

# media pack

uea su

connecting you to students sunetwork.co.uk



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### about us why su network

# Reach over 250k students through onsite activation, digital promotion and sponsorship

We expect over 75k students

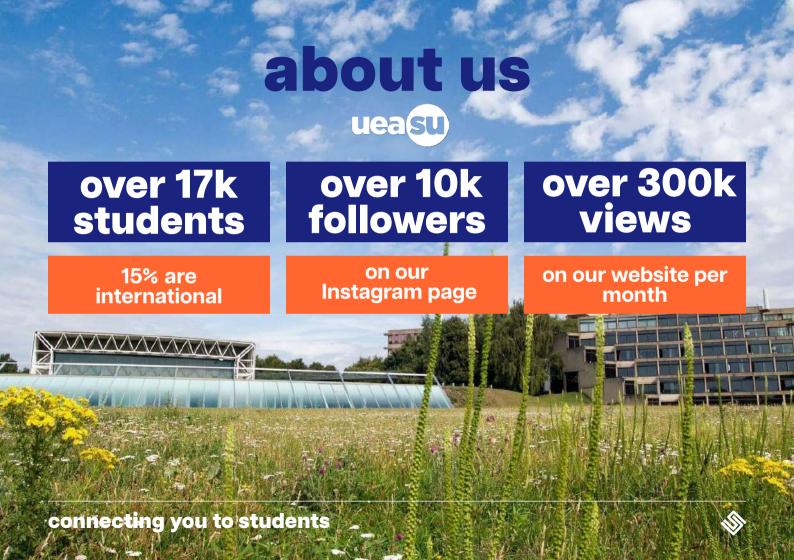
to attend our Freshers Fairs in 2023 We represent

14 university

campuses

and support bookings

nd support bookings for many more In 2022/23, we connected over 500 partners with the student market



### testimonials our clients



"SU Network continue to maintain easy and prompt communications throughout as well as a mutually beneficial partnership. It is always a pleasure to work with your team"

**Redbus Media Group** 





#### welcome fair



### welcome fair prices & attendance

As one of the most popular events in the student calendar, taking place at the heart of the Norwich campus, it's the perfect way to connect with the next generation of students, welcoming both new and returning students to campus, to start the new academic year, with over **6,000** students expected.

### standard pitch

**£800** 

Pitch for the fair and 2 staff access passes

### premium activation

£1,200

2m x 6m space for large activations, with 6 access passes

### premium package

from £2,200

Can include stall pitch at the fair + Welcome marketing + digital screens + website ad + social media and more



## digital media digital screens

Advertising on a digital screen opens up a world of opportunities to elevate your brand's presence and create a lasting impression on your target audience. With our screens strategically placed in high-traffic areas, it guarantees wide exposure and maximum visibility.

1920px x 1080px digital screen

5k footfall per day



static

**£400 £1,000** per month per term

video

**£450** per month per term

## digital media website homepage

By advertising on the homepage, you ensure maximum visibility and by aligning your brand with UEA SU, you can enhance your credibility and build trust with our students. Offering an invaluable opportunity to capture attention, generate leads, and establish a strong online presence for your brand.

#### page visits

200,000 views per month ueasu.org

40,000 views per month for box office

#### pricing

£500 per month £750 during freshers

**£1,100** per term

540px x 67px web spec

(PNG/JPEG/GIF)

### digital media e-newsletter

By featuring within the e-newsletter, you can drive traffic to your website or landing page, ultimately boosting conversions and achieving your marketing goals. This provides a valuable platform to connect with a receptive audience, establish brand awareness, and drive measurable results for your business.

student email

**3,000** recipients 50% open rate

25% open rate

sent to over 80k recipients

600px x 150px e-newsletter page spec

(PNG/JPEG/GIF) + URL

box office email

80,000 recipients 25% open rate

### digital media social media





over 17k followers

£150 for 2 posts per month



over 10k followers

£150 per grid/feed post

## digital media instagram

Instagram Stories provide interactive features such as swipe-up links, polls, and quizzes, enabling users to engage directly with your brand and take immediate action. This interactivity fosters deeper connections and encourages user participation, increasing brand engagement and generating valuable leads.

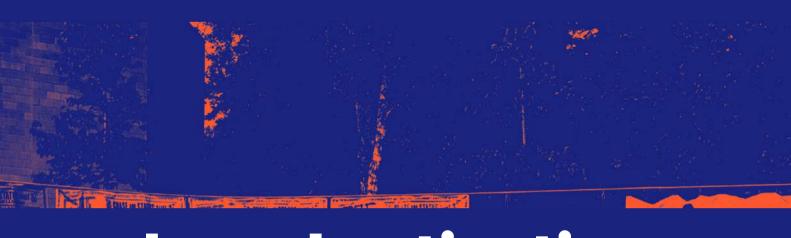


#### over 1.5k views

over 10k followers

£250 per story **£50** extra for multiple stories

1080px x 1920px instagram story



#### brand activation



## brand activation promo stalls

Brand activations provide an opportunity to generate buzz and create a viral effect through have a physical presence on campus which can then be seen through social media and spread through word-of-mouth.

### brand activation

from £750

depending on size and capacity

5k footfall per day

#### promo stall small

from £250 one standard table size







## print media posters

Advertising on posters allows businesses to target a specific audience, benefit from high visibility, leverage an engaged community, maintain cost-effectiveness, build long-term brand recognition, and explore potential partnerships.

posters

from £110 per month

**A3**5x

£130 in high traffic areas

**A4 5**x

**POA** full poster board

**A1** 5x

**£110** on 5x doors in high traffic areas for 4 weeks

### print media leaflets

This gives you the opportunity to have leaflets in SU and university spaces, and to have posters and roll up banners positioned in key footfall areas.

#### static leaflets

**260** 

1,000 leaflets

Flyers distributed across tables in campus



#### staff distributed leaflets

£300

1,000 leaflets

UEA SU Student Staff distributing your leaflets across campus

### testimonials





"I have now been working with SU Network for 3 years and in terms of a working partnership, I don't think I can think of another one that has given us so much success.

The team give us access to several universities, without the partnership with SU Network we wouldn't have been able to build the amazing relationships we now have with these universities

They are also extremely easy to work with and enjoy getting to know your business, which always helps when someone is managing your advertising budget. Thank you to the team and we look forward to working with you more"

Chris Bazen – Spaceways Storage







## opportunities sports and society sponsorship

#### club sponsor

Opportunity to sponsor a sports team, there are 60 clubs, with the package suiting both you and the sports team.

Opportunities can include access to activities fund, sponsoring a specific team and promotion of your brand throughout the club.

**Enquire for more details on further opportunities** 



#### derby day

Sponsor the annual Derby Day event, where rivals UEA and Essex go head-to-head across a huge variety of sport fixtures.

This unique opportunity creates the chance to create and build brand recognition across both UEA and Essex students, in a friendly rival atmosphere.

## opportunities event sponsorship

#### club night

Opportunity to sponsor a students' union club night on campus, this could be having food on the night, photo back drop opportunities, merch giveaways, and more!

#### venue/corporate hire

The ueasu has a variety of paces available for hire, including bars, cafes, clubs and office/ space rental.





Get in touch to find out how we can cater to your requirements

## opportunities fundraising



#### fundraising

Fundraising campaigns may include special events or initiatives to generate excitement and participation. These can range from charity runs, auctions, to community engagement activities, partnerships with local businesses, or crowdfunding initiatives.

**Enquire for more details** on further opportunities

#### contact us

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su-network su\_network

