



RH SU

MEDIA PACK

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Your chance to advertise to new and returning students during the biggest campaign of the year, Freshers' Festival.

>> 12 YEAR-ROUND OPPORTUNITIES

One-off sponsorship opportunities available for key and iconic events throughout the student calendar.

>> 22 SPONSORSHIP OPPORTUNITIES

Each event is unique and we develop packages to support your organisation's aims and objectives.

Hi there.

WOULD YOU LIKE TO START A CONVERSATION WITH 10,600+ 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.



Early Bird Opportunities.

**YOUR CHANCE TO ADVERTISE TO NEW AND RETURNING
STUDENTS DURING THE BIGGEST CAMPAIGN OF THE YEAR,
FRESHERS' FESTIVAL.**

A LITTLE BIT ABOUT US.

WE HAVE
10,615
STUDENTS

8,035

UNDERGRADUATES

SPLIT ACROSS
THREE
DEGREE TYPES

2,183

INTERNATIONAL

1,803

POSTGRADUATES

777 RESEARCH

8,432

UK/EU

+ OUR SOCIAL CHANNELS HAVE

36,100
FOLLOWERS



25,980+

/SURHUL
/RHSUGIGS



5,770+

/SURHUL



4,350+

/SURHUL

Freshers' Festival.

YOUR EXCLUSIVE OPPORTUNITY TO BE THE FIRST BRAND THAT STUDENTS INTERACT WITH DURING THE FRESHERS' FESTIVAL PERIOD.

Using an array of promotional materials, we can place your brand at the heart of Freshers' Festival.

Central to Freshers' Festival are the wristbands that gain students access to events throughout the week. It is common for students to wear the wristbands past the Freshers' Festival period as well as keep them as a souvenir. Our wristbands are incredibly popular - selling out for the past three years - with new and returning students, and we are set for another sell-out year as we continue to increase our capacity to meet the growing demand.

SOLD

THE FULL PACKAGE:

- + LEADING WRISTBAND SPONSOR WITH YOUR LOGO ON ALL 1500 PRINTED FABRIC WRISTBANDS.
- + YOUR LOGO ON ALL PROMOTIONAL MATERIALS PRODUCED FOR FRESHERS' FESTIVAL, INCLUDING POSTERS, DIGITAL SCREENS, AND 3,300 WELCOME GUIDES.
- + YOUR ADVERT IN AN EMAIL TO ALL WRISTBAND HOLDERS.
- + LISTED AS A SPONSOR ON THE FRESHERS' FESTIVAL WEBSITE, ACHIEVING OVER 430,279 UNIQUE PAGE VIEWS, WITH YOUR LOGO IN A PROMINENT POSITION LINKING TO URL OF YOUR CHOICE.
- + BRANDED PRESENCE AT ALL EVENING EVENTS INCLUDING FRESHERS' BALL.

PRICES:

- >> £1823 NATIONAL
- >> £1188 LOCAL

KEY DATES:

- >> 21/09 MOVE IN WEEKEND
- >> 23/09 FRESHERS' FESTIVAL STARTS
- >> 29/09 FRESHERS' FESTIVAL ENDS

Freshers' Stalls.

OUR ANNUAL FRESHERS' FAIR TAKES PLACE IN ONE LOCATION ACROSS A TWO DAY PERIOD, ENSURING BETTER VISIBILITY AND FOOTFALL THAN EVER BEFORE FOR YOUR ORGANISATION.

Last year saw over 5000 students come through the doors of Freshers' Fair during the course of two days. This event stands as an opportunity for your brand to engage students in interactive and experiential marketing, as well as sampling and flyering.

Our dedicated Freshers' Fair website provides a full list of all attending organisations giving your brand even more exposure prior to, and during the event.

Unfortunately, items such as alcohol, cigarettes and vapes cannot be distributed.

PRICES:

TWO DAYS

>> £1250 NATIONAL

>> £625 LOCAL

>> £350 CHARITY

KEY DATES:

>> 23/09 DAY ONE

>> 24/09 DAY TWO



PAGE 08.

Welcome Guide.

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

Starting out the university journey can be a daunting experience. That's why we create a comprehensive welcome guide, providing students with hints, tips and tricks to get them through the first few months at university.

We produce 3300 copies and distribute them directly to new students via a mailout. It's an effective way to showcase your brand to students in a helpful manner, and we have a range of different opportunities available to suit your budget.

