeted at students early in their degree, RBC introduces students to working at the intersection of software and hardware, allowing them to develop foundational skills which will assist them in their studies and beyond.



Events

Students form teams and are tasked with designing a robot that is capable of completing a challenge with greater accuracy and speed than competing robots. The competition itself takes place over a single fast-paced weekend and is preceded by a series of workshops in the prior weeks.

In 2024, the RBC sold to capacity with **112 competitors** registering in the competition. Including volunteers and organisers, we directly engaged approximately **130 students**.

Industry Pathways Panel Night (IPPN)

SEPTEMBER 2025

Several alumni and academics from the ECSE department sit down for a panel discussion chaired by SMEE, providing insight into their career journeys and professional life. This is followed by networking with attendees.

Feedback was extremely positive in 2024, with attendees reporting that they found the environment, which allowed them to talk to engineers in a more personal way, very valuable.



Events

Other Events

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.

We run these 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.

Workshops

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

In 2025, we plan to run workshops 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 soldering keyboard switches in a PCB.

In 2024, we hosted 3 different workshops, with around **20 students** attending each one.



Events

Throughout the upcoming year, we plan to implement a wider array of workshops, due to their highly effectiveness to give practical training to ECSE students in skills not often traditionally taught in the engineering course.

Social Events

SMEE runs various social events, such as barbecues, trivia nights, and games nights, to help foster a close-knit and welcoming student body.

We will often work with engineering clubs inside and outside of Monash University (e.g: RMIT, University of Melbourne) to promote larger events, with some very popular events being cocktail nights, outings to bars and other locations all around Melbourne. These efforts have been very successful in previous years and we will continue to develop relationships further in 2025, running other events which would appeal across different niches within our clubs.



Sponsorship Packages

If you would like to discuss adjustments to the terms of these packages, or other modes of sponsorship/partnership, we would gladly discuss those with you.

Bronze

\$600

- Up to **four** promotions through a range of social media platforms on your organisation's behalf
- *A guaranteed place* at Tech Industry Night 2025

Silver

\$1200

- Up to **ten** promotions through a range of social media platforms on your organisation's behalf
- **Monthly** advertising allowances via our email newsletter
- *A guaranteed place* at Tech Industry Night 2025
- *A chance* to be invited to the Industry Showcase Night
- Feature as a **Silver** sponsor on both SMEE **and** IEEE Monash websites

Gold

\$2000

- **Unlimited** promotions through a range of social media platforms on your organisation's behalf
- **Unlimited** advertising allowances via our email newsletter
- *A guaranteed place* at Tech Industry Night 2025
- *A guaranteed place* at an Industry Showcase Night
- Feature as a **Gold** sponsor on both SMEE **and** IEEE Monash websites
- Collaborate with SMEE on a tailor-made event (site visit, interactive workshop, official podcast, online discussion panel)

Contact Us

Thank you for considering SMEE. To discuss any future partnerships, or for any general inquiries, please contact us.

Aiden Doak

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RE: SMEE Partnership 2025

Facebook: [@monashelectrical](#)

Instagram: [@smee.club](#)

LinkedIn: [Society of Monash Electrical Engineers](#)

SMEE website: [smee.club](#)

IEEE Monash website: <https://edu.ieee.org/au-monash/>