Hi there.

Would you like to start a conversation with 11,000+ 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.

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Freshers’ Festival.

YOUR CHANCE TO ADVERTISE TO NEW AND RETURNING STUDENTS DURING THE FIRST WEEK OF TERM, PACKED FULL OF EVENTS INCLUDING OUR EVER-POPULAR FRESHERS’ FAIR.

A LITTLE BIT ABOUT US.

- **WE HAVE** 11,732 STUDENTS
- **1841 INTERNATIONAL**
- **766 EU**
- **9125 UK**
- **9636 UNDERGRADUATES**
- **2096 POSTGRADUATES**
- **1389 TAUGHT 707 RESEARCH**
- **11,732 STUDENTS**
- **SPLIT ACROSS THREE DEGREE TYPES**
- **27,559+ FOLLOWERS**
- **+ OUR @SURHUL SOCIAL CHANNELS HAVE**
- **12,833+**
- **8440+**
- **6326+**
Freshers’ Fair.

TAKING PLACE ACROSS TWO DAYS, OUR ANNUAL FRESHERS’ FAIR ATTRACTS IN EXCESS OF 6000 STUDENTS, ENSURING OUTSTANDING FOOTFALL AND VISIBILITY FOR YOUR ORGANISATION.

With a dedicated indoor space measuring 1m x 2m for two staff members, this event presents the perfect opportunity to give out goodies and offer sampling of your products, or engage students in interactive and experiential marketing.

We recognise that the past couple of years have been tough so we are again offering local businesses our charity rate, while our national rate remains cheaper than it was back in 2019. You can also save money by taking advantage of some amazing early bird discount deals!

PRICES:

TWO DAYS
>> £200 Charity / Local
>> £1000 National

EARLY BIRD:

TWO DAYS
>> £180 Charity / Local (10% off)*
>> £750 National (25% off)*

*Booking must be made by 31 July 2022 to qualify for early bird discount.

KEY DATES:

>> 19/09/22 DAY ONE
>> 20/09/22 DAY TWO

Outdoor Activation.

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

With high footfall numbers across campus during the Freshers’ Festival period, it’s the ideal time to interact and have genuine, valuable, face-to-face conversations with thousands of students.

We have outdoor space available for a limited number of larger experiential activations. Whether you have a custom-built stand or a vehicle activation, we may well be able to accommodate your requirements.

Prices shown serve as a guide - contact us for a bespoke quote to suit your needs.

PRICES:

SPACE ONE (10M X 8M)
>> £1000 per day
>> £1750 for two days

SPACE TWO (7M X 7M)
>> £750 per day
>> £1250 for two days

+ SOCIAL MEDIA
>> £100 per Facebook / Twitter post*
>> £75 per Instagram Stories post*

*Equates to a 50% saving when booked with a custom activation at Freshers’ Fair.

KEY DATES:

>> 19/09/22 DAY ONE
>> 20/09/22 DAY TWO
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, packed full of important information about the Students’ Union and everything we offer students during their time at Royal Holloway.

As well as producing 3750 copies that are distributed directly to new students via a mailout, we also create a digital version that lives on our dedicated Freshers’ Festival website. All in all, it offers great exposure and a super effective way to showcase your brand.

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PRICES:
A5 Full Page Colour Advert (210 x 148mm)
Format: C MYK, JPG/PDF/PNG
£250

KEY DATES:
> 31/07/22 Artwork deadline
> TBC (Aug/Sep 2022) Distribution

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Wall Planner.

A staple of Freshers’ Festival, our wall planners offer outstanding year-round brand recognition.

Our 2022/23 wall planners will be handed out at Freshers’ Fair, 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 long-term, student-focused promotions.

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PRICES:
Full Colour Advert (90 x 90mm)
Format: C MYK, JPG/PDF/PNG
£250

KEY DATES:
> 19/08/22 Artwork deadline
> 19/09/22 Distribution
Year-round Opportunities.

Promote your brand to students throughout the academic year in a variety of different locations across the traditional and digital spectrum.

Let’s get analytical.

Last year we had 7.7M impressions across our social media, including 1.7M on Instagram stories.

Our website had 2,103,591 unique page views between 1 June 21 - 31 May 22.

