

# RH SU

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**MEDIA PACK 2024-25**  
**MARCH 2025**



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**A LITTLE BIT  
ABOUT US.**

**WE HAVE  
12,652  
STUDENTS**

**10,539**  
UNDERGRADUATES

**2044**  
INTERNATIONAL

**604**  
EU

**10,004**  
UK

**2113**  
POSTGRADUATES

**1265 TAUGHT  
848 RESEARCH**

**+ OUR @SURHUL  
SOCIAL CHANNELS HAVE  
27,743+  
FOLLOWERS**



13,284+



13,400+



1050+



# HELLO

**Ready to advertise your brand to 12,000+ students?**

You've come to the right place.

Looking for a **cost-effective** way to connect with students? The **Students' Union** is the heart of campus life at Royal Holloway, hosting **year-round events** that bring the student community together.

**Why advertise to students?**

Research shows that students are **more open to trying new products and services** at this stage of their lives than at any other and once brand loyalty is established, it lasts.

Whether you're a **national brand** aiming to expand market share or a **local business** looking to grow your customer base, we offer a comprehensive range of marketing opportunities, including **digital and traditional advertising, event sponsorship, on-site activations**, and much more.

**Let's create a package that works for you.**

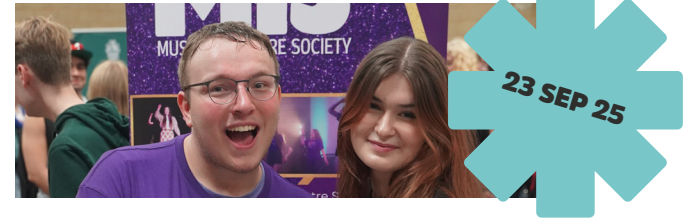
**Get in touch: [melody.curtis@su.rhul.ac.uk](mailto:melody.curtis@su.rhul.ac.uk)**

# FRESHERS' FESTIVAL

According to NATIVE'S STUDENT LIFE REPORT

**2024, 81% of students who see a brand at Freshers come away with purchase intent.**

**If you're looking to start conversations and build relationships with students, this is the time to strike!**



## FRESHERS' FAIR.

**Our annual Freshers' Fair draws around 5,500 students, offering exceptional footfall and visibility for your brand.**

Our **1x2m undercover stall** lets you connect with students through **sampling, giveaways, and interactive experiences**. Students love quality, convenience, and affordability, and they're leaning more toward brands that are transparent, authentic, and sustainable. If that sounds like you, let's chat!

### 1m x 2m STALL

#### ONE DAY

**£210 Charity / Local**

**£775 National**

#### EARLY BIRD DISCOUNT\*

**£185 Charity / Local**

**£745 National**

\*Expires 30 June 2025



## WELCOME GUIDE.

**Our Welcome Guide reaches nearly 4,000 freshers, making it a key touchpoint for introducing your brand.**

Joining university can feel overwhelming, and our Welcome Guide helps students navigate their new journey with essential information about the Students' Union and its services.

Your **A5 full-page colour advert** will also appear in the digital version on our Freshers' Festival website, giving your brand extra exposure at no additional cost.

**A5 FULL PAGE COLOUR  
ADVERT (210 X 148mm)**

**£250**



## OUTDOOR ACTIVATION.

**Perfect for Product Sampling,  
Sign-Ups & Brand Awareness!**

Leverage the buzz and high footfall with an outdoor space for larger experiential activations. Whether it's a custom stand or vehicle activation, an outdoor activation can boost brand recognition and drive sales.

**Get 50% off social media advertising  
when you book a stall.**

**10m x 8m STALL**

**ON REQUEST**

Custom sizes available –  
contact us to discuss your needs

**+ SOCIAL MEDIA  
Facebook & Instagram Stories\***

**£105**

\*Save up to 50% compared to standalone  
social media advertising



## WALL PLANNER.

**A Freshers' Festival favourite,  
our wall planners provide year-  
round brand visibility.**

Our 2025-26 edition will be delivered directly to halls and handed out at Freshers' Fair, putting your brand on **3,000+ walls year-round.**

Featuring key academic dates and events, it's the perfect way to promote **long-term, student-focused deals.**

**FULL COLOUR ADVERT  
(90 X 90mm)**

**£250**

LET'S GET  
ANALYTICAL.

