

A group of young people at a party, smiling and looking towards the camera. The image has a blue tint and confetti on their faces. The text 'RH SU' is overlaid in large white letters.

RH SU

MEDIA PACK 2023

Contents.

>> 04 FRESHERS' FESTIVAL

Your chance to advertise to new and returning students during the first week of term, packed full of events including our ever-popular Freshers' Fair.

>> 10 YEAR-ROUND OPPORTUNITIES

From web banners and email inserts to table vinyls and digital screen ads, there are numerous ways to reach and engage with our students.

>> 21 SPONSORSHIP OPPORTUNITIES

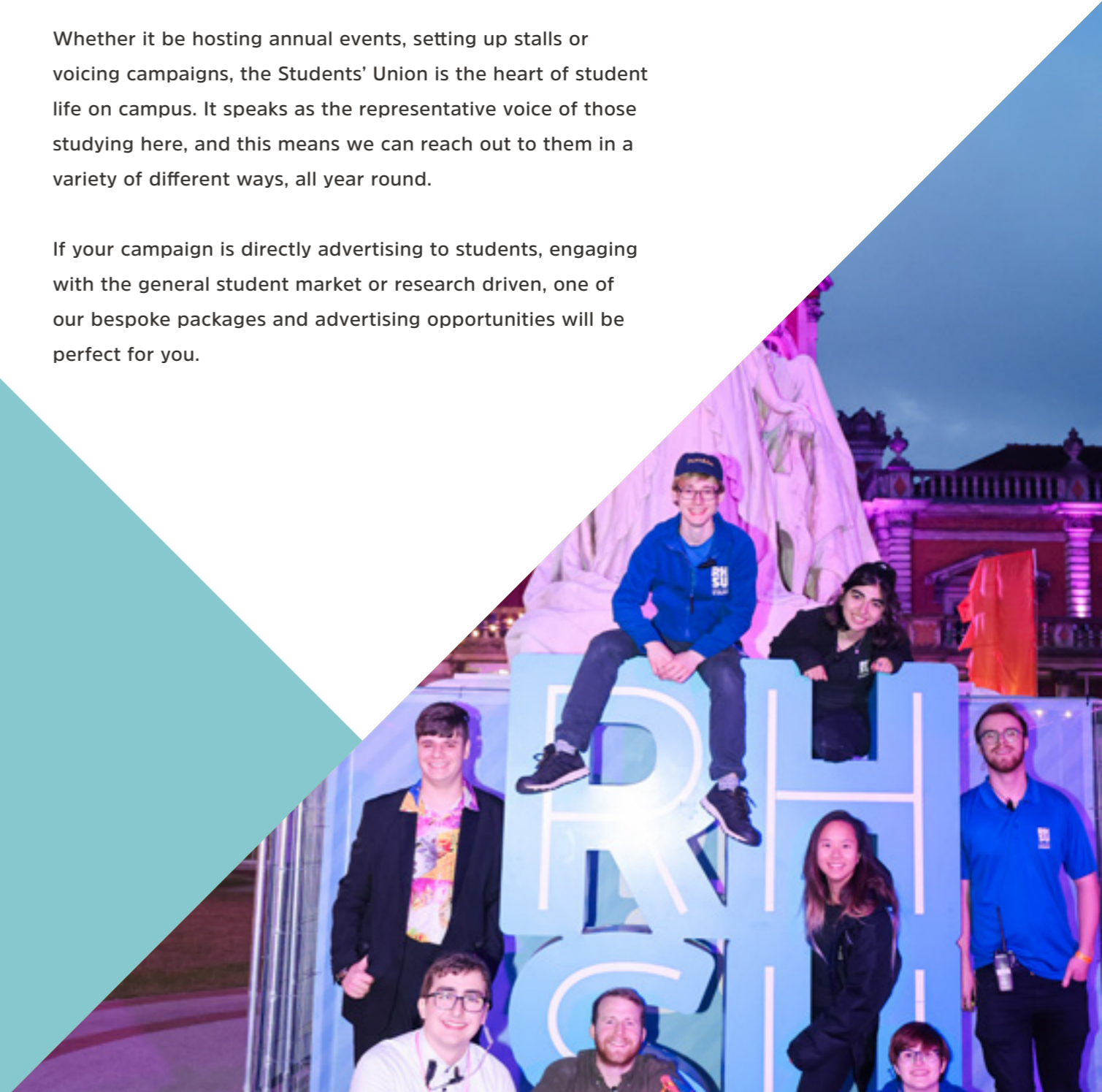
Fancy sponsoring Summer Ball or one of our other key events? We can create a bespoke package to support your organisation's aims and objectives.

Hi there.

WOULD YOU LIKE TO START A CONVERSATION WITH 11,000+ STUDENTS? HOW ABOUT REACHING THE STUDENT MARKET IN A COST-EFFICIENT MANNER? WITH OUR HELP, YOU COULD ADVERTISE DIRECTLY TO THEM, THROUGH US.

Whether it be hosting annual events, setting up stalls or voicing campaigns, the Students' Union is the heart of student life on campus. It speaks as the representative voice of those studying here, and this means we can reach out to them in a variety of different ways, all year round.

If your campaign is directly advertising to students, engaging with the general student market or research driven, one of our bespoke packages and advertising opportunities will be perfect for you.



Freshers' Festival.

YOUR CHANCE TO ADVERTISE TO NEW AND RETURNING STUDENTS DURING THE FIRST WEEK OF TERM, PACKED FULL OF EVENTS INCLUDING OUR EVER-POPULAR FRESHERS' FAIR.

A LITTLE BIT ABOUT US.

WE HAVE
12,161
STUDENTS

10,137
UNDERGRADUATES

SPLIT ACROSS
THREE
DEGREE TYPES

2035
INTERNATIONAL

652
EU

2024
POSTGRADUATES

1372 TAUGHT
652 RESEARCH

9509
UK

+ OUR @SURHUL
SOCIAL CHANNELS HAVE

30,114+
FOLLOWERS

f
13,323+

i
10,482+

t
6309+

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Freshers' Fair.

NOW A PACKED ONE DAY EVENT, OUR ANNUAL FRESHERS' FAIR ATTRACTS IN EXCESS OF 6000 STUDENTS, ENSURING OUTSTANDING FOOTFALL AND VISIBILITY FOR YOUR ORGANISATION.

A dedicated 1 x 2m undercover space, provides you with opportunity to offer product sampling, hand out goodies, and engage with over 6000 students, using interactive and experiential marketing.

