



2026 & 2027

Engagement Partnership

Leadership. Influence. Innovation. Impact.



Welcome

Melbourne Business School is one of Australia's most influential business communities— bringing together leaders from across sectors through a curated calendar of flagship events and thought leadership initiatives.

More Than Sponsorship

Year-round access to senior decision-makers, industry leaders and influential networks — aligning your organisation with one of Australia's leading business schools.

Active Participation

Build relationships, elevate brand positioning and contribute to conversations shaping the future of business and leadership.



Why Partner with Melbourne Business School



Connect with Influential Leaders

Engage with Chairs, CEOs, senior executives, alumni, donors, entrepreneurs and policymakers across Australia's business community.



Enhance Brand Positioning

Align your organisation with leadership excellence, innovation and lifelong learning through MBS's trusted reputation.



Extend Your Influence

Leverage thought leadership, content, research and networking opportunities that extend well beyond individual events.



Support Leadership Development

Contribute to the growth of future leaders and the advancement of ideas that create positive business and societal impact.



Research & Insight Opportunities

Collaborate on faculty-led research, commissioned insights and evidence-based thought leadership aligned to strategic business priorities.

A photograph of three women seated on a stage for a panel discussion. The woman in the center is wearing red-rimmed glasses and a floral blazer, gesturing with her hands as she speaks. The woman on the left is wearing a black and white patterned top. The woman on the right is wearing a black top and checkered pants. They are seated in grey armchairs with small tables in front of them holding water glasses and carafes. The background is dark with large white letters. A pink graphic overlay is on the left side of the image.

Audience Reach

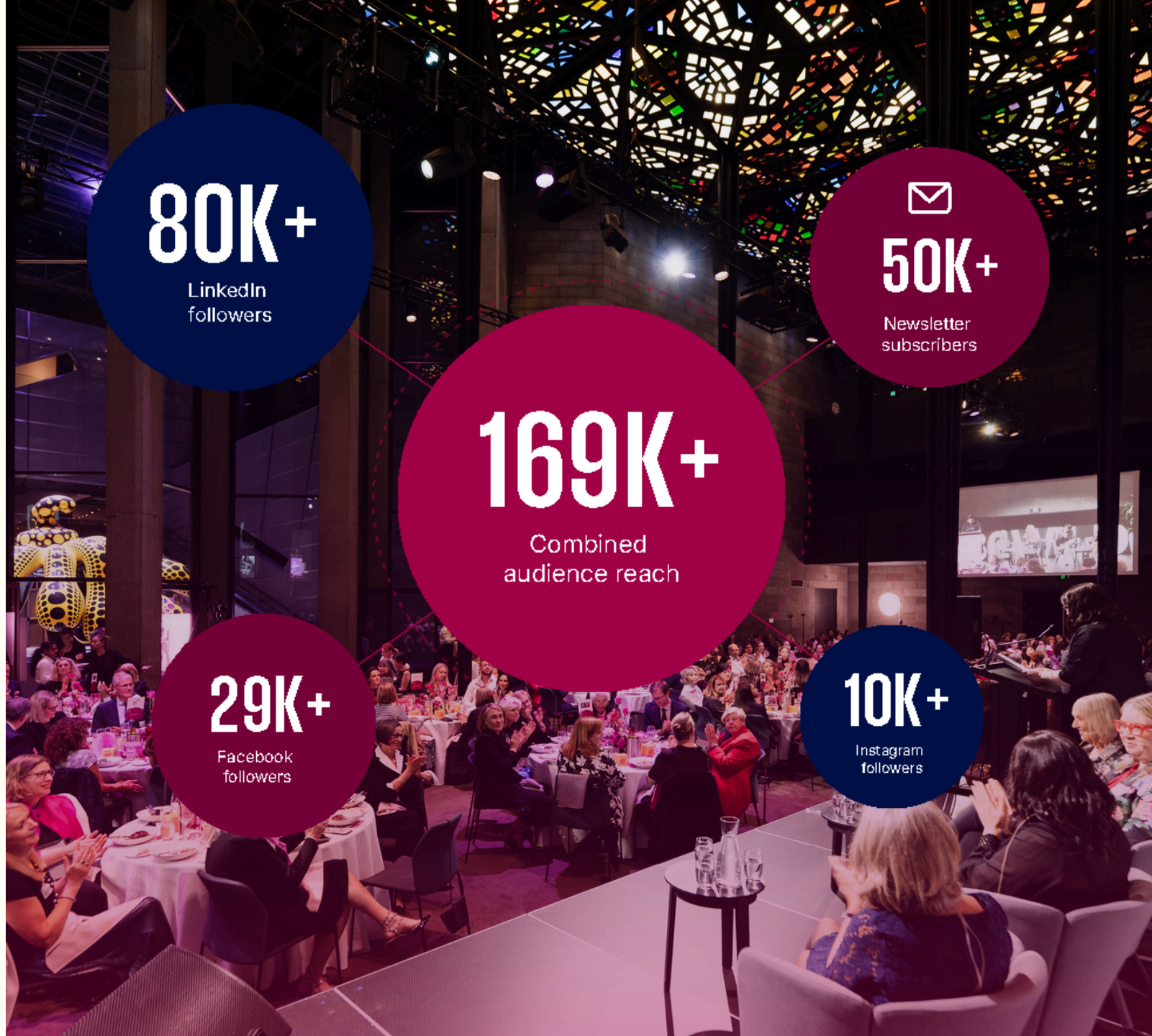
Partnering with Melbourne Business School provides your brand access to a premium business audience – influential leaders from across private, government and not-for-profit sectors.