PRICES:

- >> **£100 QUARTER PAGE**
 - >> **£175 HALF PAGE**
 - >> **£300 FULL PAGE**
 - >> **£450 INSIDE FRONT COVER**
 - >> **£450 INSIDE BACK COVER**
-

KEY DATES:

- >> **12/07 CONTENT**
- >> **24/08 DISTRIBUTION**



Wall Planners.

PLACED DIRECTLY INTO THE ROOMS OF 3000 STUDENTS, OUR WALL PLANNERS ARE A GREAT OPPORTUNITY FOR YOUR ORGANISATION TO GAIN YEAR-ROUND RECOGNITION.

Much like our goody bags, our 2018/19 wall planners will be delivered to all student accommodation on campus, meaning over 3000 walls potentially adorned with your organisation's name on them.

Packed with all the crucial dates and events for the academic year, you'll find yourselves pinned up on notice boards and walls throughout campus - an ideal opportunity to advertise special student focused promotions.

PRICES:

>> £300 90X90MM

>> £450 180X90MM

KEY DATES:

>> 16/08 ARTWORK DEADLINE

>> 20/09 DISTRIBUTION



PAGE 10.

Goody Bags.

GOODY BAGS ARE A STAPLE PART OF THE FRESHERS' FESTIVAL EXPERIENCE AND EVERY YEAR WE DELIVER OVER 3000 STRAIGHT INTO THE HANDS OF OUR NEW STUDENTS.

The goody bags are distributed to all bedrooms on campus which provides an exciting, low cost opportunity to get your brand message out.

Depending on what best suits your business' intentions, you can either include a leaflet/ flyer advertising your business, a sample of your product or, for maximum exposure, your organisation can be the feature sponsor of all 4000+ goody bags.

Want the chance to stand out from crowd?
Contact us now.

PRICES:

- >> £250 FLYER
 - >> £500 SAMPLE
 - >> £1000 SPONSORSHIP
-

KEY DATES:

- >> 02/08 BOOKING DEADLINE
- >> 06/09 INSERTS DELIVERED TO US
- >> 20/09 DISTRIBUTION



T-shirt Sponsor.

FRESHERS' FESTIVAL WOULDN'T BE POSSIBLE IF IT WASN'T FOR OUR LOYAL BAND OF VOLUNTEERS WHO HELP OUT ALL OVER CAMPUS DURING THE COURSE OF THE WEEK.

This is a prime opportunity for you to gain campus-wide exposure as our volunteers help new students move in across the entire Royal Holloway estate, from Founder's Building to Kingswood.

Our helpful volunteers are an active part of campus life year-round, meaning that this opportunity gives you consistent promotion, not only at Freshers' Festival, but at a variety of activities and events throughout the year.

Opportunities are limited so we recommend booking early to avoid disappointment.

PRICES:

>> £300 50X50MM

>> £600 150X150MM

KEY DATES:

>> 19/07 BOOKING DEADLINE

>> 26/07 ARTWORK DEADLINE



HERE
TO
HELP

Year-round Opportunities.

OUR YEAR-ROUND OPPORTUNITIES ARE A GREAT WAY OF
PROMOTING YOUR BRAND TO STUDENTS THROUGHOUT THE
ACADEMIC YEAR IN A VARIETY OF DIFFERENT LOCATIONS.

LET'S GET ANALYTICAL.

NOT TO MENTION
46.4K
LINK CLICKS
ACROSS OUR
SOCIAL MEDIA

PLUS...
679.2K
ENGAGEMENTS

✓
NICE.

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

34.3%

YEAR-ROUND
AVERAGE

OUR WEBSITE HAD
1,966,837
UNIQUE PAGE VIEWS
BETWEEN 1 AUG 18 - 31 JULY 19

430,279
OF THOSE HITS WERE
DURING FRESHERS
BETWEEN 15 AUG - 29 SEP 2019

AND 361,114
WERE DURING
SUMMER BALL
BETWEEN 29 MAR - 7 JUN 2019

ALL OF THIS HAS HELPED US ACHIEVE...

5000+

ATTENDEES AT
FRESHERS' FAIR

ENGAGED WITH
GIVE IT A GO

2,835+

300+

TOTAL EVENTS
LAST YEAR

Website Ads.

ATTRACTING OVER 20,000 UNIQUE VISITORS A MONTH, OUR WEBSITE IS AT THE HEART OF EVERYTHING WE DO.