LAST YEAR WE HAD  
**8.3M**  
IMPRESSIONS  
ACROSS OUR  
SOCIAL MEDIA

INCLUDING  
**4.4M**  
ON INSTAGRAM  
STORIES

✓  
NICE.

OUR WEBSITE HAD  
>>**2.4M**<<  
UNIQUE PAGE VIEWS  
ACROSS TERMS 1 AND 2

**10,403**  
EVENT TICKETS SOLD IN  
FRESHERS' FESTIVAL  
16 - 23 SEP 2023

**3500**  
FRESHERS' FAIR  
ATTENDEES

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

32.2%

AVERAGE FOR OUR WEEKLY  
STUDENT NEWSLETTER

ALL OF THIS HAS HELPED US ACHIEVE...

**12,822** VOTES IN THE  
LEADERSHIP  
ELECTIONS

EVENTS HELD  
IN OUR VENUES **900**

**4065** STUDENT GROUP  
MEMBERS

## YEAR-ROUND OPPORTUNITIES.

Promote your brand year-round across  
multiple locations, using both traditional  
and digital channels.



## DIGITAL SCREENS

**Capture attention in high-footfall areas with dynamic video content or eye-catching digital ads.**

Our digital screens are strategically placed in high-traffic areas, including the SU Venue and Union Shop.

With your ad displayed **hundreds of times daily** on rotating screens, you'll gain **maximum exposure** with high-quality, eye-catching content.

### DIGITAL SCREEN (1080 X 1920px)

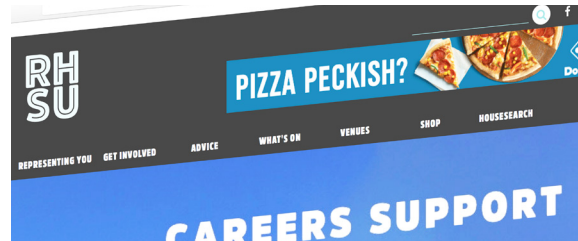
**7 SCREENS**

FORMAT: JPG/PNG/MP4\*

**£300 PER WEEK**

**£900 PER MONTH**

\*Max video length is 10 seconds



## WEB BANNERS.

**With 30,000+ monthly visitors, our website is a central hub for everything we do.**

Keeping students updated with the latest news and events, our website is a dynamic hub of activity.

Your advert will appear at the **top of every page**, driving traffic to your site and boosting awareness of your campaigns.

### WEB BANNER (728 X 90px)

**£150 PER WEEK**

**£450 PER MONTH**



## EMAIL INSERT AD.

**Our student newsletter had an average open rate of 32.2% last year, reaching 3,500+ students every week with the latest news and events.**

Every **Friday**, we email **12,000+ students** with upcoming events, campaigns, and news.

Promote your brand with a newsletter insert, including a news-feed image, up to 150 words, and a clickable button linking to your URL.

We feature **only one advert per email**, ensuring **maximum engagement** and click-throughs.

### NEWSFEED (1200 X 628px)

**£500**

## SOCIAL MEDIA.

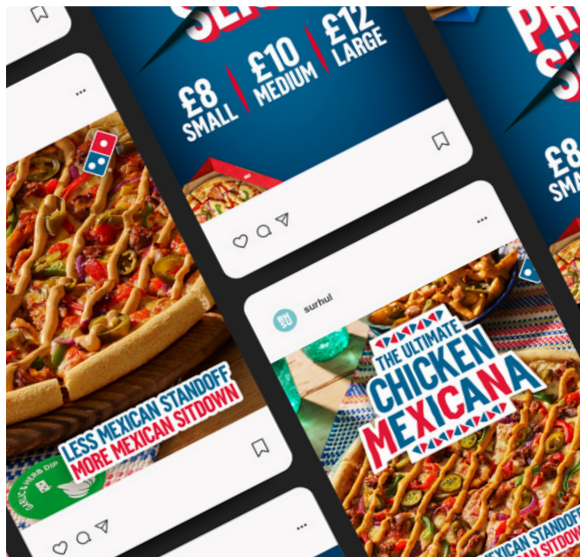
**For instant reach, high engagement, and a growing follower base, we've got you covered.**

### INSTAGRAM STORIES.

Your advert will be posted on our **@SURHUL Instagram Stories** for **24 hours**, reaching **2,000+ users** with a direct link to your chosen URL. With **13K+ followers** and over **8M impressions** last year, Instagram is one of our most engaging student platforms.

