

**RH
SU**

MEDIA PACK 2025-26

MAR 2026



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A LITTLE BIT ABOUT US.

WE HAVE 13,229 STUDENTS

11,476

UNDERGRADUATES

1628

INTERNATIONAL

101
EU

11,500

UK

1753

POSTGRADUATES

1019 TAUGHT

734 RESEARCH

+ OUR @SURHUL SOCIAL CHANNELS HAVE

33,400+ FOLLOWERS



13,280+



18,800+



1320+



HELLO

Ready to advertise your brand to 13,000+ students?

You've come to the right place.S

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.

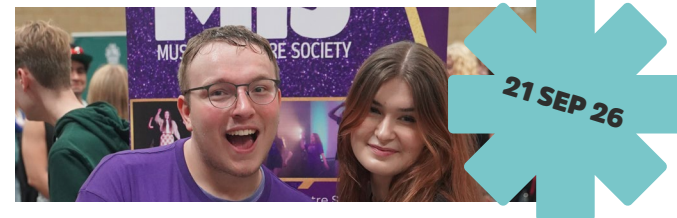
Get in touch: partnerships@su.rhul.ac.uk

FRESHERS' FESTIVAL

According to *NATIVE'S STUDENT LIFE REPORT,
**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!**

*2024



FRESHERS' FAIR.

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

Our **1x1m 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 1m STALL

ONE DAY

£220 Charity / Local

£795 National

EARLY BIRD DISCOUNT*

£195 Charity / Local

£775 National

*Expires 30 June 2026

contact: partnerships@su.rhul.ac.uk



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)**

£275



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 2026-27 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)**

£275

LET'S GET ANALYTICAL.

LAST YEAR WE HAD
8.3M
IMPRESSIONS
ACROSS OUR
SOCIAL MEDIA

INCLUDING
3.8M
ON INSTAGRAM
STORIES

✓
NICE.

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

⚡
<10,000
EVENT TICKETS SOLD IN
FRESHERS' FESTIVAL
16 - 23 SEP 2025

⚡
8808
FRESHERS' FAIR
VISITS

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

36%

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)

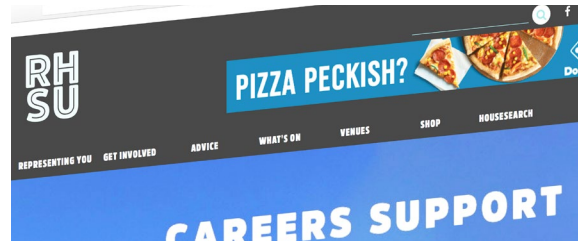
9 SCREENS

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 36% 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)

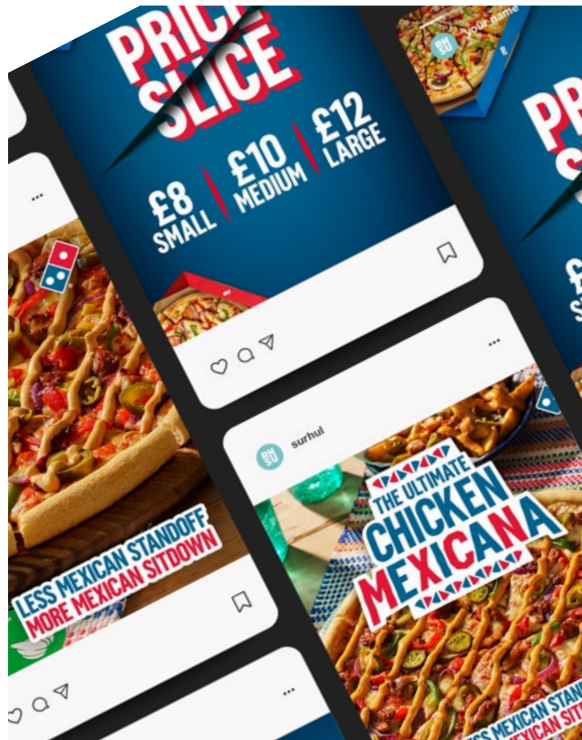
£500

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 **14K+ followers** and over **8M impressions** last year, Instagram is one of our most engaging student platforms.



INSTAGRAM STORY (1080 X 1920px)

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

**Max video length 15 seconds

£195 PER POST

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 or with a minimum spend of £200 plus VAT

A3 POSTERS (297 x 420mm)

£25 PLUS VAT

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.

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.

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.

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.



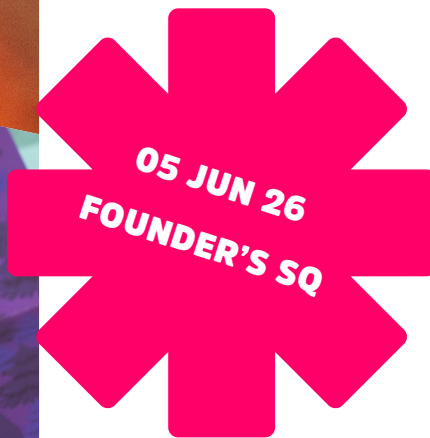


SUMMER BALL.

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**.



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.

£1,775

Premium space for vehicle displays or interactive brand experiences.

£1,395

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.