Constantly updated with the latest Union news, events, and information, it's a key hub for students.

Leaderboard ads are located at the top of each page and support all image files, including GIFs for maximum impact.

PRICES:

728X90PX LEADERBOARD

>> £800 ONE MONTH (NOV - JULY)

>> £1000 ONE MONTH (AUG - OCT)

PIZZA PECKISH?



YOU GET INVOLVED

ADVICE

WHAT'S ON

VENUES

SHOP

ADBERS SUPP

Emails.

OUR HIGH-QUALITY RESPONSIVE EMAILS BOAST AVERAGE OPEN RATES OF 34.3% THROUGHOUT THE YEAR, AND EVEN HIGHER RATES IN FRESHERS' FESTIVAL - FIGURES WELL ABOVE THE SECTOR AVERAGE.

Each week we send out an email to all 10,600+ students detailing upcoming events, campaigns, and news stories.

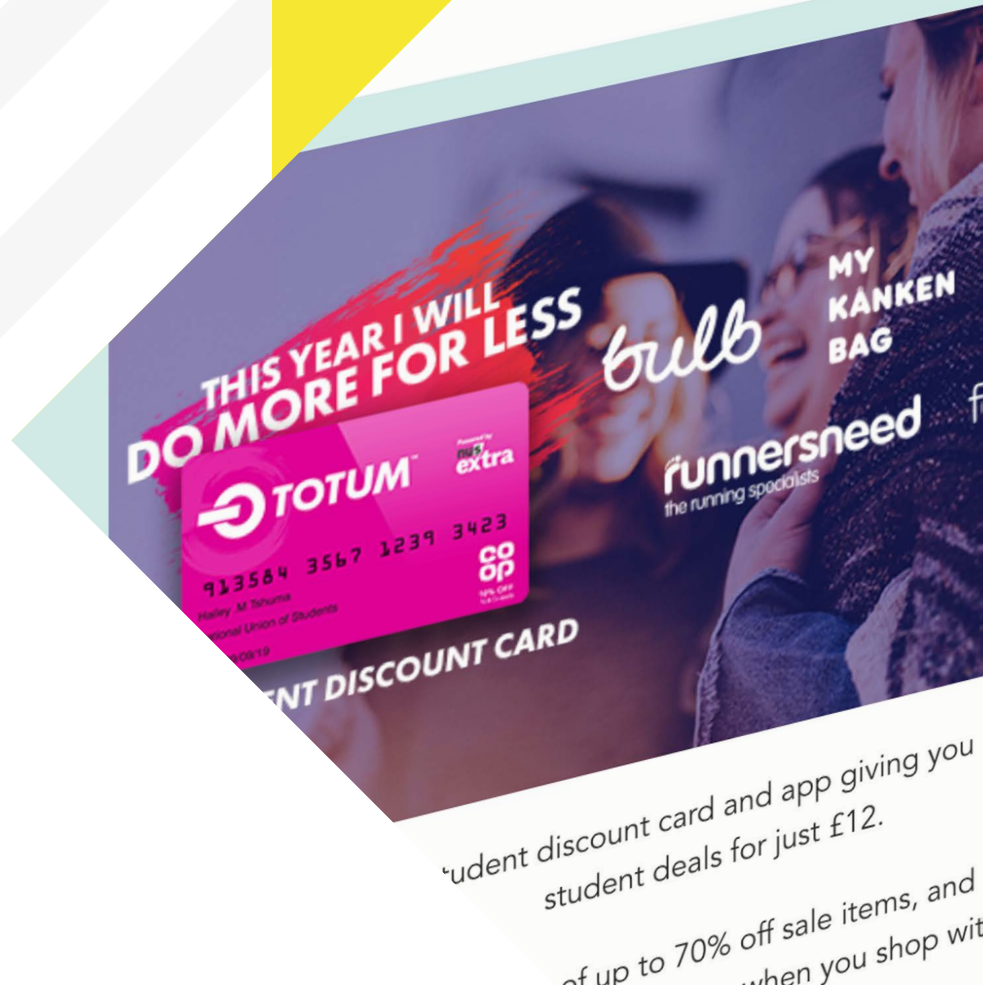
We limit adverts to one per email to ensure they get the maximum amount of engagement and click-throughs.