### FACEBOOK ADS.

Reach students through our **@SURHUL Facebook** account, where we share the latest events and updates. Unlike Stories, Facebook posts **stay on our feed indefinitely**, offering lasting visibility for your brand.



### INSTAGRAM STORY (1080 X 1920px)

\*Please consider the 'safe area' - within 1080 x 1420px

\*\*Max video length 15 seconds

### FACEBOOK NEWSFEED (1200 X 628PX)

**£195 PER POST**

(Includes both channels)

## POSTERS.

**Displayed in high-footfall areas across campus and the SU Venue, posters offer a consistent and effective way to reinforce your message.**

A timeless marketing tool—sometimes, nothing beats a **good old-fashioned poster**.

Placed in **high-traffic areas**, our posters are seen across campus, in event venues, and even on the backs of toilet doors—**ensuring your message gets noticed**.

Create something eye-catching, and you'll reach **thousands of students, time and time again**.

Available as part of a wider contract.

### A3 POSTERS (297 x 420mm)

**£25 PER WEEK, PER POSTER**

### A0 POSTERS (841 x 1188mm)

**£50 PER WEEK, PER POSTER**

Need printing?

We can print A0 posters on-site for an additional £15 per poster.



## PROMO STALLS.

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**Perfect for product sales, sampling, customer engagement, and boosting brand recognition.**

With **high footfall** inside and out, the venue, the Students' Union is the perfect place for **genuine, face-to-face engagement** with students.

We offer **various locations** to suit your space needs, with **power available on request**. Get in touch, and we'll do our best to accommodate your requirements.

### PER DAY:

**£150 – LOCAL**

**£500 – NATIONAL\***

\*Includes an online event listing + one social media post per booking

### + SOCIAL MEDIA:

**£105**

Facebook & Instagram Stories\*\*

\*\*Save up to 50% compared to standalone social media advertising



## MARKET DAY.

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**Running every Tuesday during term time, Market Day brings together fresh produce and street food stalls for students to enjoy.**

Every **Tuesday**, the **SU Venue and Plaza** buzz with students, staff, and locals enjoying **delicious hot food** from our popular international traders.

It's also the perfect place to stock up on **fresh produce, artisan bread, cakes, chocolates, and more.**

Got something unique to offer? **Get in touch—we'd love to hear from you!**

### ON REQUEST

For more details and to apply, visit our Online Traders Hub.

**>>VISIT TRADER HUB**

# SPONSORSHIP OPPORTUNITIES.

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We offer **multiple sponsorship opportunities** for key events throughout the year.

Partnering with our **major events** gives your brand high exposure and the chance to build **lasting engagement** with students.

Each event is unique, and we can create a **bespoke package** tailored to your objectives.





## **SUMMER BALL.**

**The biggest event of the year, as 3,500+ students take over Founder's Square for an unforgettable celebration!**

With top **UK artists, fairground rides, street food, and live entertainment** set against the stunning **Founder's Building**, the **Summer Ball** is the ultimate way to wrap up the Royal Holloway year.

Want **maximum brand visibility**? Our **Summer Ball sponsorship** packages puts your logo **front and centre** across all **physical and digital event materials**, including **wristbands, programmes, and event signage**.

**06 JUN 25**  
**LOCATION:**  
**FOUNDER'S SQ**

**BOOST YOUR BRAND AT THE BIGGEST STUDENT EVENT OF THE YEAR WITH OUR TAILORED PACKAGES.**

### **ACTIVATION PACKAGE**

Maximise brand exposure with digital and physical branding, including main stage ads, social media, email marketing, signage, and event materials.

### **DIGITAL PACKAGE**

Boost brand visibility with main stage ads, social media, email, website, digital screens, and e-ticket branding, plus a Digital Solus Promotion.

### **STAND-ALONE**

Targeted branding across video, photos, cups, main stage, perimeter banners, merchandise, and the Silent Disco sponsorship.

## ACTIVATION PACKAGE.

**£1,754**

**Premium space** for vehicle displays or interactive brand experiences.

**£1,369**

**Standard space** for product demos and sampling opportunities. Sizes and locations vary.

### PHYSICAL ASSETS

#### EVENT SIGNAGE

Branding on posters, digital screens, presentations, drinks vouchers, and award certificates.