More than brand awareness our engagement opportunities are activations in learning, career development, networking and business research excellence.

Access an Influential Network

Melbourne Business School has direct access to Australia's top business leaders and decision-makers through our schedule of network events, thought leadership content creation and digital marketing and communications campaigns.

This reach extends partnership visibility well beyond individual events, providing year-round opportunities to engage with Melbourne Business School's leadership community.



80K+

LinkedIn
followers



50K+

Newsletter
subscribers

169K+

Combined
audience reach

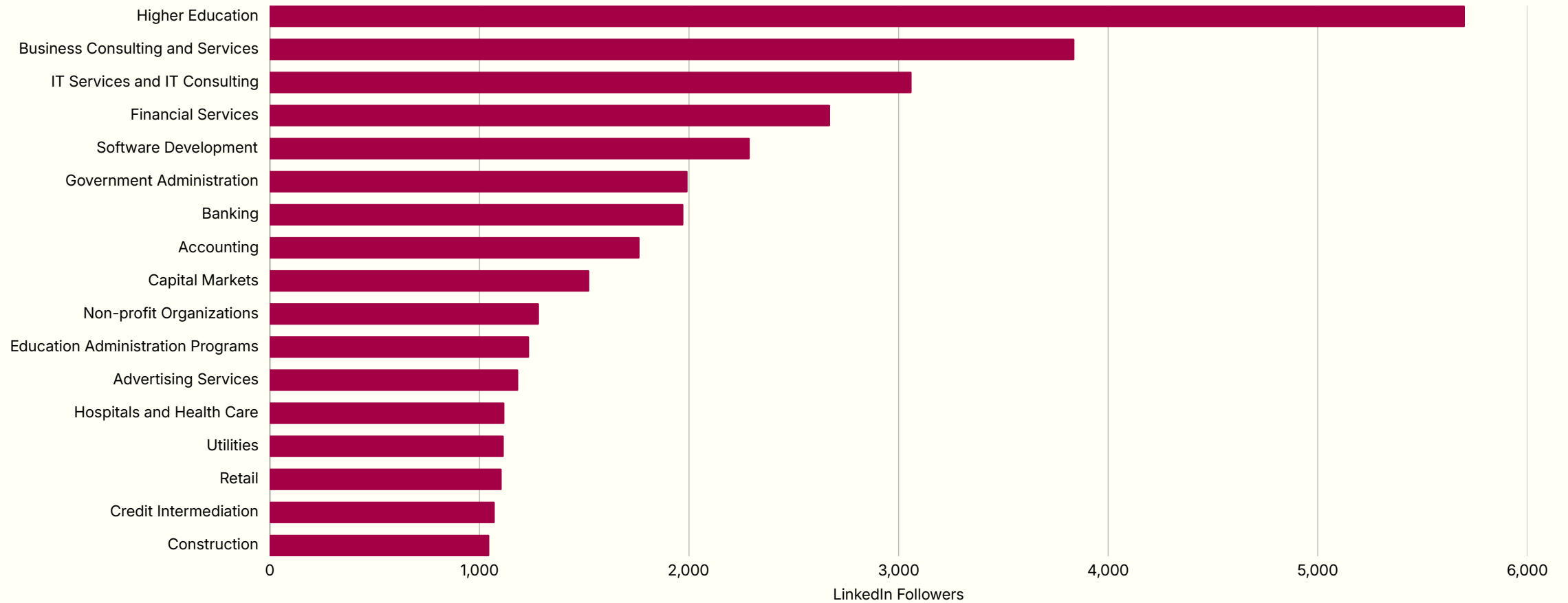
29K+

Facebook
followers

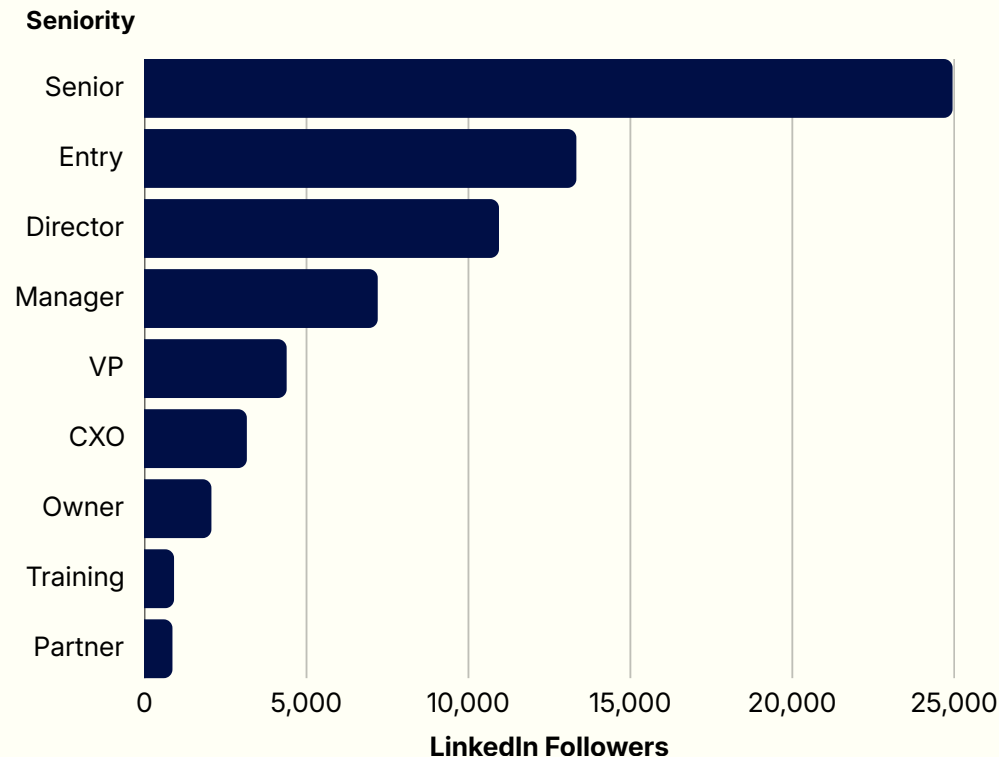
10K+

Instagram
followers

Top Industry



Executive Audience Profile



Senior-Level Decision-Makers

Over **24,900 senior-level followers** and more than 3,100 C-suite (CXO) contacts make MBS's audience one of Australia's most influential business networks.

Partners gain direct access to Chairs, CEOs and senior executives across Australia's private, government and not-for-profit sectors.



Signature Events

PLATINUM + LEADERSHIP

Dean's Leaders Forum

Exclusive invitation-only dinners featuring globally recognised business leaders in conversation with the Dean.

Chair's Dinner—*New*

A flagship gathering of Non-executive Directors, CEOs and senior executives exploring leadership, governance and the future of business.

Charles Goode Oration & VIP Dinner

A premier thought leadership event featuring internationally renowned speakers discussing economics, finance and leadership.

In The Round —*New*

A dynamic forum bringing together policy makers, business leaders and thought leaders to debate issues critical to Australia's future prosperity.

Signature Events

FLAGSHIP COMMUNITY



