

# Union of Students

Media Pack 2023/24



**MEDIA PACK**

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# We are the Union

## Hey!

We are a non-profit organisation based in Derby working to represent the 25,000 students\* who are currently studying at the University of Derby.

Our offices are based at our largest campus, Kedleston Road, but we have presence at all four campuses around the bustling city of Derby.

## Why us?

Our students are awesome, and we want them to know! We love bringing them the latest deals, events and products and we have a wide scope of advertising channels for our partners to take advantage of. Whether you're looking for increased brand awareness, wanting to break into the student market, or looking to drive sales, we have the platform for you.

If that wasn't enough, as a non-profit organisation and a registered charity, all the money from our media sales is invested back into the Union, to support the students studying here. It's a win-win!



\*approximate figure based on the 2022/23 academic year



# Freshers

## Exclusive sponsorship

Become the exclusive sponsor for the largest event in our calendar! This is the event tailored to the new intake we will be welcoming in September – and any other students that want to come and join the fun.

This is the perfect opportunity to get your brand noticed by our students, and make your mark on a buzzing and unforgettable event.

Here's what's included:

- › Logo on the dates of the Freshers Fair on academic wall planners that will be installed in every room in student halls
- › Logo on the front cover of 2,500 Freshers Fortnight events guide (to be distributed during the Freshers Fair)
- › Logo on the Freshers Fair event in the Freshers Fortnight events guide
- › Full page advertisement in the Freshers event guide (A5)
- › Premium stall (2 tables) for both days of fair
- › Distribution of promotional materials (up to A5 size) in 2,500 welcome bags
- › 2 Instagram stories (one on each day of the event)
- › 1 Facebook and 1 Twitter post during Freshers Fortnight
- › Freshers Fortnight web banner OR Freshers Fortnight digital screens around campus

**Price £3,950**



# Freshers

## Freshers Fair stalls

Our Freshers Fair is always a big hit with our students. Becoming a stallholder is a great way to have meaningful face to face interactions, develop relationships with potential customers and hand out promotional materials and branded freebies.

Don't just take our word for it

**90% of stallholders would return to have a stall at future Freshers Fairs\*\***

**90% of stallholders would recommend having a stall at the Freshers Fair to other businesses\*\***

## Stall prices

- › Premium stall (2 tables) for both days - **£1,850**
- › Premium stall (2 tables) for one day - **£1,250**
- › Standard stall (1 table) for both days - **£1,450**
- › Standard stall (1 table) for one day - **£950**
- › Charity/healthcare/armed forces (1 table) for both days - **£700**
- › Charity/healthcare/armed forces (1 table) for one day - **£400**

## Stall packages

### Premium stall package

**£2,500** (usual price £3,600 – save 30%)

- › Premium double stall at Freshers Fair on both days
- › Premium double stall at January Freshers (Jan 2024)
- › Distribution of promotional materials (up to A5 size) in 2500 welcome bags
- › 1 Facebook and 1 Twitter post during Freshers Fortnight

### Standard stall package

**£1,350** (usual price £1,800 – save 25%)

- › Standard stall at Freshers on both days
- › Standard stall at January Freshers (Jan 2024)
- › 1 Facebook and 1 Twitter post during Freshers Fortnight



\*\*based on feedback surveys from Freshers Fair 2022



# Freshers

## Wall planners in halls

Our academic wall planners are a fun way to help our students keep track of deadlines (and the best nights out!)

We will be installing wall planners in every University-owned undergraduate flat, ready for when students move in. This provides an exciting opportunity to position your business on the walls of around 1,900 students for the whole academic year.

- › Standard advertisement (7cmx7cm) - £400
- › Premium advertisement (7cmx14.6cm - landscape) - £600

## Events guide

Our events guide is the ultimate source of Freshers knowledge. It highlights the must-see Union Freshers events around Derby, hosted by our partner venues across the city. Last year we distributed over 2,000 events guides straight into the hands of students, so this is a prime opportunity to get your business noticed!