193,521 of those were during Freshers’ Festival between 17 - 26 Sep 2021.

With 3,593 unique Freshers’ Fair visitors between 20 - 21 Sep 2021.

All of this has helped us achieve...

11,796 votes in the SU elections.

909 new followers on Instagram.

2,116 student group events.

And not to boast, but our weekly email open rates are pretty special.

Average for our weekly student newsletter: 31.7%.
Digital Screens.

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

Our digital display screens, located in high footfall areas of the Students’ Union building and Union Shop, form a core part of our advertising offer, giving you high levels of exposure through high-quality and visually attractive ambient media platforms.

The playlist on our portrait screens is 60 seconds long with your ad showing for a minimum of 10 seconds per minute when the screens are on during our opening times which comes in at over 700 times per screen per day. Be seen on just one screen or visible across sites - you can book per screen, so it suits all budgets and campaign requirements.

**PRICES:**

- **Portrait (1080 X 1920PX)**
  - **Format:** JPG/PNG/MP4
  - >> £100 per screen, per week
  - >> £300 four screens, per week
  - *Animated artwork must be no longer than 10 seconds in duration.*

- **Landscape (1920 X 1080PX)**
  - **Format:** JPG/PNG (Local companies only)
  - >> £50 per screen, per week
  - >> £100 four screens, per week
  - Please note, our landscape screens can’t accommodate animated artwork.

Web Banners.

**ATTRACTING OVER 30,000 VISITORS A MONTH, OUR WEBSITE IS AT THE HEART OF EVERYTHING WE DO.**

Providing students with the latest news and events on campus, it’s a constant hive of activity and our central digital presence.

Your advert will sit at the top of every page on our website, providing an effective method of directing students straight to your chosen URL, increasing both traffic to your site and awareness of your promotional campaigns.

Our website gets busy from A-level results day with traffic continuing to increase throughout Freshers’ Festival - we had 137,094 unique pageviews in that period last year.

**PRICES:**

- **LEADERBOARD (728 X 90PX)**
  - **Format:** JPG/PNG
  - >> £100 per week
  - >> £300 per month
Facebook & Twitter.

Looking for more visibility and to boost traffic through to your campaign or website content?

Our Facebook and Twitter ads offer a classic way to reach our students. Your advert will be posted on our main @SURHUL accounts, where we keep students updated with the latest news on our events and services. They’re great for longevity too as the posts remain on our feed indefinitely.

Our Facebook page has more than 13,000 followers and boasted average daily impressions of 2115 (+38.5% v LY) during the 2021/22 academic year. Meanwhile, our Twitter account has amassed 6000+ followers, offering another way to reach our students.

Instagram Stories.

If you’re looking for instant reach, high engagement levels, and to boost your follower count, look no further.

Posted through the ‘Stories’ feature on our main @SURHUL Instagram account, your advert will be live for a 24-hour period.

Instagram is our fastest-growing platform with 2116 net follower growth last year (+33%) and we now boast over 8400 followers in total. If last summer is anything to go by, we’ll be closer to 10,000 by the time Freshers’ Festival rolls around in September.

Our average story reach now sits above 2100 and provides a fast and effective way of reaching a large number of students in a short time frame.

We also now have the ability to add a link to your chosen URL facilitating click through functionality and increased exposure for your brand.
Email Insert Ad.

Our weekly student newsletter boasted an average open rate of 31.7% last year, higher than the sector average for education (28.5%) and non-profit (26.6%).

Every Friday, we send out an email to all 11,000+ students detailing upcoming events, campaigns, and news stories.

You can promote your brand or campaign with an email insert featuring a newsfeed image, up to 150 words of accompanying text, plus a button link through to your chosen URL.

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

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.
Table Vinyls.

Located in our day-time catering outlet Tommy’s Kitchen, table vinyls are 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.

With plans to revamp the food and drink offering ahead of the new academic year, we’re confident that more students than ever will be dining in Tommy’s.

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

Promo Stalls.

Brilliant for sampling products, attracting sign ups and gaining recognition for your brand.

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

We have different locations available depending on the space required, with power available on request. Please get in touch to discuss your requirements and we’ll do our best to accommodate.