PRICES:

ONE DAYS

>> £150 Charity / Local

>> £650 National

KEY DATES:

>> 19/09/23

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Outdoor Activation.

BRILLIANT FOR SAMPLING PRODUCTS, ATTRACTING SIGN UPS AND GAINING RECOGNITION FOR YOUR BRAND.

Take advantage of the highest footfall numbers around campus during the Freshers' period; book one of a limited number of outdoor spaces, available for larger experiential activations.

Whether you have a custom-built stand or a vehicle activation, this option provides the perfect opportunity to provide sampling, gain brand recognition and increase revenue.

PROMOTE YOUR BRAND ACTIVATION - BOOK ACCOMPANYING SOCIAL MEDIA ADVERTISING AND RECEIVE A 50% REDUCTION IN COST!

PRICES:

SPACE ONE (10M X 8M)

>>£1000

Prices are shown as a guide - we can also cater for bespoke sizes. Contact us to discuss your requirements.

+ SOCIAL MEDIA

>> £100 per Facebook / Twitter post*

>> £75 per Instagram Stories post**

*Usually £200

**Usually £150

KEY DATES:

>> 19/09/23



Welcome Guide.

THE FIRST OF MANY OPPORTUNITIES FOR YOU TO REACH THOUSANDS OF STUDENTS FROM THE BEGINNING.

It can be a daunting experience for a student beginning their journey at university. That's why we create a comprehensive welcome guide, packed full of important and useful information about the Students' Union and all that's available to our students during their time at Royal Holloway.

As well as producing and distributing 3750 copies directly to new students, we create a digital version, hosted on our Freshers' Festival website. The Welcome Guide offers great exposure and a super effective way to showcase your brand.

PRICES:

A5 FULL PAGE COLOUR ADVERT (210 X 148MM)

FORMAT: CMYK, JPG/PDF/PNG

>> £250

KEY DATES:

>> 9/08/23 Artwork deadline

>> 24/08/23 Distribution

Wall Planner.

A STAPLE OF FRESHERS' FESTIVAL, OUR WALL PLANNERS OFFER OUTSTANDING YEAR-ROUND BRAND RECOGNITION.

Our 2023 to 2024 wall planners will be handed out at Freshers' Fair, meaning over 3000 walls potentially adorned with your organisation's name on them!

Packed with crucial dates and events for the academic year ahead, you'll find your company details pinned up on notice boards and walls throughout campus - an ideal opportunity to advertise long term, student-focused promotions.

PRICES:

FULL COLOUR ADVERT (90 X 90MM)

FORMAT: CMYK, JPG/PDF/PNG

>> £250

KEY DATES:

>> 16/08/23 Artwork deadline

>> 19/09/23 Distribution



Year-round Opportunities.

PROMOTE YOUR BRAND TO STUDENTS THROUGHOUT THE ACADEMIC YEAR IN A VARIETY OF DIFFERENT LOCATIONS ACROSS THE TRADITIONAL AND DIGITAL SPECTRUM.

LET'S GET ANALYTICAL.

LAST YEAR WE HAD

7.7M

IMPRESSIONS
ACROSS OUR
SOCIAL MEDIA

INCLUDING
1.7M
ON INSTAGRAM
STORIES

✓
NICE.

AND NOT TO BOAST,
BUT OUR WEEKLY EMAIL
OPEN RATES
ARE PRETTY SPECIAL

31.7%

AVERAGE FOR OUR WEEKLY
STUDENT NEWSLETTER

OUR WEBSITE HAD
2,103,591
UNIQUE PAGE VIEWS
BETWEEN 1 JUN 21 - 31 MAY 22

193,521

OF THOSE WERE DURING
FRESHERS' FESTIVAL
BETWEEN 17 - 26 SEP 2021

WITH 3593
UNIQUE FRESHERS'
FAIR VISITORS
BETWEEN 20 - 21 SEP 2021

ALL OF THIS HAS HELPED US ACHIEVE...

11,796

VOTES IN THE
SU ELECTIONS

STUDENT GROUP
EVENTS

909

2116

NEW FOLLOWERS
ON INSTAGRAM

Digital Screens.

FEATURING HIGH-QUALITY, ENGAGING VIDEO CONTENT OR SIMPLY STATIC IMAGES, THESE ARE A GREAT ALTERNATIVE TO POSTERS.

Our digital display screens, located in high footfall areas of the Students' Union building and Union Shop, form a core part of our advertising offer, giving you high levels of exposure through high-quality and visually attractive ambient media platforms.

The playlist on our portrait screens is 60 seconds long with your ad showing for a minimum of 10 seconds per minute when the screens are on during our opening times which comes in at over 700 times per screen per day. Be seen on just one screen or visible across sites - you can book per screen, so it suits all budgets and campaign requirements.

PRICES:

Portrait (1080 X 1920PX)
FORMAT: JPG/PNG/MP4

>> **£100 per screen, per week**

>> **£300 Eight screens, per week**

*Animated artwork must be no longer than 10 seconds in duration.

Landscape (1920 X 1080PX)
FORMAT: JPG/PNG

(Local companies only)

>> **£50 per screen, per week**

>> **£100 four screens, per week**

Please note, our landscape screens can't accommodate animated artwork.

Web Banners.

ATTRACTING OVER 30,000 VISITORS A MONTH, OUR WEBSITE IS AT THE HEART OF EVERYTHING WE DO.

Providing students with the latest news and events on campus, it's a constant hive of activity and our central digital presence.

Your advert will sit at the top of every page on our website, providing an effective method of directing students straight to your chosen URL, increasing both traffic to your site and awareness of your promotional campaigns.