#### POSTERS

Leading logo placement on A0 & A3 posters in high-footfall areas across campus.

#### WRISTBAND BRANDING

Logo featured on entry wristbands.

#### LANYARD BRANDING

Logo featured on event lanyards for maximum visibility.

#### PERIMETER BRANDING

Prominent Heras fencing banners featuring your company logo.

### DIGITAL MEDIA

#### MAIN STAGE BRANDING

Premier advertising on main stage screens during the event.

#### E-NEWSLETTER

Featured sponsor logo in an email sent to 12,000+ students, plus follow-up emails to ticket holders.

#### WEBSITE

Logo in a prominent position on the awards website, linking to your chosen URL.

#### SOCIAL MEDIA

Brand promotion across Instagram and Facebook

#### DIGITAL SCREENS

Leading logo sponsor on high-footfall digital advertisements.

#### DIGITAL PROGRAMME AD

Portrait advertisement in the digital event programme.

#### VIDEO INTEGRATION

Animated logo featured in video content for dynamic brand exposure.

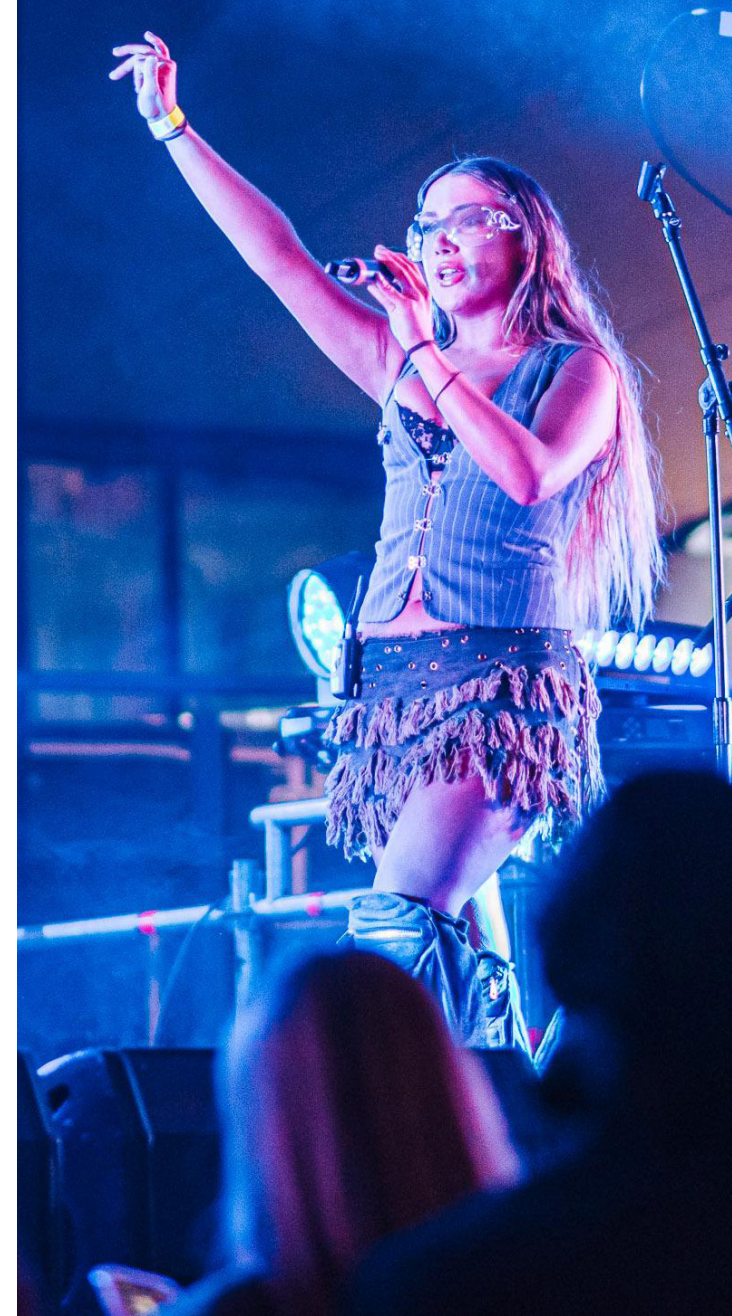
#### PHOTO BRANDING

Logo prominently displayed on post-event photos.