Prices:

Table Vinyls (770 x 770mm)

Local: £150

National: £500

Social Media:

Facebook / Twitter post: £100 per post

Instagram Stories post: £75 per post

*Price includes printing.
Market Day.

RUNNING EVERY TUESDAY DURING TERM TIME, OUR MARKET DAY FEATURES FRESH PRODUCE AND STREET FOOD STALLS ON THE UNION PLAZA.

The SU is the place to be on a Tuesday as we see an influx of students and staff coming to stock up their cupboards with fresh fruit and veg, and pick up a tasty lunch from one of our delicious international hot food stalls.

If you think you can bring something fresh to our offering, we’d love to hear from you!

PRICES:

To discuss availability and prices, please get in touch with Melody Curtis (Advertising & Media Sales Coordinator).

marketing@su.rhul.ac.uk

Sponsorship Opportunities.

WE HAVE A NUMBER OF SPONSORSHIP OPPORTUNITIES AVAILABLE FOR KEY EVENTS THROUGHOUT THE YEAR.

BEING INVOLVED WITH OUR MAJOR EVENTS PROVIDES HIGH LEVELS OF EXPOSURE FOR YOUR BRAND, ALONG WITH THE POTENTIAL FOR LASTING ENGAGEMENT WITH OUR STUDENTS.

EACH EVENT IS UNIQUE AND WE CAN DEVELOP A BESPOKE PACKAGE TO SUPPORT YOUR OBJECTIVES.
Summer Ball.

The biggest event in our calendar as over 3500 students descend on Founder’s Quads for the party of the year.

Featuring some of the UK’s biggest artists, fairground rides, street food and entertainment in the historic surroundings of Founder’s Building, the Summer Ball is the premier way to sign off the Royal Holloway year.

If you want your brand to be splashed front and centre across all physical and digital collateral related to the event - including wristbands, programme and event signage - our Summer Ball sponsorship package is definitely for you.

Prices: 
>> On Request

To discuss availability and prices, please get in touch with Melody Curtis (Advertising & Media Sales Coordinator).

marketing@su.rhul.ac.uk

Key dates:
>> 02/06/23 Summer Ball

Pictured: Ella Eyre performing at Summer Ball 2022
Colours Ball.

**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

To discuss availability and prices, please get in touch with Melody Curtis (Advertising & Media Sales Coordinator).
marketing@su.rhul.ac.uk

**KEY DATES:**
>> TBC (MAR 2022) COLOURS BALL

For over 500 students in attendance for the awards night, this is a fantastic opportunity to have your brand linked to high-performing student groups in the luxurious De Vere Beaumont Hotel.

This sponsorship package is well-suited to a company with links to sport e.g. equipment, fitness, performance, health and wellbeing. Even if you have no links to sport at all we'd still love to hear from you!

Society Awards.

**THE FULL PACKAGE:**
- Your logo on all wristbands, media wall, programme, and digital assets.
- Full page ad in programme.

**PRICES:**
>> ON REQUEST

To discuss availability and prices, please get in touch with Melody Curtis (Advertising & Media Sales Coordinator).
marketing@su.rhul.ac.uk

**KEY DATES:**
>> TBC SOCIETY AWARDS

Each year, we celebrate our wonderful societies and media outlets with an awards evening.

With around 150 attendees, the society award offer a great opportunity to get your brand in front of some of our most engaged students.

We’re still working on plans for next year’s event so some details are to follow but it usually includes a drinks reception and awards ceremony, followed by club night-style entertainment featuring live music or a DJ.

If you’re interested in finding out more or registering for updates, please let us know!
LOOKING FOR A MEETING SPACE OR SOMEWHERE TO HOST A SOCIAL EVENT?

Whatever your requirements, we have a range of venues and bookable spaces ready to meet your requirements.

If you want to get a good feel of what we've got to offer, make sure you head to our venue hire web page and have a look through our detailed hire card.

Get in touch.

IF YOU'D LIKE TO DISCUSS A BESPOKE PACKAGE OR FIND OUT MORE ABOUT OUR ADVERTISING OPTIONS, DON'T HESITATE TO GET IN TOUCH WITH US.

marketing@su.rhul.ac.uk