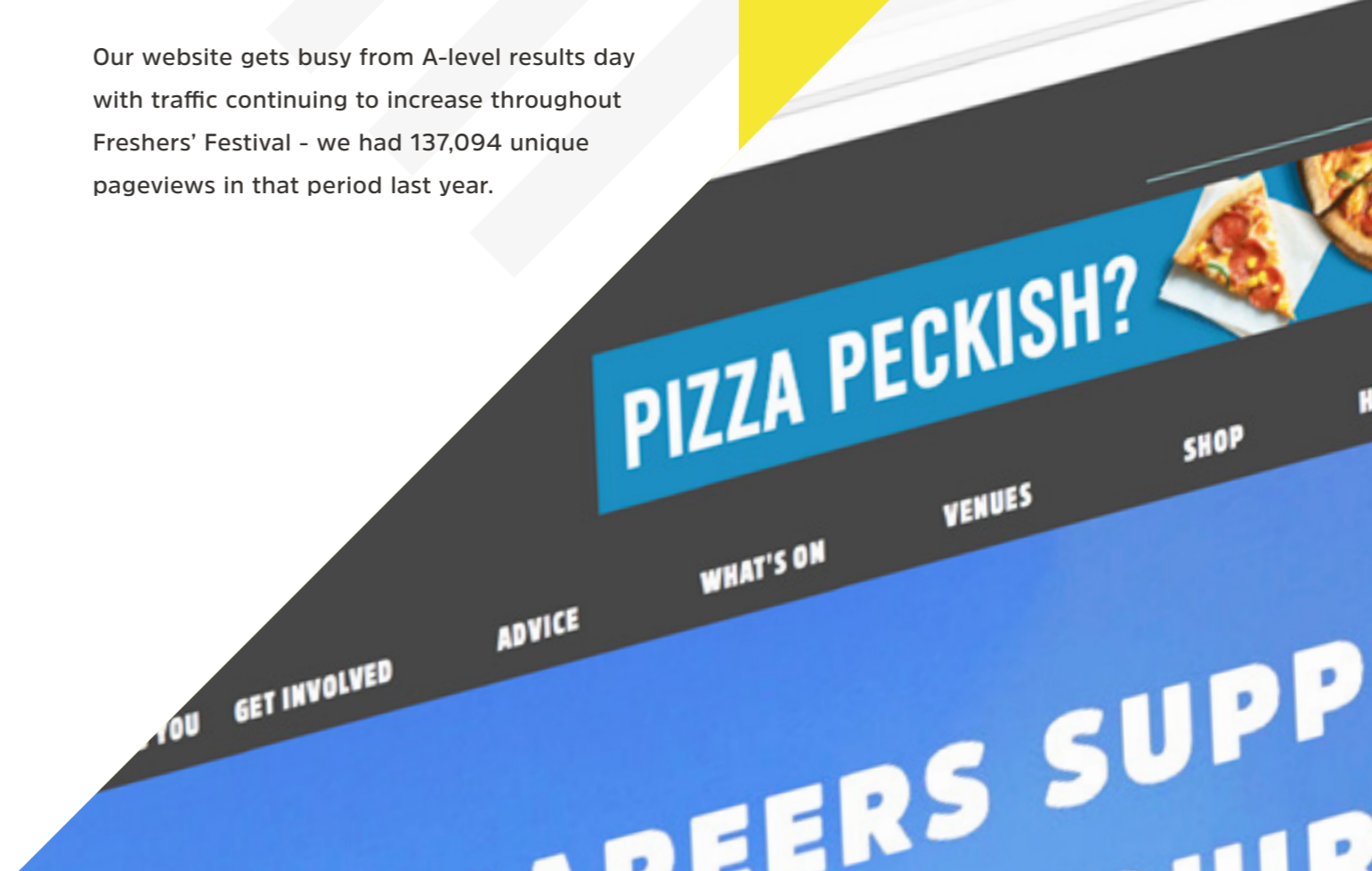
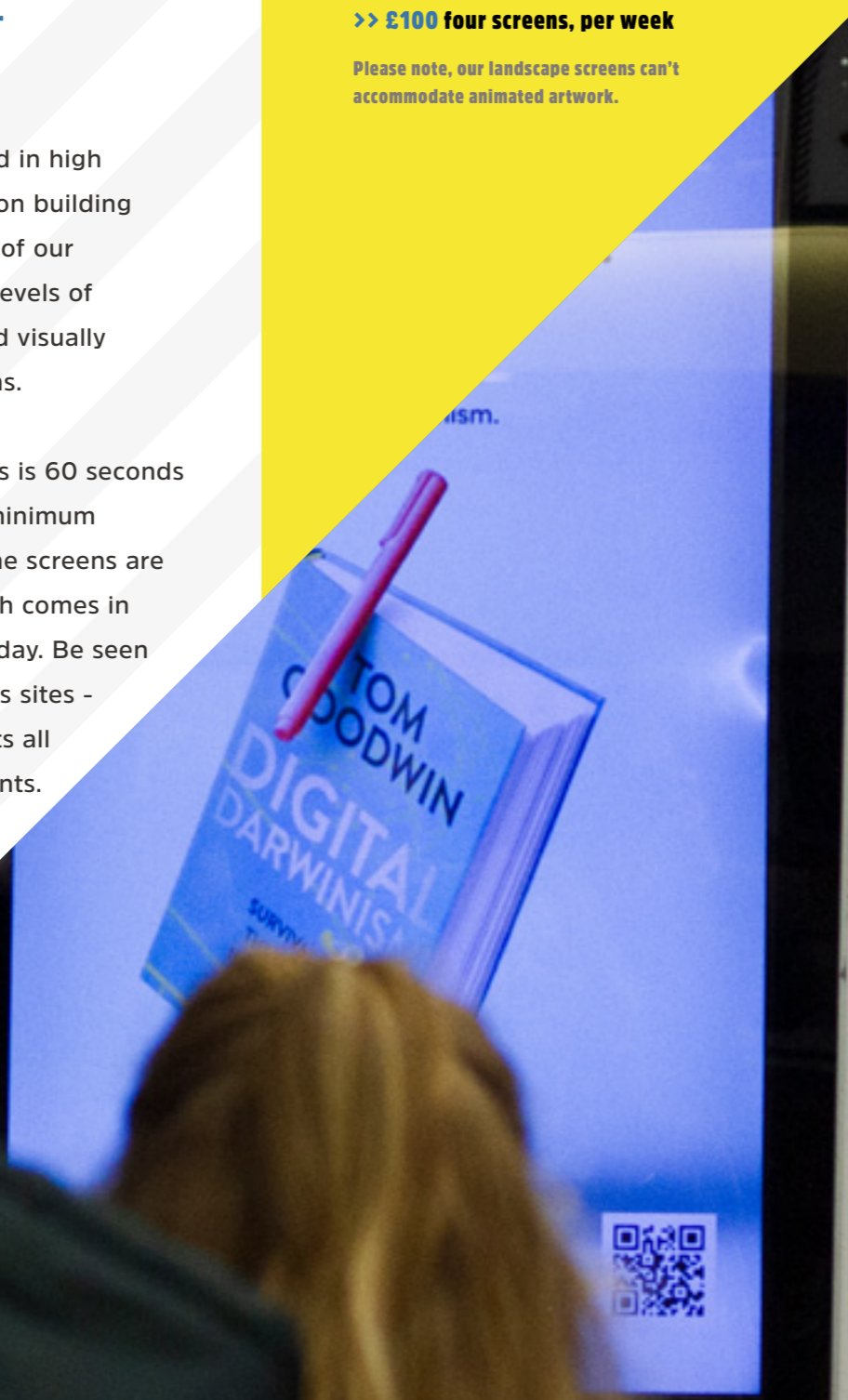
Our website gets busy from A-level results day with traffic continuing to increase throughout Freshers' Festival - we had 137,094 unique pageviews in that period last year.