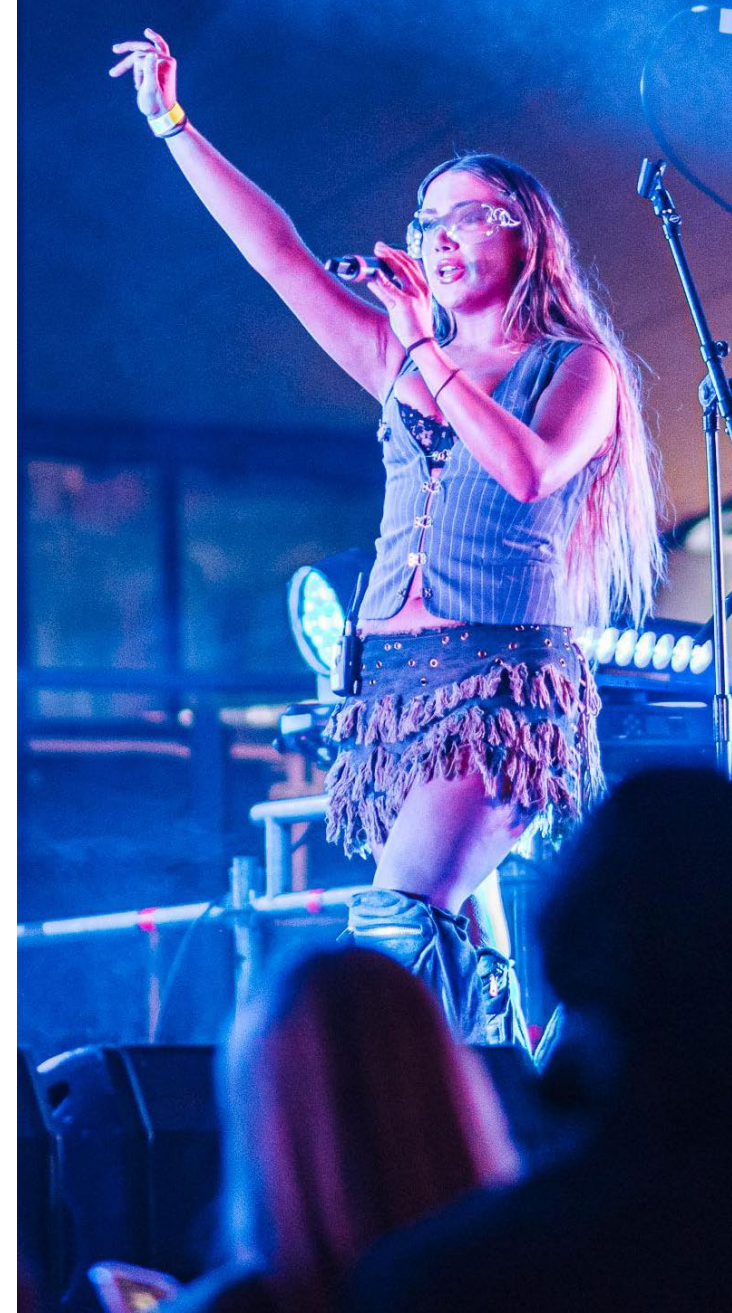
PHOTO BRANDING

Logo prominently displayed on post-event photos.

E-TICKET BRANDING

Logo featured on entry e-tickets

Summer Ball⁺
2026



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



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!



VARSITY.

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 **2026**, we're hosting at **Royal Holloway** 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

25 MAR 26
ROYAL HOLLOWAY

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.

DIGITAL PACKAGE.



INSTAGRAM STORY

With 13K+ followers and over 8M impressions last year, **Instagram is one of our most engaging student platforms.**

During the Housing Festival on the date of your choice, your advert will be featured on our @SURHUL Instagram Stories for 24 hours, reaching thousands of students and including a **direct link to your chosen URL.**

Non-package rate - £195 per post

Artwork requirements: 1080 x 1920px

Please consider the 'safe area' within 1080x1420px. Max video length is 15 seconds.

WEB BANNER

With over 30,000 monthly visitors, our website acts as a central hub for everything we do.

During the Housing Festival, your advert will appear at the top of our webpages on a rotating banner for one week, **driving traffic** to your site and **increasing awareness** for your campaign.

Non-package rate - £150 per week

Artwork requirements: 728 x 90px

E-NEWSLETTER

Every Friday, 12,000+ students receive our e-Newsletter, which features student news, upcoming events, and key campaigns. During the Housing Festival period, the email also features accommodation-related content. We offer you the opportunity to promote your brand during the remainder of term two, with one **e-newsletter inclusion.** This comprises of a news-feed image, up to 150 words of copy, and a clickable call-to-action button linking to your URL.

Only one business advert is featured per week, ensuring maximum visibility, engagement, and **click-through rates.**

Non-package rate - £500 per inclusion

Artwork requirements: 1200 x 628px

*All prices exclude VAT

HOUSING FESTIVAL

This year, we've reimaged The Royal Holloway Students' Union Housing Event to ensure even more students can take part.

The event will run throughout February as a series of **smaller in-person** and **digital-focused sessions.** Across the festival, **local accommodation providers** will have the opportunity to benefit from a targeted digital marketing package worth **£845 for just £395.**



contact: partnerships@su.rhul.ac.uk



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.

EXPLORE THE LINKS BELOW FOR INFORMATION ON OUR VENUE HIRE:

>> 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

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

Get in touch: partnerships@su.rhul.ac.uk