PRICES:

1200X628PX, JPG/PNG

MAX 150 WORDS TO ACCOMPANY IMAGE

>> £400 PER EMAIL



student discount card and app giving you student deals for just £12.

of up to 70% off sale items, and when you shop with

Digital Screens.

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

We have a number of high definition plasma screens throughout the Students' Union in prime spots for student exposure, including the frequently visited Helpdesk and day-time catering outlet Tommy's Kitchen, as well as outside the Union building - an area of high footfall seen by students, staff and the public.

PRICES:

FIVE SCREENS, PORTRAIT

PRICE IS PER WEEK

>> £300 1080X1920PX

FIVE SCREENS, LANDSCAPE

PRICE IS PER WEEK (LOCAL COMPANIES ONLY)

>> £200 1920X1080PX

MAKE YOUR MONEY
GO FURTHER



#1 STUDENT DISCOUNT CARD
Big discounts on the brands you love...



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:

ONLY AVAILABLE AS PART OF A WIDER CONTRACT

>> **£25 A3 PORTRAIT**

PRICE IS PER POSTER, PER WEEK

>> **£50 A0 PORTRAIT**

WE CAN PRINT A0 POSTERS ON SITE FOR AN

ADDITIONAL £15 PER POSTER

THE
PACKHORSE

**TWO
— FOR —
€10**



From 12pm 'til 3pm, Monday to Friday,
enjoy two for £10 on all the delicious meals below.

DISCOUNTS

Table Stickers.

LOCATED IN OUR DAY-TIME CATERING OUTLET TOMMY'S KITCHEN, THIS IS 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.

More than 22,200 burgers were sold this academic year, and with a refurb being completed over the summer, more students than ever will be dining in Tommy's come September.

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

PRICES:

TABLE VINYL

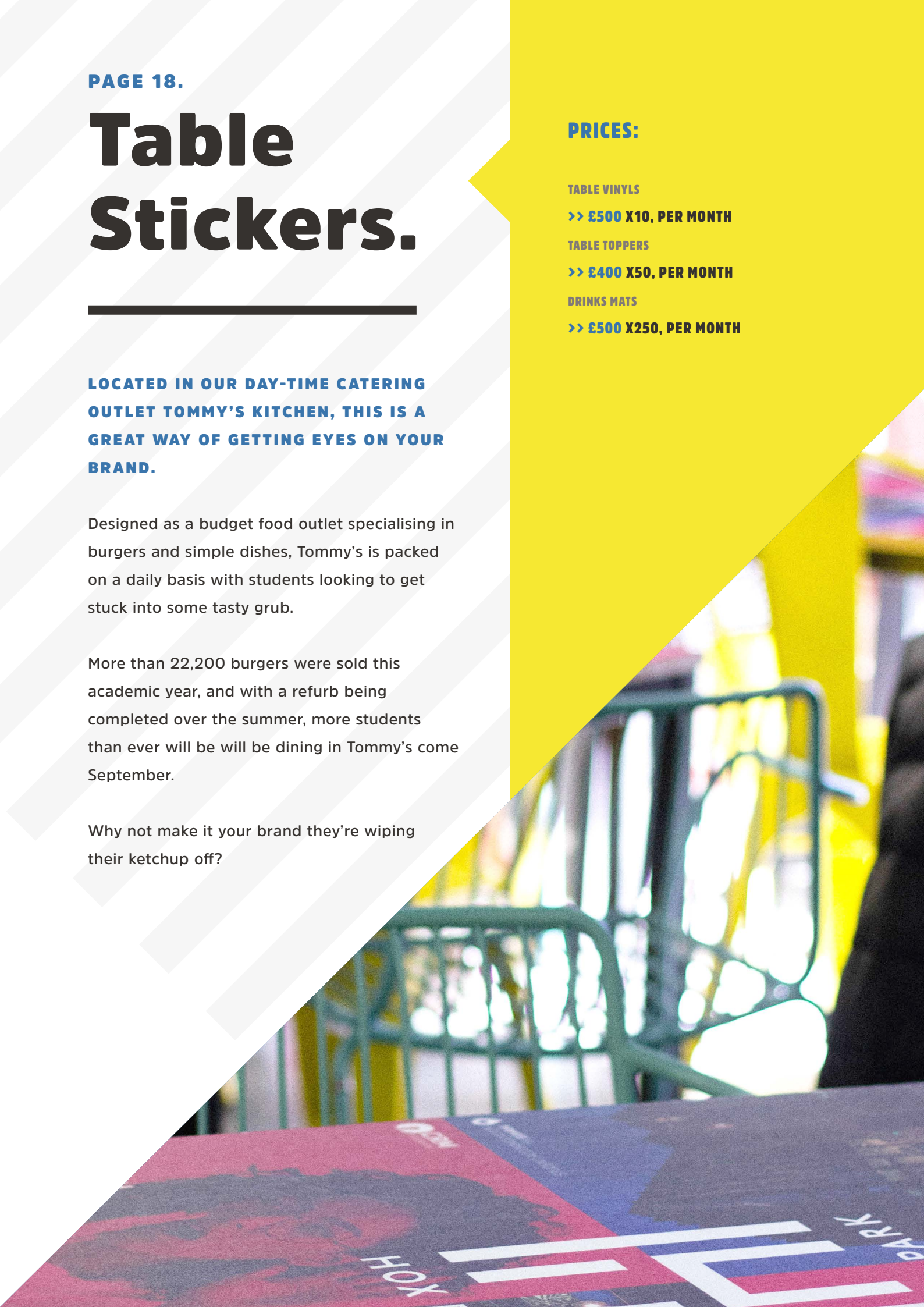
>> £500 X10, PER MONTH

TABLE TOPPERS

>> £400 X50, PER MONTH

DRINKS MATS

>> £500 X250, PER MONTH



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Promo Stalls.

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

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

PRICES:

STALL

>> £150 LOCAL

>> £500 NATIONAL

ACCOMPANYING SOCIAL MEDIA POST

1200X628PX, JPG

>> £150 ONE POST



PAGE 20.

Market Day.

RUNNING EVERY TUESDAY IS THE STUDENTS' UNION'S MARKET DAY FEATURING FRESH PRODUCE AND STREET FOOD STALLS ON THE UNION PLAZA.

The SU is the place to be on a Tuesday, whether you want to stock up your cupboards with fresh fruit and veg, or get your lunch fill with a wide range of delicious international foods.

Running from 10am until 4pm every Tuesday during term time, you can guarantee a huge influx of students, and staff, grabbing a quick bite to eat between lectures.

PRICES:

TO DISCUSS AVAILABILITY AND PRICES, PLEASE GET IN TOUCH.

MARKETING@SU.RHUL.AC.UK



Student Media.

OUR THREE STUDENT-LED MEDIA OUTLETS ARE A GREAT WAY TO PROMOTE YOUR BRAND TO THOSE AT THE HEART OF THE STUDENT COMMUNITY.

Insanity Radio 103.2FM is our very own community radio station listened to by students, staff and local residents.

The Orbital is our A4 monthly magazine publication, with 3000 copies printed and distributed to various communal locations on campus each month during term-time.

And last but not least, RhubarbTV is our TV station filming a variety of shows and events, including covering the hottest topics on campus.

GET IN TOUCH:

THE OUTLETS MANAGE THEIR OWN MEDIA SALES. IF YOU'RE INTERESTED IN ADVERTISING WITH THEM, YOU'LL NEED TO DROP THEM A LINE.

INSANITYRADIO.COM

THEORBITAL.CO.UK

RHUBARBTV.CO.UK



ORBITAL

Sponsorship Opportunities.

WE HAVE A NUMBER OF ONE-OFF SPONSORSHIP OPPORTUNITIES AVAILABLE FOR KEY AND ICONIC EVENTS THROUGHOUT THE STUDENT CALENDAR.

BEING INVOLVED WITH OUR MAJOR EVENTS PROVIDES HIGH LEVELS OF EXPOSURE FOR YOUR ORGANISATION, ALONG WITH THE POTENTIAL FOR LASTING ENGAGEMENT WITH OUR STUDENTS ACROSS ALL AREAS OF STUDENT LIFE.

EACH EVENT IS UNIQUE AND WE DEVELOP PACKAGES TO SUPPORT YOUR ORGANISATION'S AIMS, BE THAT AWARENESS OF YOUR BRAND, SALES GENERATION OR ACCESS TO THE STUDENT MARKET AT ROYAL HOLLOWAY.



Summer Ball.

THE BIGGEST EVENT OF THE ACADEMIC YEAR, HOSTING OVER 3,500 STUDENTS IN THE QUADS OF FOUNDER'S BUILDING FROM DUSK 'TIL DAWN.