PRICES:

LEADERBOARD (728 X 90PX)
FORMAT: JPG/PNG

>> **£100 per week**

>> **£300 per month**



Facebook & Twitter.

LOOKING FOR MORE VISIBILITY AND TO BOOST TRAFFIC THROUGH TO YOUR CAMPAIGN OR WEBSITE CONTENT?

Our Facebook and Twitter ads offer a classic way to reach our students. Your advert will be posted on our main @SURHUL accounts, where we keep students updated with the latest news on our events and services. They're great for longevity too as the posts remain on our feed indefinitely.

Our Facebook page has more than 13,000 followers and boasted average daily impressions of 2115 (+38.5% v LY) during the 2021/22 academic year. Meanwhile, our Twitter account has amassed 6000+ followers, offering another way to reach our students.

PRICES:

NEWSFEED (1200 X 628PX)

FORMAT: JPG/PNG

>> £200 per post

Instagram Stories.

IF YOU'RE LOOKING FOR INSTANT REACH, HIGH ENGAGEMENT LEVELS, AND TO BOOST YOUR FOLLOWER COUNT, LOOK NO FURTHER.

Posted through the 'Stories' feature on our main @SURHUL Instagram account, your advert will be live for a 24-hour period.

Instagram is our fastest-growing platform with 2116 net follower growth last year (+33%) and we now boast over 8400 followers in total. If last summer is anything to go by, we'll be closer to 10,000 by the time Freshers' Festival rolls around in September.

Our average story reach now sits above 2100 and provides a fast and effective way of reaching a large number of students in a short time frame.

We also now have the ability to add a link to your chosen URL facilitating click through functionality and increased exposure for your brand.

PRICES:

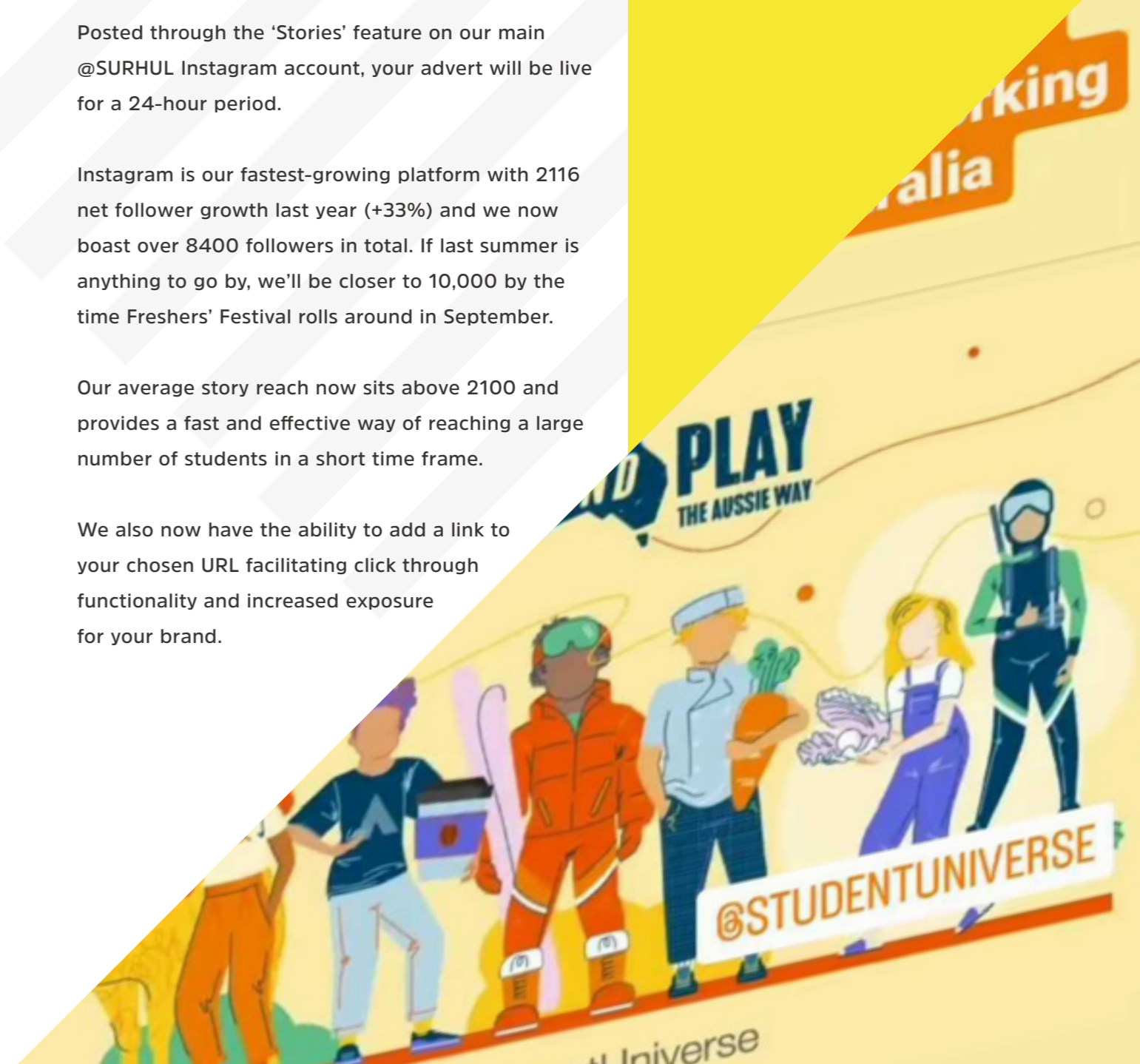
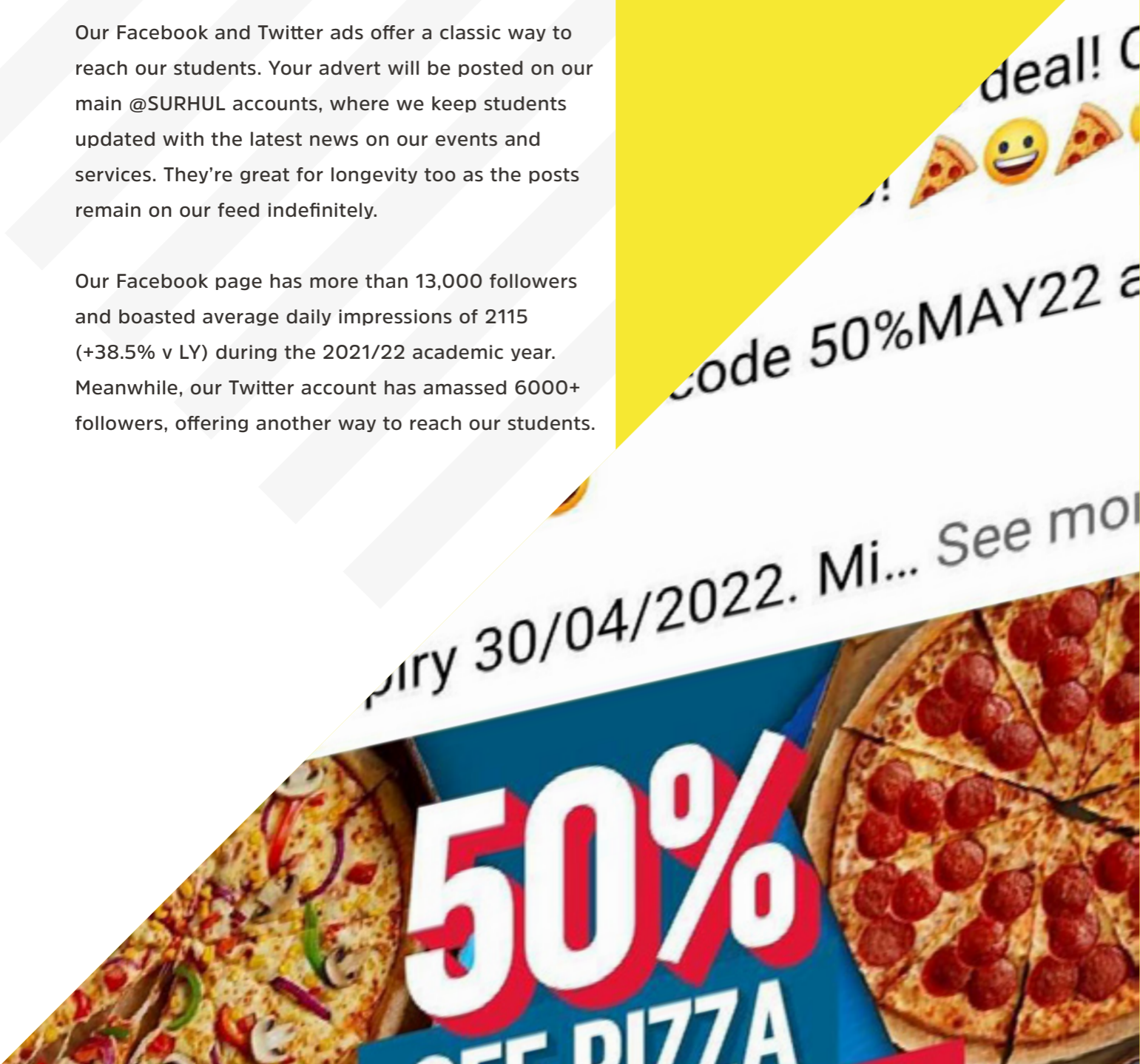
INSTAGRAM STORIES (1080 X 1920PX)*