#### E-TICKET BRANDING

Logo featured on entry e-tickets

**Summer Ball.**  
**2025**



## DIGITAL PACKAGE.

**£595**

### DIGITAL MEDIA

#### MAIN STAGE BRANDING

Premier advertising on main stage screens during the event.

#### E-NEWSLETTER

Featured sponsor logo in an email sent to 12,000+ students, plus follow-up emails to ticket holders.

#### WEBSITE

Logo in a prominent position on the awards website, linking to your chosen URL.

#### SOCIAL MEDIA

Brand promotion across Instagram and Facebook

#### DIGITAL SCREENS

Leading logo sponsor on high-footfall digital advertisements.

#### E-TICKET BRANDING

Logo featured on entry e-tickets

### DIGITAL SOLUS PROMO CHOOSE ONE:

One-week promotion on 7 campus screens (£300 value)

Instagram Story promotion (£175 value)

## STAND-ALONE.

### PRICING ON REQUEST

Get in touch to discuss costs for the options below.

### DIGITAL MEDIA

#### MAIN STAGE BRANDING

Premier advertising on main stage screens during the event.

#### VIDEO INTEGRATION

Animated logo featured in video content for dynamic brand exposure.

#### PHOTO BRANDING

Logo prominently displayed on post-event photos.

#### CUP BRANDING

Logo featured on event cups for maximum visibility.

### PHYSICAL ASSETS

#### PERIMETER BRANDING

Prominent Heras fencing banners featuring your company logo.

#### BRANDED MERCHANDISE

Innovative, ethical promotional items featuring your logo and contact details. Enquire for pricing.

#### SILENT DISCO SPONSORSHIP

Exclusive branding as the official Silent Disco sponsor.

**£1,300**

**Premium space** for vehicle displays or interactive brand experiences.

**£1,000**

**Standard space** for product demos and sampling opportunities. Sizes and locations vary.

**£500**

**Photobooth Sponsorship**, sponsor or provide a branded photobooth

Option to add logo-branded photos **£250**

# COLOURS BALL.

**In Term Two, we host a black-tie event to celebrate the achievements of our sports clubs.**

With **500+ students** attending the Colours Ball awards night, this is a prime opportunity to connect your brand with **high-achieving student groups**.

This sponsorship package is ideal for businesses in **sports, fitness, performance, health, and well-being**, but **all brands are welcome**—we'd love to hear from you!



## THE FULL PACKAGE.

**£595**

### DIGITAL MEDIA

#### E-NEWSLETTER

Featured sponsor logo in an email sent to 12,000+ students, plus follow-up emails to ticket holders.

#### WEBSITE

Logo in a prominent position on the awards website, linking to your chosen URL.

#### SOCIAL MEDIA

Brand promotion across Instagram and Facebook

#### DIGITAL SCREENS

Leading logo sponsor on high-footfall digital advertisements.

#### DIGITAL PROGRAMME AD

Portrait advertisement in the digital event programme.

#### VIDEO INTEGRATION

Animated logo featured in video content for dynamic brand exposure.

#### PHOTO BRANDING

Logo prominently displayed on post-event photos.

#### E-TICKET BRANDING

Logo featured on entry e-tickets

**29 MAR 25**  
**LOCATION:**  
**HILTON HOTEL**  
London Heathrow  
Airport, T5

### PHYSICAL ASSETS

#### AWARDS CEREMONY

Sponsor an award presented during the event.

#### PRESENTATION

Your logo featured on the awards presentation.

#### EVENT SIGNAGE

Branding on posters, digital screens, presentations, drinks vouchers, and award certificates.

#### POSTERS

Leading logo placement on A0 & A3 posters in high-footfall areas across campus.

#### STAND 3X3m

Pop Up Stand at SU Main Building (on a different date to event)

## THE FULL PACKAGE.

£395

### DIGITAL MEDIA

#### E-NEWSLETTER

Featured sponsor logo in an email sent to 12,000+ students, plus follow-up emails to ticket holders.

#### WEBSITE

Logo in a prominent position on the awards website, linking to your chosen URL.

#### SOCIAL MEDIA

Brand promotion across Instagram and Facebook

#### DIGITAL SCREENS

Leading logo sponsor on high-footfall digital advertisements.

