



Surrey SU Media Guide



The University of Surrey
Students' Union

- 03 About Us
- 04 Freshers'
- 05 Digital
- 07 On Campus



Connecting **You** To Students



The University of Surrey
Students' Union



ABOUT US

The University of Surrey Students' Union is located in the town of Guildford, where exciting and modern entertainment is coupled with a rich heritage. We are home to students from all around the UK and the rest of the world, who have become a crucial part of the community, contributing hugely to local businesses and the economy. In being early adopters and having unique spending habits, the student market is vital to brands of all different sizes. At Surrey, we understand our 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 to the **16,000+** students that study here.

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

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FRESHERS

Freshers 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 Freshers Fair



Premium Package £1,750

Large stall space outside the central marquee during the event, with four access passes for your staff + One advert in the Freshers Guide + One advert in the Freshers newsletter.

Premium - stall only £1,100

Large stall space outside the central marquee during the event, with four access passes for your staff. You will be one of the first stalls students see when they arrive at the fair.

Standard stall £750

Standard stall space inside the central marquee, with two access passes for your staff.

Charity/University stall £250

Standard stall space inside the central marquee, with two access passes for your staff.

Contact us about other opportunities relating to Freshers, including **Arrivals Weekend, Sponsorship** and **Refreshers events**.



>> Email Newsletter: **£250** Sent to **16,000** students

Our weekly newsletter is sent out to Surrey students to keep them updated on news and events on their campus. This provides ample promotional opportunities, including supporting the top news story of the week, and advert links to your designated URL.

>> Social media: **£50** per post Over **29k** likes on Facebook

Our social media channels provide a fantastic platform for you to directly engage with your target market. With a combined following of over 40k students on Facebook and Twitter, our pages are used to communicate to general students, or those that are part of a club or society.





>> Digital screens

SU Building: 20 screens, £600 per term

Social spaces: 14 screens, £400 per term

Academic spaces: 11 screens, £300 per term

Digital screens have fast become one of most direct and effective methods of promotion across our university campuses. It is an opportunity for your brand to stand out from the crowd, creating adverts that get right in the faces of the student market, during their everyday university life.

At Surrey, we have multiple areas where you can promote across the campus, making it easier for you to choose a strategy that suits you. We have the opportunity to promote on screens in our Students' Union building, in social spaces such as common rooms and restaurants, and in lecture halls and the library.

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

Our website is the place where students go to find out anything about university life: events on campus, university news or how to get involved in sports teams or societies. The website gets extremely busy during peak times of the year, such as Freshers and when students use it as a platform to vote during elections. We have a limit of four homepage adverts available, which can capture users' attention, and direct them to your site with just one click.

>> Thursday Market: Food stalls from £50 Promotional stalls from £150

Our Thursday market brings the campus to life. With food traders from all over the world, a fruit and veg market and promotional fairs, this is a fantastic opportunity for you to get in front of our especially high student footfall, and be part of a vibrant and regular event.

>> Campaigns: £1,000

Surrey's scenic campus provides fantastic opportunities for you to promote your brand through a unique campaign or activity. Whether it's a competition, mass giveaways or something active for the students to get involved in, we can help reinforce your brand messages.





>> Sampling & Flyering: From £150

Everyone loves a freebie, and for brands this is the perfect way to get someone to love your product. We have various opportunities for sampling on our campus, as well as high student footfall areas, ideal for flyering and hall drops.

>> Events Wallplanner: £200, over 1,000 copies produced termly

The Events Wallplanner is designed and handed out to students each term, to make them aware of the upcoming events and how they can get involved. These are renowned for being pinned up in student kitchens across campus, so your advert will be seen constantly throughout the academic term.

We have a maximum of four advert spaces on each Wallplanner, and you can purchase individual Wallplanner adverts, or an annual package featuring in all of those that are produced.





>> Sponsorship: 46 sports clubs | 150 societies

Sponsorship provides a unique opportunity for you to engage with the student market directly, building a relationship with individual groups and creating a brand awareness tailored to your organisational objectives. Surrey has wide range of sponsorship opportunities that can target a specific student group, from annual awards evenings, end of year shows, or sports teams. As a registered charity, your sponsorship will help to fund the improvement of these events and services each year.

>> Venue Hire

The Surrey campus has a variety of spaces available to suit all types of events. Whether you are planning a student focused event, or for more corporate usage, get in touch and find out if we can accommodate you.





Our Clients >>>

We currently hold relationships with local, national and international clients. We pride ourselves on building flexible partnerships that suit both client and students, and we are always willing to explore new avenues of promotion and sponsorship.

Here are just some of our current partners:



Domino's





Connecting **You** To Students

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

Mandela Building, Canterbury, CT2 7NW