FORMAT: JPG/PNG/MP4/MOV/GIF**

>> £150 per post

*The 'safe area' is considered within 1080 x 1420px - please keep this in mind when designing your artwork so you don't cover important details!

**The maximum video length is 15 seconds.



Email Insert Ad.

OUR WEEKLY STUDENT NEWSLETTER BOASTED AN AVERAGE OPEN RATE OF 31.7% LAST YEAR, HIGHER THAN THE SECTOR AVERAGE FOR EDUCATION (28.5%) AND NON-PROFIT (26.6%).

Every Friday, we send out an email to all 11,000+ students detailing upcoming events, campaigns, and news stories.

You can promote your brand or campaign with an email insert featuring a newsfeed image, up to 150 words of accompanying text, plus a button link through to your chosen URL.

We limit adverts to one per email to ensure they get the maximum amount of engagement and click-throughs.

PRICES:

NEWSFEED (1200 X 628PX)

FORMAT: JPG/PNG

>> £500

Posters.

PLACED THROUGHOUT THE UNION AND ACROSS CAMPUS IN HIGH FOOTFALL LOCATIONS, POSTERS ARE AN EFFECTIVE AND CONSISTENT WAY OF REINFORCING YOUR MESSAGE.

A classic but effective marketing technique - sometimes you just can't beat a good old fashioned poster.

You'll find them plastered all over campus in prominent locations, and in our venues which regularly host events and club nights. And of course you'll find them on the back of toilet doors, where you simply can't miss them when nature calls.

Design something eye-catching, and you can guarantee that you will be seen by thousands of students on a regular basis.

PRICES:

Available as part of a wider contract.

A3 (297 X 420MM)

FORMAT: PDF

>> £25 per week, per poster

A0 (841 X 1188MM)

FORMAT: PDF

>> £50 per week, per poster

Need help with printing? We can print A0 posters on site for an additional £15 per poster.

