

**SU**  
**NETWORK**

**Kent Union** Media Guide



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Connecting **You** To Students



# ABOUT US

Kent Union is at the heart of the University of Kent's Canterbury campus. Located on top of a hill overlooking the historic city, it is home to over 20,000 students from all around the world. With such a vast campus and a multitude of opportunities, for over 50 years Kent Union has supported the students of the university and connected them with Canterbury's trade and businesses, establishing the fundamental relationship between the two that can be seen today.

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

 **Address:** Mandela Building, University of Kent, Canterbury, Kent, CT2 7NW

 **Phone Number:** 01227 823115

 **Email:** [hello@sunetwork.co.uk](mailto:hello@sunetwork.co.uk)



# WELCOME

Welcome Fair is the biggest event 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.

>> **8,000** students attend Welcome Fair each day



#### The Fair:

##### **Two Day Pitch £1,200**

Stall for two days within marquee and 2 access passes

##### **One Day Pitch £750**

Stall for one day within marquee and 2 access passes

##### **Charity Pitch £500**

Stall for two days for registered charities

#### Digital Freshers package:

##### **Premium Digital Welcome Package £2,200**

Two day pitch with 4 staff access passes, Welcome Mailer, Digital Screens, Website and Social Media

##### **Standard Digital Welcome Package £1,600**

Two day Pitch with 3 staff access passes, Digital Screens and Social Media



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>> **Digital screens: £250 per month |  
£500 per term**

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Our digital screens are located all across our vast campus, in areas of high student footfall. We offer the choice between landscape and portrait screens and where your adverts can be displayed, including in social areas, reception and walkways. Adverts are displayed for 10 seconds, with a maximum of 10 adverts per screen.

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>> **Website: £250 per month | £500 per term,  
5,000 unique views per week**

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Our website adverts are in a prime location for student users, who visit the Kent Union website for anything from joining a sports team, buying tickets for upcoming events, or simply to keep up to date on the latest campus news. We have a maximum of 8 spaces at any one time, which can include a JPG advert, a promotional code to download, or why not catch users' attention with a GIF?



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### >> E-Newsletter: £300

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Targeted newsletters are sent directly to our student mailing list monthly, with all the latest news and events from both the campus and the wider city. This is a great way for you to feature in a student's mailbox, directing them straight to your site with key messages and promotions.

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### >> Social media: £50 per post 12,728 Facebook followers | 11,500 on Twitter

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Social Media encompasses many different channels, marketing to different audiences and using different messages for each. Platforms like Facebook can be used to communicate messages to general students, or clubs and society members.





# ON CAMPUS

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## >> **Flyering: £300 with 2,000 footfall each day**

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Everyone loves a freebie, and for brands this is the perfect way to get someone to love your product. No one can recommend a product without trying it first. Get your brand in the hands of our students through on campus promotions.

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## >> **Brand Activations: £1,000**

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Our Canterbury campus is based on 400 acres, so we have ample space for large campaigns and activities. This is your opportunity to reinforce brand messages throughout the year, and keep in the minds of your target audience, whilst providing the students with something they enjoy.

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## >> **Market Stalls: from £50 per day**

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Our market plaza is based on central campus, and has around 2,000 students pass through every day. We have resident food trucks in constant operation, and traders of all types of products and services who are regular visitors, so why not pop along and see if your products are a hit with our students?





### >> Inquire: £250 per issue, 2,000 copies

Inquire is our on campus student publication. It is written by students, for students. Opportunities include contributing to content, or purchasing half page or full page adverts. This will allow you to reach the students that work hard in producing this content, and feature in the 2,000 copies we print and distribute around campus.

### >> Brand Ambassadors

We work with Kent Union Job Shop to find the best students to represent your brand. They will be your eyes and ears on campus, sharing your brand message with their peers, helping you promote, handing out freebies and generally working on your behalf.

### >> Sponsorship: 208 Societies | 58 Sports clubs

Sponsorship is a valuable opportunity to get your brand out to a wider audience and increase student awareness, as well as generate consumer preference and foster brand loyalty. Kent has a wide range of sponsorship opportunities, including sports clubs, societies and events throughout the year.

Sponsoring a club or society will enable you to directly engage with these student groups and support them through their time at University. As teams can have hundreds of members, sponsoring them is like creating your own army of brand ambassadors full of engaged students.



Welcome Fair on the plaza



The plaza, The University of Kent





## Our Clients >>>

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

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amazon

Bella Italia  
Pizza ♥ Pasta ♥ Grill

Bill's

CO  
OP



Domino's

e endsleigh

milkround

Nando's

national  
express

vodafone

YouTube

wagamama

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# Connecting **You** To Students

**For bookings and enquiries, please contact:**  
hello@sunetwork.co.uk | [www.sunetwork.co.uk](http://www.sunetwork.co.uk)

**Mandela Building, Canterbury, CT2 7NW**