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# FRESHERS' 2016 MEDIA PACK

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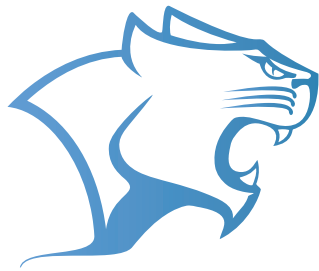
UNION OF KINGSTON STUDENTS

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UNION  
OF  
KINGSTON  
STUDENTS

# 19,900 STUDENTS



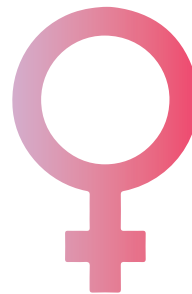
**1500**  
STUDENTS  
INVOLVED IN  
**37**  
SPORTS

**3000 STUDENTS  
INVOLVED IN  
OVER 100  
SOCIETIES**

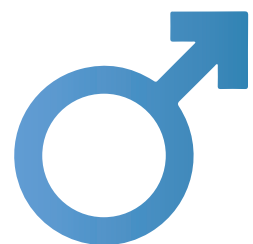


**4**  
CAMPUSES

**56.2%**  
FEMALE



**43.8%**  
MALE



**53.5**  
%

UNDER 21

**46.5**  
%

OVER 21

**80.8**  
%

UNDER-GRAD

**19.2**  
%

POST-GRAD

**12.7**  
%

INTERNATIONAL

## A TRULY DIVERSE STUDENT BODY

# FRESHERS' FAYRE SPONSOR

**£5,500 plus VAT**

- Prime double stand at entrance to Fayre on both days
- Branding on all Freshers' Fayre publicity including posters, website, flyers and emails
- A week of advertising on Union TV screens
- Free insert into Freshers' goodie bag
- Branding on all Freshers' Angels T-shirt's  
*(Angels will be roaming campus, halls and the Fayre throughout the week of 19th Sept)*
- Two stand alone student emails: Freshers' week  
*(w/c 19th Sept) and 2nd week of term (w/c 26th Sept)*
- Two Facebook posts (5000+): Freshers' week  
*(w/c 19th Sept) and 2nd week of term (w/c 26th Sept)*
- Back cover advert of Freshers' Guide

Every year we host one of the biggest Freshers' Fayres in the South East, attracting thousands of students.

This year the Fayre will be based at our Kingston Hill campus on Thursday 22nd and Friday 23rd September.

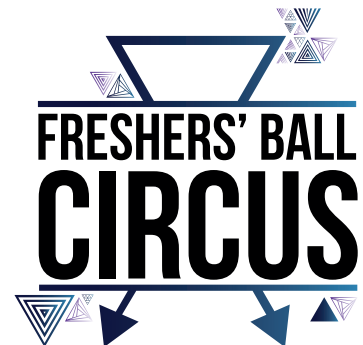


# FRESHERS' BALL SPONSOR

**£3,500 plus VAT**

- Standard stand at Freshers' Fayre on both days
- Branding on all Ball publicity including posters, website, flyers and emails
- Insert into Freshers' goodie bag
- A standalone student email: either Freshers week  
*(w/c 19th Sept) or 2nd week of term (w/c 26th Sept)*
- A Facebook post (5000+): either Freshers week  
*(w/c 19th Sept) or 2nd week of term (w/c 26th Sept)*
- Inside front cover advert in Freshers' Guide

The Freshers' Ball is THE big event for all new students, attracting thousands students every year; this event is not to be missed. The ball is an amazing opportunity to engage with students on a social level and associate your brand or organisation with the best memories of their Fresher's Week.



# GOODIE BAG SPONSOR

**£3,500 plus VAT**

- Branding on 4000 canvas bags
- Two spaces within bag
- Company URL included in Freshers follow-up email to all University Students (*inc. 2nd and 3rd years*)
- A Facebook post (5000+): 2nd week of term (*w/c 26th Sept*)

Every student gets given a goodie bag to help start them out for the academic year. Each year these are handed out to new student and are always in high demand. Students can't get enough!



# GOODIE BAG INSERT

**£150 plus VAT**

- Insertion of your promotional item, flyer or voucher into 4000 bags
- Distribution of 4000 bags to students during Freshers' Fayre



# CARD WALLET SPONSOR

**£3000 plus VAT**

- Branding and URL on 3000 NUS Extra wallets
- A free space within Freshers' goodie bag
- Company URL included in Freshers' follow-up email to all University Students (*inc. 2nd and 3rd years*)

We sell over 4000 NUS and sports cards each year and over 50% of these are during the first term. This year we will be issuing all new cards in a travel wallet.



# WALL PLANNER ADVERT

**£150 plus VAT**

- Wall planner will be in all student accommodation
- Size TBC

This year we will be producing a wall planner. These will be placed directly into student halls and distributed during Freshers' week.



# FRESHERS' FAYRE STALLS

Freshers' Fayre is a prime opportunity to meet students face to face and get them involved with your brand or organisation.

This year the Fayre will be based at our Kingston Hill campus on Thursday 22nd and Friday 23rd September 2016.

## STANDARD

2 day standard stall includes: 2M x 1M stall, wi-fi, table, chair, backboard, and a power socket.

<b>EARLY BIRD*</b>	⋮	<b>VAT</b>	⋮	<b>NORMAL</b>	⋮	<b>VAT</b>	⋮
£880	⋮	£176	⋮	£1,100	⋮	£220	⋮

1 day standard stall includes: 2M x 1M stall, wi-fi, table, chair, backboard, and a power socket.

<b>NORMAL</b>	⋮	<b>VAT</b>	⋮
£800	⋮	£160	⋮

## SILVER

2 day Silver package includes: 2M x 1M stall, wi-fi, table, chair, backboard, a power socket, company URL listed in Freshers follow-up email to 13,000+ students, space in goody bag, listing and contact details in Freshers' Guide.

<b>EARLY BIRD*</b>	⋮	<b>VAT</b>	⋮	<b>NORMAL</b>	⋮	<b>VAT</b>	⋮
£1,200	⋮	£240	⋮	£1,500	⋮	£300	⋮

## GOLD

2 day Gold package includes: Double stall (approx. 4mx1m), wi-fi, 2 tables, 2 chairs, 2 backboards, power sockets, company URL listed in Freshers follow-up email to 13,000+ students, free space in goody bag, listing and contact details in Freshers Guide.

<b>EARLY BIRD*</b>	⋮	<b>VAT</b>	⋮	<b>NORMAL</b>	⋮	<b>VAT</b>	⋮
£1,600	⋮	£300	⋮	£2,000	⋮	£400	⋮

## CHARITY

2 day charity stall Includes: 2M x 1M stall, wi-fi, table, chair, backboard, and a power socket.

<b>EARLY BIRD*</b>	⋮	<b>VAT</b>	⋮	<b>NORMAL</b>	⋮	<b>VAT</b>	⋮
£640	⋮	£128	⋮	£800	⋮	£160	⋮

*\*To qualify for an Early Bird rate, payment for your stall must be received in full and have cleared our account no later than Friday 29 July 2016.*