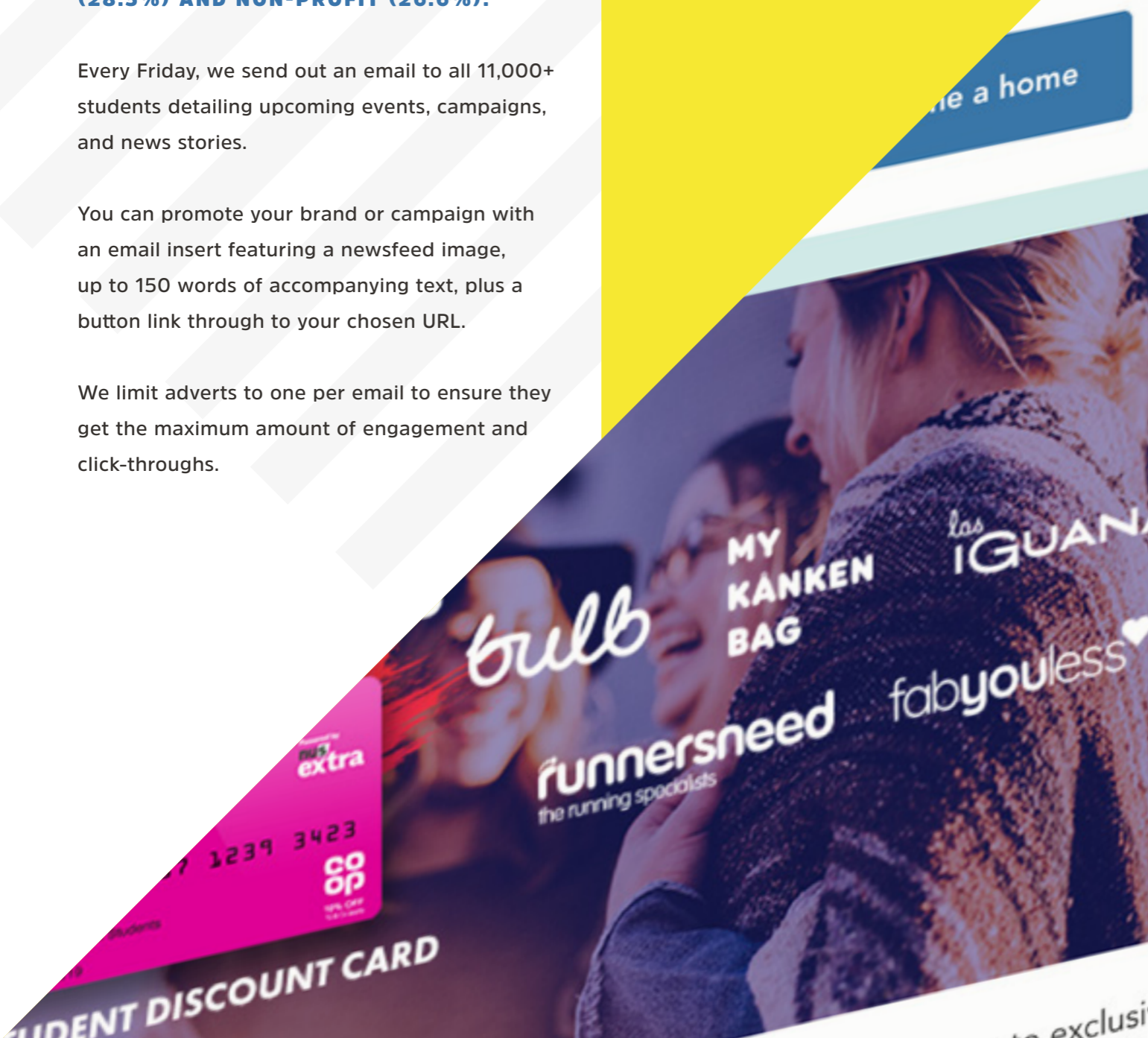


Table Vinyls.

LOCATED IN OUR DAY-TIME CATERING OUTLET TOMMY'S KITCHEN, TABLE VINYLs ARE A GREAT WAY OF GETTING EYES ON YOUR BRAND.

Designed as a budget food outlet specialising in burgers and simple dishes, Tommy's is packed on a daily basis with students looking to get stuck into some tasty grub.

With plans to revamp the food and drink offering ahead of the new academic year, we're confident that more students than ever will be dining in Tommy's.

Why not make it your brand they're wiping their ketchup off?

PRICES:

10 X TABLE VINYLs (770 X 770MM)

FORMAT: PDF

>> £500 per month*

*Price includes printing.

Promo Stalls.

BRILLIANT FOR SAMPLING PRODUCTS, ATTRACTING SIGN UPS AND GAINING RECOGNITION FOR YOUR BRAND.

With high footfall numbers both inside and outside the venue, the Students' Union is the ideal location to have genuine, valuable, face-to-face conversations with students.

We have different locations available depending on the space required, with power available on request. Please get in touch to discuss your requirements and we'll do our best to accommodate.

PRICES:

PER DAY

>> £150 Local

>> £500 National

+ SOCIAL MEDIA

>> £100 per Facebook / Twitter post*

>> £75 per Instagram Stories post*

*Equates to a 50% saving when booked alongside a promo stall.



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Market Day.

RUNNING EVERY TUESDAY DURING TERM TIME, OUR MARKET DAY FEATURES FRESH PRODUCE AND STREET FOOD STALLS ON THE UNION PLAZA.

The SU is the place to be on a Tuesday as we see an influx of students and staff coming to stock up their cupboards with fresh fruit and veg, and pick up a tasty lunch from one of our delicious international hot food stalls.

If you think you can bring something fresh to our offering, we'd love to hear from you!

PRICES:

To discuss availability and prices, please get in touch with Melody Curtis (Advertising & Media Sales Coordinator).

marketing@su.rhul.ac.uk

Sponsorship Opportunities.

WE HAVE A NUMBER OF SPONSORSHIP OPPORTUNITIES AVAILABLE FOR KEY EVENTS THROUGHOUT THE YEAR.

BEING INVOLVED WITH OUR MAJOR EVENTS PROVIDES HIGH LEVELS OF EXPOSURE FOR YOUR BRAND, ALONG WITH THE POTENTIAL FOR LASTING ENGAGEMENT WITH OUR STUDENTS.

EACH EVENT IS UNIQUE AND WE CAN DEVELOP A BESPOKE PACKAGE TO SUPPORT YOUR OBJECTIVES.





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Summer Ball.

THE BIGGEST EVENT IN OUR CALENDAR AS OVER 3500 STUDENTS DESCEND ON FOUNDER'S QUADS FOR THE PARTY OF THE YEAR.

Featuring some of the UK's biggest artists, fairground rides, street food and entertainment in the historic surroundings of Founder's Building, the Summer Ball is the premier way to sign off the Royal Holloway year.

If you want your brand to be splashed front and centre across all physical and digital collateral related to the event - including wristbands, programme and event signage - our Summer Ball sponsorship package is definitely for you.

PRICES:

>> ON REQUEST

To discuss availability and prices, please get in touch with Melody Curtis (Advertising & Media Sales Coordinator).

marketing@su.rhul.ac.uk

KEY DETAILS:

>>DATE: 02 JUNE 2023

>>VENUE: FOUNDER'S BUILDING

>>TIME: 20:00-06:00

PICTURED: ELLA EYRE PERFORMING AT SUMMER BALL 2022

ella



Colours Ball.

DURING TERM TWO WE CELEBRATE THE ACHIEVEMENTS OF OUR SPORTS CLUBS WITH A BLACK TIE EVENT.

With over 500 students in attendance for the awards night, this is a fantastic opportunity to have your brand linked to high-performing student groups in the luxurious De Vere Beaumont Hotel.

This sponsorship package is well-suited to a company with links to sport e.g. equipment, fitness, performance, health and wellbeing. Even if you have no links to sport at all we'd still love to hear from you!