In 2019 we welcomed Mabel, Danny Howard, S Club 3, and Lady Leshurr to Royal Holloway, alongside many other up-and-coming artists. If you're looking to be associated with our sell-out, big ticket event, our Summer Ball sponsorship package is definitely for you.

PRICES:

>> ON REQUEST

KEY DATES:

>> 05/06 SUMMER BALL

PICTURED: MABEL PERFORMING AT SUMMER BALL 2019



PAGE 25.

Give It A Go.

OUR YEAR-ROUND PROGRAMME OF UNIQUE EVENTS, RANGING FROM SUSHI WORKSHOPS TO SELF-DEFENCE CLASSES.

If you're aiming to reach an audience more focused around daytime activities and non-alcoholic events, the Give It A Go programme may be more suited to you.

Engaging over 2800 students throughout the year and hosting 100+ events, this is a great opportunity to push your brand consistently throughout the year.

GET IN TOUCH:

GIVEITAGO@SU.RHUL.AC.UK

PICTURED: PETTING ZOO 2019



Refreshers.

EVERY JANUARY WE WELCOME STUDENTS BACK TO CAMPUS WITH OUR WEEK-LONG REFRESHERS CAMPAIGN, PACKED FULL OF BOTH DAY AND NIGHT TIME EVENTS.

We've welcomed headliners including Sigma and Loski & Digdat, and we sold over 650 wristbands in 2019. With the overall student population increasing in 2019/20, we expect our sales to rise further in 2020.

PRICES:

>> ON REQUEST

KEY DATES:

>> 13/01 REFRESHERS WEEK STARTS

>> 19/01 REFRESHERS WEEK ENDS

PICTURED: REFRESHERS 2019



The Balls.

DURING SECOND TERM WE CELEBRATE THE ACHIEVEMENTS OF OUR SPORTS CLUBS AND SOCIETIES WITH TWO FORMAL EVENTS, COLOURS BALL AND SOCS BALL.

Each ball plays host to over 500 students, making this is a great opportunity to have your brand linked to high performing student groups in the luxurious De Vere Beaumont Hotel.

Your brand would feature as a full page ad in the programme, with a logo on the wristbands, media backdrop, and on all digital assets.

THE FULL PACKAGE:

- + YOUR LOGO ON ALL WRISTBANDS, MEDIA WALL, PROGRAMME, TABLE PLAN, NAME CARDS, AND DIGITAL ASSETS.
 - + FULL PAGE AD IN PROGRAMME.
-

PRICES:

>> ON REQUEST

KEY DATES:

>> 29/02 SOCS BALL

>> 07/03 COLOURS BALL



PAGE 28.

Laurels Awards.

OUR FINAL AWARDS CELEBRATION OF THE YEAR WHERE WE RECOGNISE ALL THOSE INDIVIDUALS AND STAFF MEMBERS THAT HAVE GONE ABOVE AND BEYOND DURING THEIR TIME AT ROYAL HOLLOWAY.

With over 100 attendees including students and Union and University staff members, the night features a drinks reception, awards ceremony, and live music.

As the sole sponsor of Laurels Awards, your brand would feature on all digital assets as well as on the media wall and an advert in the programme.

THE FULL PACKAGE:

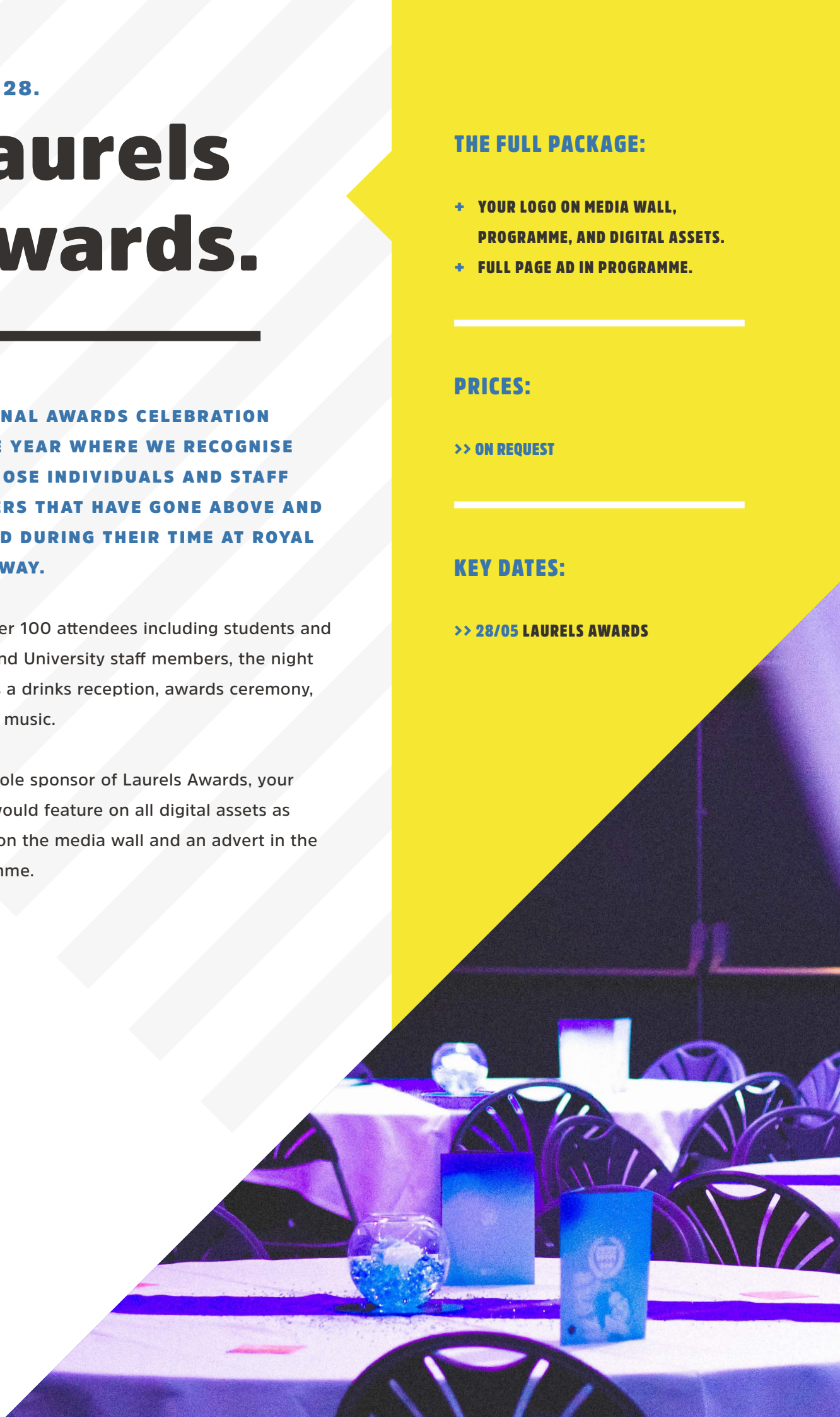
- + YOUR LOGO ON MEDIA WALL, PROGRAMME, AND DIGITAL ASSETS.
 - + FULL PAGE AD IN PROGRAMME.
-

PRICES:

>> ON REQUEST

KEY DATES:

>> 28/05 LAURELS AWARDS



PAGE 29.

The Packhorse.

BASED ON EGHAM HILL, WE SERVE THE WHOLE COMMUNITY. WE POUR PREMIUM SPIRITS AT STUDENT PRICES, WE SERVE GREAT FOOD THAT CATERS FOR ALL AND WE BELIEVE THAT HAVING A GOOD TIME SHOULD COME AS STANDARD.

Part of our refurbishment in 2017 saw the introduction of three high quality rooms, all available to hire for meetings, team away days and events.

With high speed internet, free tea, coffee and biscuits on arrival, and the option to upgrade to a catered buffet, you can't go too far wrong.

PRICES:

>> £50 HALF-DAY HIRE

>> £100 ALL-DAY HIRE



Venue Hire.

IT DOESN'T STOP AT THE PACKHORSE - WE ALSO HAVE A HOST OF OTHER VENUES AVAILABLE TO HIRE.

Last year saw a summer of change for our venues, with Tommy's Kitchen and Medicine set for massive refurbishments.

Medicine have been transformed into a high-quality events space, with a brand new bar, dance floor, beer garden and décor - ideal for team-building days and events.