#### DIGITAL PROGRAMME AD

Portrait advertisement in the digital event programme.

#### VIDEO INTEGRATION

Animated logo featured in video content for dynamic brand exposure.

#### PHOTO BRANDING

Logo prominently displayed on post-event photos.

#### E-TICKET BRANDING

Logo featured on entry e-tickets



### PHYSICAL ASSETS

#### AWARDS CEREMONY

Sponsor an award presented during the event.

#### PRESENTATION

Your logo featured on the awards presentation.

#### EVENT SIGNAGE

Branding on posters, digital screens, presentations, drinks vouchers, and award certificates.

#### POSTERS

Leading logo placement on A0 & A3 posters in high-footfall areas across campus.

#### STAND 3X3m

Pop Up Stand at SU Main Building (on a different date to event)

## SOCIETY AWARDS.

Each year, we honour our incredible societies with a special awards evening at the SU Venue.

With **150+ attendees**, the **Society Awards** is a fantastic opportunity to connect with **highly engaged students**.

The evening features a **drinks reception, sit-down dinner, awards ceremony**, and **entertainment**.

With **150+ societies** spanning cultural, international, and creative interests, we welcome **brands from all industries** to get involved!



# VARSETY.

Every March, our sports clubs and select societies go head-to-head against the University of Surrey in our annual Varsity clash.

The hosting duties alternate each year, and in **2025**, we're heading to **Surrey Sports Park** for an action-packed day featuring **hundreds of student athletes** and even more passionate spectators.

Interested in **Varsity sponsorship**? Get in touch, and we'll create a **bespoke package** to give your brand the exposure it deserves!



## THE FULL PACKAGE.

**£495**

### DIGITAL MEDIA

#### E-NEWSLETTER

Featured sponsor logo in an email sent to 12,000+ students, plus follow-up emails to ticket holders.

#### WEBSITE

Logo in a prominent position on the awards website, linking to your chosen URL.

#### SOCIAL MEDIA

Brand promotion across Instagram and Facebook

#### DIGITAL SCREENS

Leading logo sponsor on high-footfall digital advertisements.

#### DIGITAL PROGRAMME AD

Portrait advertisement in the digital event programme.

#### VIDEO INTEGRATION

Animated logo featured in video content for dynamic brand exposure.

#### PHOTO BRANDING

Logo prominently displayed on post-event photos.

#### E-TICKET BRANDING

Logo featured on entry e-tickets

**26 MAR 25**  
**LOCATION:**  
**SURREY SPORTS**  
**PARK**

### PHYSICAL ASSETS

#### EVENT SIGNAGE

Branding on posters, digital screens, presentations, drinks vouchers, and award certificates.

#### PRODUCT DISTRIBUTION

Opportunity to provide and distribute branded giveaways at the event.

#### POSTERS

Leading logo placement on A0 & A3 posters in high-footfall areas across campus.

#### BRANDED MERCHANDISE

Innovative, ethical promotional items featuring your logo and contact details. Enquire for pricing.

#### WRISTBAND BRANDING

Logo featured on entry wristbands.



## **VENUE HIRE.**

### **Looking for the perfect meeting space or venue for a social event?**

Whatever your needs, we offer a range of **versatile venues** and **bookable spaces** to suit your event.

Set in a **beautiful 135-acre estate just outside of Greater London** and 6 miles away from Heathrow Airport, Royal Holloway Students' Union has a variety of venues to cater for a wide range of audiences and events.

Whether you envision a vibrant live concert in the SU Venue, a sophisticated corporate conference, an invigorating away day, or perhaps a 'festival style' BBQ on the terrace of Medicine Bar, our venues are designed to seamlessly adapt to your every need.

### **EXPLORE THE LINKS BELOW FOR INFORMATION ON OUR VENUE HIRE:**

#### **>> 360 TOUR**

Discover our venues online with an interactive 360° experience.

#### **>> VENUE HIRE**

Discover the ideal space for your event. Follow the link to learn more.

#### **>> VENUE HIRE FORM**

Complete the form, and our team will assist you in securing the ideal venue for your event.

# LET'S WORK TOGETHER

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**We collaborate with brands of all sizes to create impactful marketing opportunities. Whatever your campaign goals, we're here to help.**

**Get in touch: [melody.curtis@su.rhul.ac.uk](mailto:melody.curtis@su.rhul.ac.uk)**