THE FULL PACKAGE:

>>Physical assets - logo inclusion.

- + **On-site stand:** one outdoor 3 x 3m stand, during term time at the Students' Union (non-market day - date to be confirmed by company), Outdoor gazebo to be provided by client
- + **Digital programme advertisement:** Portrait advertisement in the digital programme, plus company logo. Artwork to be provided by client.
- + **Awards ceremony:** Sponsorship of an award presented during the ceremony (list of possible awards submitted, prior to the Ball),
- + **Logo:** Inclusion of logo in the awards presentation, given at the event to over 200 delegates.
- + **Logo included on event signage, advertisement on the drinks voucher reverse provided to all attendees, logo on the awards cert**
- + **Awards posters:** Leading logo sponsor. A0 & A3 posters in areas of high student footfall around campus.

>>Digital Media - logo and URL inclusion.

- + **E-Newsletter:** Leading sponsor logo in award related advertisement, emailed to over 12,000 students.
- + **Digital screen:** Logo inclusion in the Awards digital advertisement, during the two-week period, prior to the awards.
- + **Website:** company logo in a prominent position on the awards website linked to requested URL.
- + **Social media:** Company logo inclusion in all relevant Awards social media promotion, across Instagram, Facebook and Twitter.

PRICES:

>> £ 654 (INC TAX)

KEY DETAILS:

- >>DATE: 10 MAR 2023
- >>VENUE: HILTON HEATHROW
- >>TIME: 18:00-01:00

*Please note: all content will need to be provided by 17 Feb 2020.

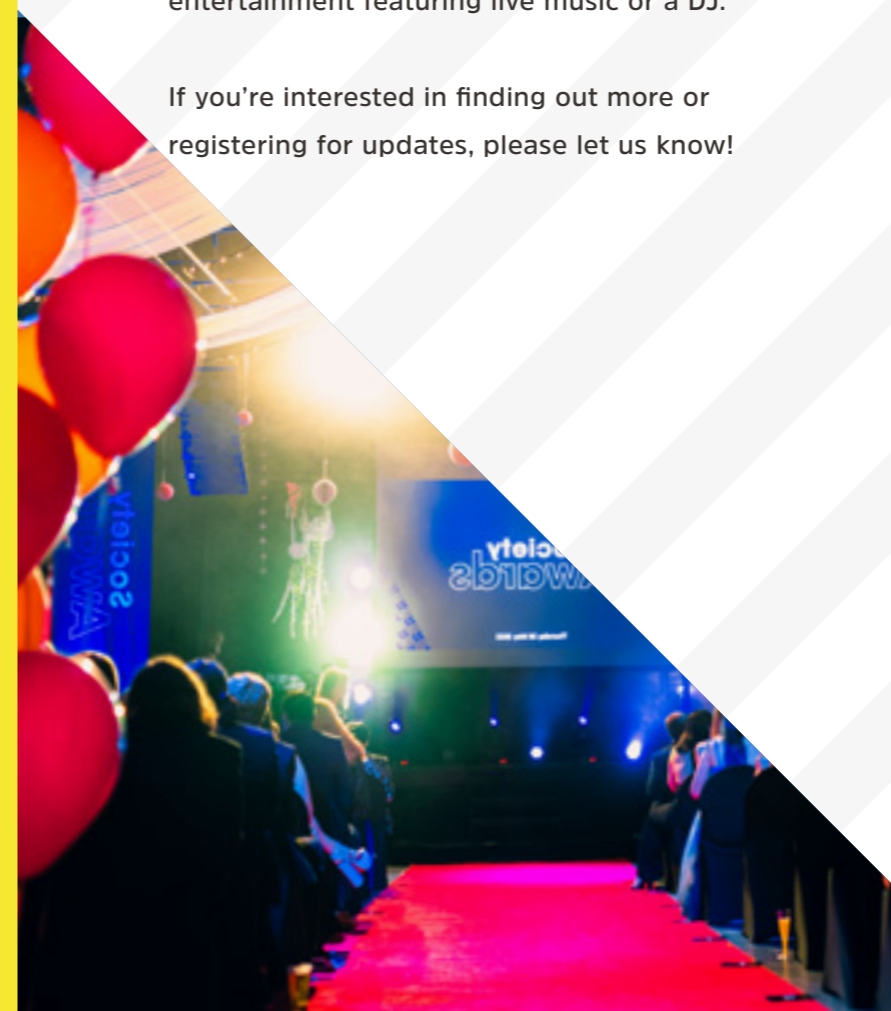
Society Awards.

EACH YEAR, WE CELEBRATE OUR WONDERFUL SOCIETIES AND MEDIA OUTLETS WITH AN AWARDS EVENING.

With around 150 attendees, the society award offer a great opportunity to get your brand in front of some of our most engaged students.

We're still working on plans for next year's event so some details are to follow but it usually includes a drinks reception and awards ceremony, followed by club night-style entertainment featuring live music or a DJ.

If you're interested in finding out more or registering for updates, please let us know!



THE FULL PACKAGE:

>>Physical assets - logo inclusion.

- + **On-site stand:** one outdoor 3 x 3m stand, during term time at the Students' Union (non-market day - date to be confirmed by company), Outdoor gazebo to be provided by client.
- + **Digital programme advertisement:** Portrait advertisement in the digital programme, plus company logo. Artwork to be provided by client.
- + **Awards ceremony:** Sponsorship of an award presented during the ceremony (list of possible awards submitted prior to the event).
- + **Logo:** Inclusion of logo in the awards presentation, given at the event to approximately 250 delegates.
- + **Logo included on event signage, advertisement on the drinks voucher reverse provided to all attendees, logo on the awards cert**
- + **Awards posters:** Leading logo sponsor. A0 & A3 posters in areas of high student footfall around campus.

>>Digital Media - logo and URL inclusion.

- + **E-Newsletter:** Leading sponsor logo in award related advertisement, emailed to over 12,000 students.
- + **Digital screen:** Logo inclusion in the Awards digital advertisement, during the two-week period, prior to the awards.
- + **Website:** company logo in a prominent position on the awards website linked to requested URL.
- + **Social media:** Company logo inclusion in all relevant Awards social media promotion, across Instagram, Facebook and Twitter.

PRICES:

>> £ 414 (INC TAX)

KEY DETAILS:

- >>DATE: 18 MAR 2023
- >>VENUE: SU MAIN HALL
- >>TIME: 19:00-01:00

*Please note: all content will need to be provided by 17 Feb 2020.

Varsity.