Women in Leadership Dinner

A celebrated annual event now entering its **31st year**, bringing together more than **500 leaders** from business, government and the wider community.

Alumni Day & Reunion Dinner

A flagship annual gathering reconnecting Melbourne Business School's influential alumni community.

Engagement Partner Benefits

Annual investment from \$50,000 + GST—year-round access to MBS's leadership ecosystem through executive engagement, brand visibility and thought leadership opportunities.

Executive Access

- Invitations to key MBS leadership events
- VIP networking opportunities
- Hosted guest experiences
- Access to senior business audiences

Brand Visibility

- Recognition across selected event communications
- Website and digital acknowledgement
- Presence across the MBS engagement calendar

Thought Leadership

**Add-on*

- Executive interviews and leadership content
- Podcast participation opportunities
- Sponsored articles and insights

In Business e-Digest

- Featured partner opportunities
- Thought leadership content
- Executive profiles and event extensions

Research & Insights

**Add-on*

- Faculty and research centre collaborations
- Executive roundtables
- Industry insights and white papers

Future Partnership Benefits

- Priority access to new initiatives
- Early access to 2028 partnership opportunities

Additional Opportunities

Partners may also collaborate through:



Research partnerships*



Executive round tables



Podcast sponsorships*



Leadership content series



Alumni engagement initiatives



Faculty-led thought leadership



Sponsored insights and publications

Contact

For partnership discussions and tailored sponsorship opportunities please contact:

Jaclyn Moore

Director, External Relations
Melbourne Business School
j.moore@mbs.edu

Monique Currin

Engagement & Partnerships Manager
Melbourne Business School
m.currin@mbs.edu

