



WINCHESTER STUDENT UNION PRESENTS

freshers



**media
pack**

**welcome to
winchester**

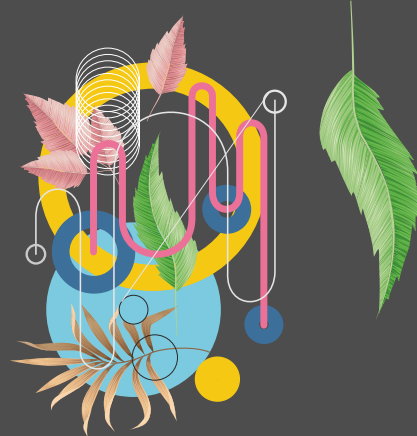
9th - 17th september



STUDENT LED. STUDENT DELIVERED. STUDENTS EMPOWERED

media pack

freshers 2023



do you want to advertise to over 8,000 students ?

Advertise with us and promote your business to a key Winchester Demographic, through a trusted source, their Student Union*

how to engage with students in partnership with winchester student union

website

With an average 2,000 page views per day during arrivals, our website is a packed, go to source of information and advice for all our students

social media

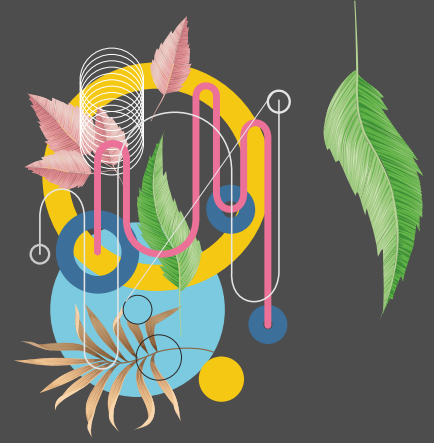
With over 20,000 followers across our Facebook, Twitter and Instagram platforms

on site stalls

Promote your services or brand directly to students on campus

plus many more!

*98% of students trust a brand pushed by their Student Union.
Taken from a survey of 4,000 students. Youth Marketing Conference



freshers fayre

Freshers Fayre is an opportunity for us to showcase everything Winchester has to offer to both new and returning students.

At Freshers Fayre we host stalls for hundreds of opportunities for students, from the sports, societies and representational networks provided by your Student Union, the opportunities provided by the departments and areas of the University, through to those provided by local businesses and organisations. There truly is something for everyone.

This year's fayre is taking place from 11am to 3pm on Saturday 16th September across several venues in and around the King Alfred Centre, Stripe and St Alpheges, and all new and returning second year students are welcome to attend.

stall options

budget stall

plot size approx 1.5 x 1.5m

£299

standard stall

plot size approx 2m x 1.5m

£399

Premium stall

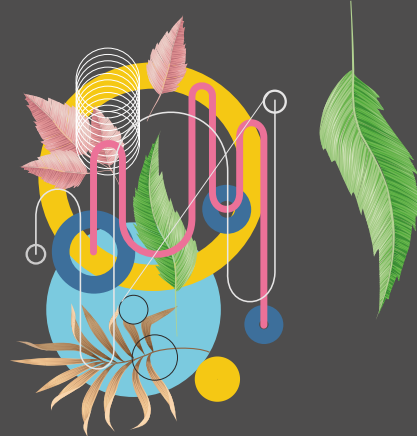
plot size upto 3m x 2m

£599

In addition to a physical stall, all stall holders will be offered a directory listing on our website between 9th - 23rd September

media pack

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poster campaigns

Winchester Student Union has the following opportunities to promote your brand via our prime location poster sites. Monthly rates:

a1 posters

£175

a3 posters

£100

a4 posters

£50

union guide

Our Student Union guide is an essential tool for all new students, introducing them to both what the University and the City of Winchester itself, has to offer them. Guides are in digital format and will be emailed to every student upon arrival in Winchester. Guides will also be linked to throughout the year via our social media.

full page advert

£195

half page advert

£115

wallplanner sponsorship

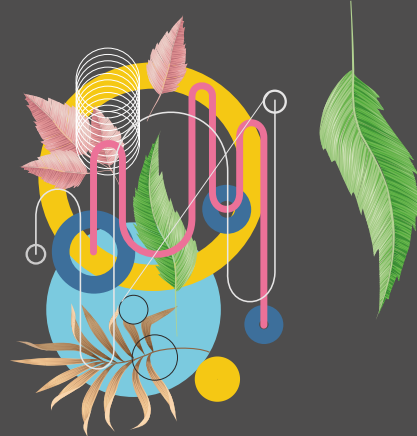
Winchester Student Union creates and delivers over 3,000 A3 Semester Wallplaners to Halls of Residence in time for arrivals in September. A key reference point and tool for all students, limited sponsorship opportunities are available on these.