- › Full page (A5) - £800
- › Half page (A6) - £500



# Freshers

## Welcome bags

Our Freshers welcome bags are always a favourite of our students'. On entrance to the Freshers Fair, students are gifted a Union tote bag filled with branded goodies, student deals and free samples. We'd love to have your brand represented in the 2,500 bags we plan to distribute this year!

## Leaflet distribution

Have your leaflets/paper promotional materials (up to A5 size) distributed in 2,500 welcome bags.

**Price £350\***

## Free product distribution

To bring even more value to our students, this year we are offering **free** product distribution in our welcome bags.

If you can supply 2,500 units of a physical, branded, product we will distribute them in our bags completely free of charge!

Partners that supply products can also supply leaflets (up to A5 size) and we will include these in the bags too, free of charge.

**Price Free\*\***

\*partner is responsible for design, production and delivery costs to the Union offices

\*\*type of product supplied must be agreed with the Union in advance to avoid overlap with other partners. Partner is responsible for design, production and delivery costs of the products.





# Year-round opportunities

## Digital advertising

### Social media

Instagram story – 7.7k followers

› £30 each

Facebook post – 14k followers

› £50 each

Twitter post – 11.7k followers

› £50 each

## Digital screens

Have your advertisement displayed across three screens in heavy footfall Union areas around campus.

### Prices

› £120 per week

› £250 per month

## Website banner

Our website is updated daily with the latest news, events, and opportunities. Present your brand on the landing page of our website, that sees hundreds of thousands of hits every year.

### Prices

› £120 per week

› £450 per month





# Year-round Opportunities

## Face-to-face

We offer on-campus stalls to all kinds of businesses, from local market traders to multinational brands.

## Market traders

Our Atrium space is at the heart of our Kedleston Road campus. This is a key location for footfall and engaging with passing students to convert them into potential customers!

## Prices

- › Standard stall (one table) **£25 per day**
- › Premium stall (two tables) **£50 per day**
- › Entire Atrium **£250 per day**

Discounts can be discussed on bulk bookings.

## Brand activations

Brand activations from large organisations are not uncommon on our campus and we love the value they bring to our students. We have welcomed household names such as Monster Energy, Coke Zero, Dominos Pizza, Radio 1 and many more. If you want to elevate your brand within the student community, this is the way to do it!

Please contact our Commercial Coordinator, Charlotte, for further details: [charlotte.curd@derbyunion.co.uk](mailto:charlotte.curd@derbyunion.co.uk)



# Event sponsorship

We put on some cracking events for our students, and we're always looking to bring great sponsors on board to support us in our delivery. We have events that occur every academic year, such as Varsity and our Union Awards.

If you're looking to associate your name with events that will be remembered for year to come, sponsorship is for you!

Get in touch to learn about upcoming opportunities.





**We would love to create a  
bespoke package for you – get  
in touch!**

Discounts can be discussed on bulk bookings

# Specifications

## Social media

### Instagram story

Image, 1920 x 1080px (portrait)  
supplied as a JPG file

Video, 1920 x 1080px (portrait)  
supplied as a MOV/MP4 file

### Facebook post

Image, 1200 x 630px (landscape)  
supplied as a JPG file

Video, 1200 x 630px (landscape)  
supplied as a MOV/MP4 file

### Twitter post

Image, 1600 x 900px (landscape)  
supplied as a JPG file

Video, 1600 x 900px (landscape)  
supplied as a MOV/MP4 file

## Digital screens

Image, 1080 x 1920px (portrait)  
supplied as a JPG file

Video, 1080 x 1920px (portrait)  
no audio, exactly 10 seconds long, supplied  
as a MOV/MP4 file

## Website banner

Image, 1140 x 146px (displayed at half size  
570x73px)  
supplied as a PNG/JPG or GIF (if animated)

## Stalls

Tables are approximately 4ft length x 2ft depth. However, this can vary based on the specific tables we have available on the date of your booking, and if they are in-house tables, or tables we have hired in for a larger-scale event.