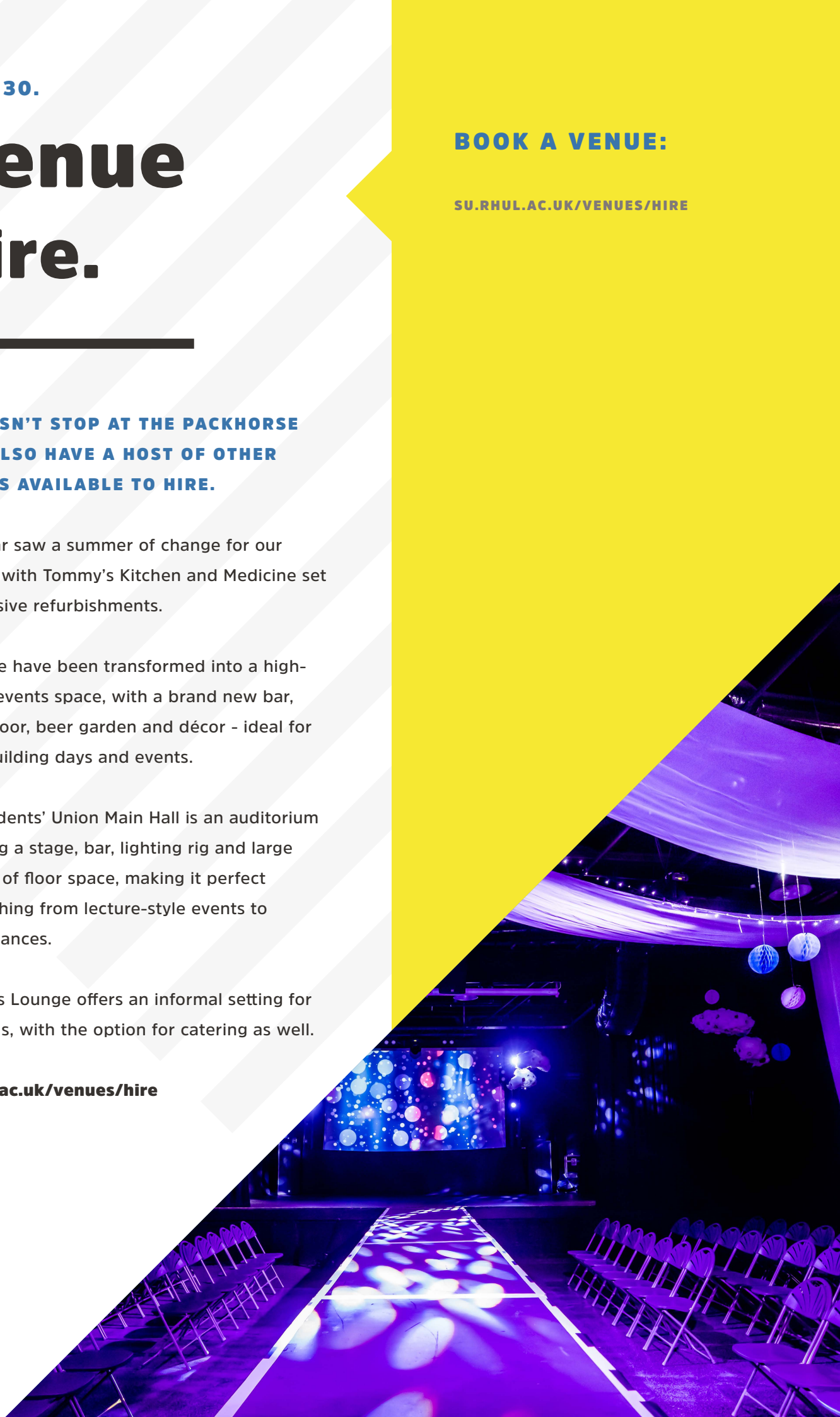
The Students' Union Main Hall is an auditorium featuring a stage, bar, lighting rig and large amount of floor space, making it perfect for anything from lecture-style events to performances.

Tommy's Lounge offers an informal setting for meetings, with the option for catering as well.

su.rhul.ac.uk/venues/hire

BOOK A VENUE:

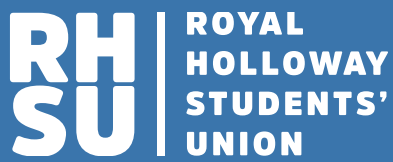
SU.RHUL.AC.UK/VENUES/HIRE



Get in touch.

IF YOU'RE INTERESTED IN SPONSORING ONE OF OUR EVENTS
OR YOU'D LIKE MORE INFORMATION ON ANYTHING WE'VE
MENTIONED, DON'T HESITATE TO GET IN TOUCH WITH US.

MARKETING@SU.RHUL.AC.UK



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