EACH YEAR, OVER 40 FIXTURES FROM SPORTS CLUBS AND SOCIETIES WILL BE TAKING PLACE TO DETERMINE WHO WILL LIFT THE VARSITY CUP.

Varsity is the annual sporting competition between Team Surrey and Royal Holloway in what is always an eventful day of sporting battle!

Over 1500 students play and spectate in a series of fixtures across the day,



THE FULL PACKAGE:

>>Physical assets - logo inclusion.

- + **Varsity Pick Up Point:** Various signage onsite. Leading logo sponsor. A0 and A3 posters in areas of high student footfall around campus.
- + **Varsity wristbands:** 600 'Player' wristbands in green, x400 'Spectator' wristbands in purple.
- + **Bears paper flags** x500
- + **Varsity 2023 T-shirts.**
- + **On-site stand:** Provide and distribute client's own branded promotional items/freebies on 1 March 2023

>>Digital Media - logo and URL inclusion.

- + **E-Newsletter:** All student and student ops. Emailed to over 12,000 students 17 February and 17 March 2023
- + **Digital screen:** Various screens around campus, including 'Getting Varsity Ready' themed event held on 1 March and at 'Come In Your Kit' club night on 8 February.
- + **Website:** company logo on website Event image, Newsfeed images and Slider
- + **Micro site - logo and URL**
- + **SU event listing - logo and URL**
- + **Social media:** Company logo inclusion in all relevant Awards social media promotion, across Instagram, Facebook and Twitter.
- + **Templates - various audiences,** including student groups to share on stories information about fixtures e.g. time, location, captain with the hashtag #GettingVarsityReady, player profiles, sport insights, post training sessions.
- + **Blog:** May include Launch blog, player profiles.

PRICES:

>> £ 654 (INC TAX)

KEY DETAILS:

>>DATE: 22 MAR 2023

>>VENUE: GUILDFORD UNIVERSITY OF SURREY

*Please note: all content will need to be provided by 17 Feb 2020.

Venue Hire.

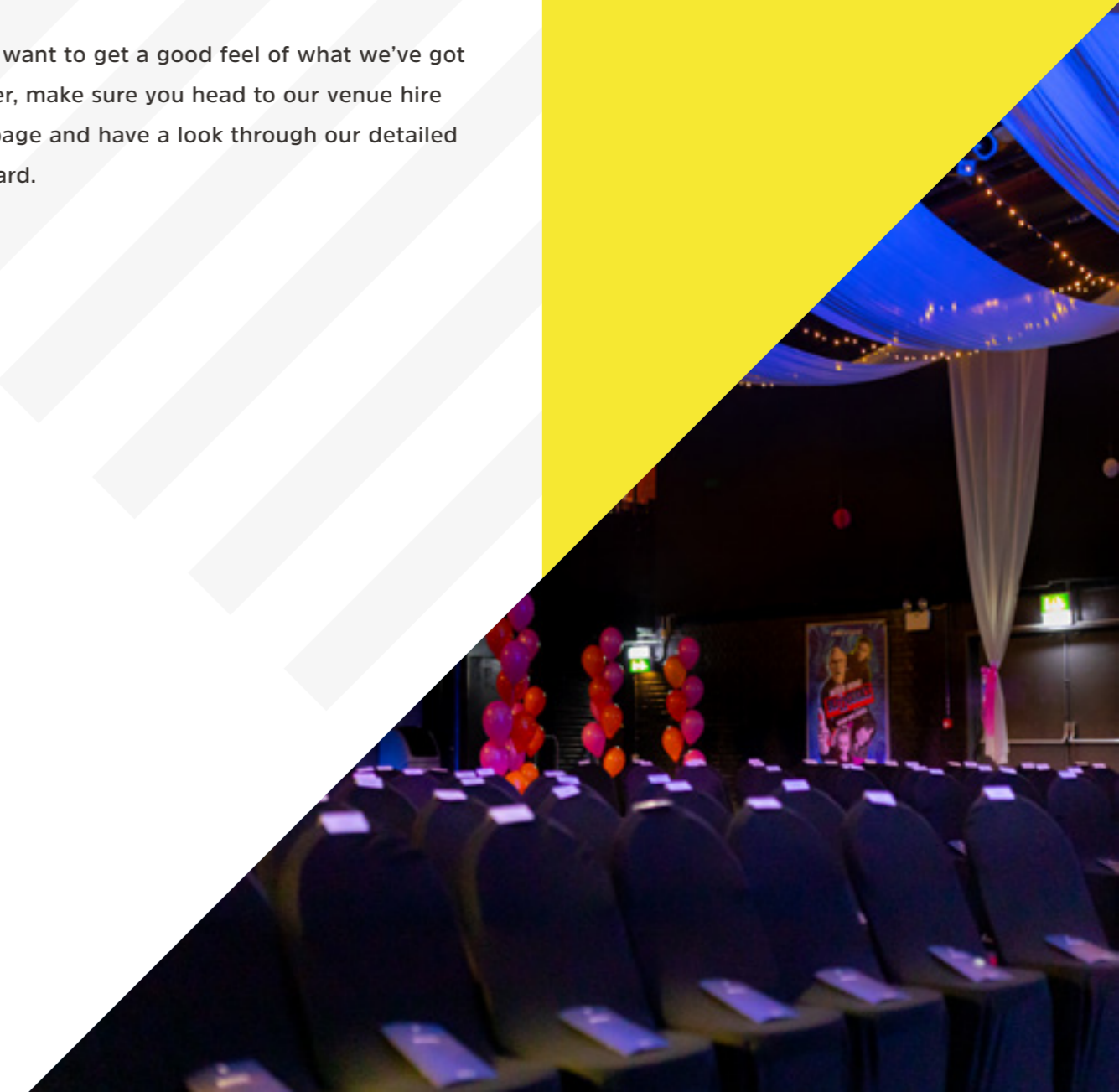
LOOKING FOR A MEETING SPACE OR SOMEWHERE TO HOST A SOCIAL EVENT?

Whatever your requirements, we have a range of venues and bookable spaces ready to meet your requirements.

If you want to get a good feel of what we've got to offer, make sure you head to our venue hire web page and have a look through our detailed hire card.

BOOK A VENUE:

su.rhul.ac.uk/venues/hire



Get in touch.

IF YOU'D LIKE TO DISCUSS A BESPOKE PACKAGE OR
FIND OUT MORE ABOUT OUR ADVERTISING OPTIONS,
DON'T HESITATE TO GET IN TOUCH WITH US.

marketing@su.rhul.ac.uk

