



Beds SU Media Guide



- 03** About Us
- 04** Welcome
- 05** On Campus
- 08** Digital



Connecting You To Students



ABOUT US

Beds SU operates across the two main campuses of the University of Bedfordshire, in Luton and Bedford. Each campus hosts a variety of facilities - from bars, cafes, and designated student spaces – and as such there are ample opportunities to promote both digitally and physically to the **15,000** students that study here.

In being early adopters and having unique spending habits, the student market is vital to brands of all different sizes. At SU Network, we understand the student demographic and know exactly what they want to see during their time at university, acting as your platform to showcase your products and services. Our vast range of marketing and promotional opportunities will allow you to reach this large student population, and develop your relationship with them during their time at university.

Working for and on behalf of students' unions and operating as a registered charity, all income generated from our advertising and sponsorship channels is reinvested back into the organisation to improve our outgoing services, with the overall goal of making student life incredible.

> Get in touch

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WELCOME

The Welcome period is the biggest time of the year, and a fantastic way to start a relationship with both new and returning students. The event takes place during the first week of university, when many students are still unaware of what products or services are available in the local area, and often willing to explore new brands and cultures.



>> 6,000 footfall across 2 campuses

Premium Stall £850

2 tables and chairs in high footfall location, electricity will be provided on request.

Charity Stall £250

A table, 2 chairs, electricity can be provided.

Standard Stall £550

Includes table, 2 chairs and electricity can be provided.



>> E-Newsletter: £250, sent to over 14,000 students

We send out a fortnightly email newsletter to our students to keep them updated on news and events on their campus. This is a fantastic opportunity to feature in our students' mailboxes, with a link to your designated URL and a catchy advert or promo offer.

>> Solus Emails: £400, sent directly to students

We can send personalised solus emails to our student body promoting your products, services or requests, putting you ahead of your competitors, and tailoring these emails to suit your requirements.

DIGITAL





>> Website homepage advert: **£200** per month **£400** per term

The Beds SU website is the hub for central communication, allowing students to buy sports kit, memberships and view the latest on campus news. Our adverts are located on the home page, and we have a maximum of 6 ads at any one time to ensure that you are getting maximum exposure.

>> Social Media: **£30**, over **5.2k** likes Facebook

Our social media pages provide a fantastic platform for you to directly engage with your target market. With a substantial student following, they can be utilised individually, or as part of a digital package.





ON CAMPUS



>> Promotional Stalls: from £200

Over 50% of our students study on the Luton campus, so sampling and promotional stalls are the perfect opportunity to communicate with them directly, giving away samples and letting them know about your products and services.

>> Campaigns and Activations: from £750

Both the Luton and Bedford campuses have ample space for large campaigns and activations, helping you create a unique and unforgettable student experience, while establishing the type of brand awareness that is so key to securing lifelong customers.

>> Poster displays: £30 for 2 A4 posters, £40 for 1 A3 poster. Over 1,000 visitors per day

Posters will be displayed in prominent positions on campus, including the Metro Bar and reception areas. Having students recognise your brand on an everyday basis can help to boost brand reputation and loyalty when coupled with other promotional services.



>> Sponsorship

Beds SU has a wide range of sponsorship opportunities, including; societies and events throughout the year. Sponsoring a society will bring your company opportunities that would have never been possible. You can directly talk to these student groups and support them through their time at university. Sponsoring an event will ensure your brand feature throughout the whole marketing campaign of the event.







Our Clients >>>

Here are some of the clients we have worked with in the past year.



Domino's



Nando's

national
express

TARGET jobs



vodafone



wagamama



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For bookings and enquiries, please contact:
hello@sunetwork.co.uk | www.sunetwork.co.uk

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