wallplanner advert

£150 PER SEMESTER

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plasma screen campaigns

Winchester Student Union has the following opportunities to promote your brand via our 12 x prime location plasma screens situated in our venue, bars & shop.

plasma screen advertising

£150 PER 4 WEEK CAMPAIGN



email campaigns

Winchester Student Union can deliver banner advertising via our monthly 'all-student' emails. Directly click through links to your website or targeted landing spot

individual email banner campaign

£295



podcast sponsorship

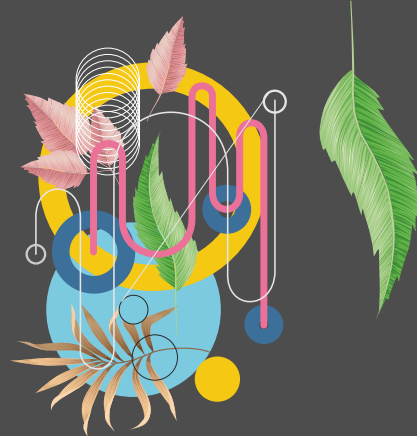
Winchester Student Union produces a Podcast to provide Students with valuable support, guidance and awareness to opportunities in Winchester. Promote your services within this new and exciting means of engaging with students.

exclusive podcast sponsorship

£200 PER YEAR (12 EPISODES)

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social media campaigns

Winchester Student Union has over 14,000 followers across our two Facebook pages (Student Union Page 10,000 & Official Freshers Group 6000)

main page/official freshers group

£145 PER POST/£125 PER POST



website sponsorship

Promote via our website which receives 2,000 daily hits

website banner advertising

£195 PER 4 WEEK CAMPAIGN

individual page sponsorship

PLEASE CONTACT FOR INFO



commercial stalls

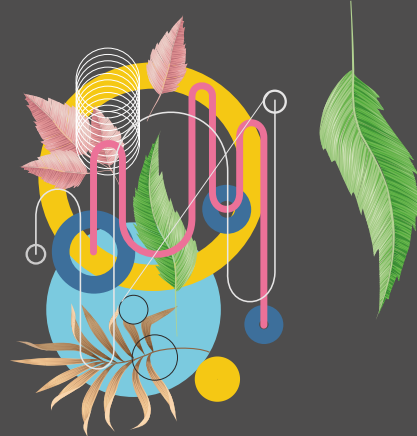
Winchester Student Union can provide partners with the opportunity to hold a commercial stall in our space on campus to promote your brand.

commercial stall bookings

PACKAGES START FROM £150, FOR A HALF DAY STALL.
PLEASE CONTACT US FOR FURTHER DETAILS

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event sponsorship

We can offer bespoke event sponsorship options to suit your requirements and budget. Sponsor an individual, one-off event, or one of our regular events. If you sponsor an event we will create a bespoke webpage and share social media posts, distribute print media, and advertise the event 'in association with' to ensure maximum reach.



team winchester

Sponsor a sports team or one of our diverse range of activity groups!

Sponsor one of our 90+ teams, and create a direct link to a group of engaged and highly visible students. Build brand awareness and promote your services throughout the year.

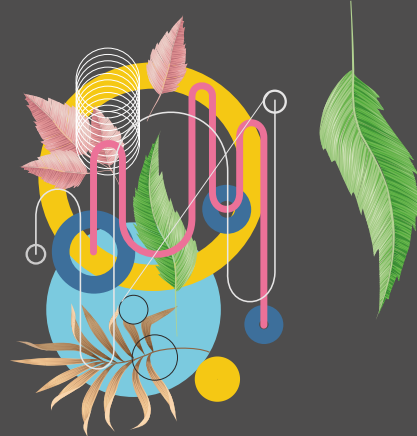
Contact suactivities@winchester.ac.uk to discuss further



packages

Can't decide which advertising option to choose?

Get in touch with us and we can create a bespoke package, with multiple options, to suit your budget. We can offer digital and print options in one package, to offer maximum exposure; or create advertising campaigns to suit your budget, or a particular target market. The possibilities are endless....



sampling opportunities

We can offer tailored sampling activity, distributing and promoting your products to our students.

Launch a new product with us, send us sample goods and we will share it with 8000 students, within the key 18-24 demographic.

Sampling activity can be arranged to suit your needs, with friendly, motivated and professional students delivering your products.

We can target your sampling activity to a specific market, offering segmented activity to ensure delivery of your product or service to your ideal customer.

Want to promote to keen sportsmen/women? We can engage directly with sports teams gym members. Or does your product appeal to busy teaching students on placement? We can promote directly.

Fancy doing something different to raise your brand awareness?

Let us know, we can offer bespoke activity and help you make the most of our captive audience!

You can send a team to promote products, run sampling and giveaways, book a stall with us, or supply sample products and spend the day on campus.

get in touch to find out more

STUDENT.UNION@WINCHESTER.AC.UK