



# Marketing Pack

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# Hello!

Welcome to the UWLSU Marketing Pack.

We are the **number one Student's Union in the country** and we have over **9000 happy students** that are ready to engage with your brand! Whether you want to promote your brand to our new students, or to our current students, we have a variety of marketing opportunities to suit you and your needs. At the beginning of this pack, you will find our Fresher opportunities where we are about to welcome **3000 new students to UWL**, during this time will be the perfect opportunity to get your brand in front of our students and make a great impression! If you have missed our Fresher's period, don't you worry! We also have a range of **year-round marketing opportunities** and **event sponsorship opportunities**, where you will be able to actively promote your brand to hundreds, or even thousands of UWL students. Our students love us, and they will love you too. If there's any other marketing opportunities that you're interested in doing but don't see in this pack, please get in contact.

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## Connect with 10,000 students at UWL

We are the number one Students' Union in the country. We've got over **10,000 students** ready to engage with your brand. Our students love us, and we're sure they will love you too

Let's analyse...

Students

**10,987**

Postgraduates

**1069**

(118 Research, 1491 Taught)

Female:

**60%**

Undergraduates

**9326**

Further Education

**592**

Male:

**40%**



# UWL Fresher's 2019

This year our Fresher's fair will take place in September at our main Ealing campus on St. Mary's Road. Our Fresher's Fair is a high traffic area and we're expecting thousands of students throughout the course of the day. By securing a space at our fair, you will get the chance to put your brand in front of our wide and diverse student body and get valuable face-to-face contact. Get your freebies and discounts ready, because our students are ready to engage!

## Fresher's media

During Freshers  
(September 2018):

**130,000**

During Re-freshers  
(January 2019):

**45,950**

During Freshers 2018, our FB page was the most looked at SU Page in the country!



## Standard Stalls

A great way to promote your business is to attend our Fresher's Fair! Get a 6 x 3 foot stall, set it up with any banners or posters that you have get promoting! Our students love freebies, and they love discounts, so you can get really high engagement if you've got something to give to them!

**£600 + VAT**

**£300 + VAT for charities**

## Premium Stalls

Sometimes bigger is better – if you have an innovative idea for your stall, and need lots of space to pull it off, this is definitely the option for you. You'll be located at the heart of the event as well to ensure you get the most exposure.

**£750 + VAT**

## Second Campus Stall

To maximise your business promotion, we also have a fresher's fair at our Brentford campus. This fair draws over 500 students and when you purchase a stall at our St Mary's campus fair, you can also add a stall at our Brentford campus for half price.

**£200 + VAT**

**£100 + VAT for charities**

## Fresher Bags

Include your leaflets, samples, booklets, posters or even your logo in our 3000 Fresher bags. These fresher packs will be distributed to all first year students, and also a large proportion of returning students across the two weeks.

**A5 inserts:**

**£250 + VAT per 1000 or £650 + VAT for 3000**

**Product sample:**

**£350 + VAT per 1000 or £750 for 3000**

**Exclusive logo on bag:**

**£2000 + VAT for 3000 bags**

**Joint logo on bag**

**£1,000 for 3000 bags**



# 2019/20 Guide

When students are confirmed to attend the University of West London, our Welcome to UWLSU magazine are enveloped, and delivered directly to their doors in August before they move away from home for the first time. This full colour, A5, 24 page magazine with a print-run of 3000, will feature UWL Fresher's details, vouchers essential student information and of course, you!

**Guide back cover - £600 + VAT**

**Full page insert - £400 + VAT**



## Digital Media

### Digital Screens

We have five digital screens that are set up in high traffic areas of the UWLSU. This includes our SU bar, the café, the gym and the front of reception at both our Brentford and Ealing campus. Get your message shown to a constant stream of engaged students that will be passing through these high traffic areas.

**£150 + VAT for 1 week.**

**£50 per screen.**

### Website homepage

Get your company promoted on our website to thousands of Fresher visitors. During last Fresher's 130,000 hits. Promote your message as a banner and you'll get an engaged student audience, guaranteed.

**£350 + VAT for 2 weeks over Fresher's**

## Social Media

Utilise our social media presence to promote your brand. We have over 12,800 followers over three platforms, and in Fresher's last year, we were the most looked at SU Facebook in the country. Our social media platforms are full of students that like and trust us, so get your message to prospective customers via our Facebook, Twitter and Instagram!

**£250 + VAT for one Instagram, two Facebook posts and three tweets**

## Raffle Prizes

For companies that cannot attend, you could also donate a raffle prize worth the value between £100 - £200.

For this in return you will receive:

- Company logo at Fresher's Fair
- Mentioned in the Advertising of Fresher's Fair
- Mentioned on Social Media.



# Fresher Packages

## Bronze Fresher's package: £900 + VAT (value £1050, save £150)

Whilst you're buying your stall at your Fresher's fair, why not also purchase a stall at our Refresher's Fair in January. This offers an exclusive saving of £150 and will allow you to create awareness to both sets of new students!

- Standard Stall at Fresher's Fair in September
- Standard stall at Refresher's Fair in January

## Silver Fresher's Package: £895 + VAT (value £1500, save £605)

The easiest way to get involved in our Fresher's programme. Secure your space at our Fresher's Fair, get showcased on our social media, and get your flyer in thousands of our Fresher's bags.

- Standard stall
- Social media blast
- Bag inserts

## Gold Fresher's Package: £1095 + VAT (value £1800, save £705)

This package includes a stall with extra space and a prime location. It also includes two weeks of our digital screens, so your message is shown throughout the students' union for the entire welcome period.

- Premium stall
- Social media blast
- Bag insert
- Two weeks on digital screens

## Premium Fresher's Sponsor package: £2595 + VAT (value: £4,250, save £1,655)

Be the star of our show. As our sponsor, you'll get access to all the gold package services plus promotion on our website banner. You'll also get "money can't buy" advertising exclusive to this package, including your logo on our fresher's staff T-shirts, your logo on key Fresher's marketing collateral and one event in our Fresher's programme dedicated to you as its sponsor.

- Premium stall
- Social media blast
- Logo on bag
- Two weeks on digital screens
- Website homepage banner
- Logo on specific fresher's marketing
- Logo on T-shirts and Fresher guides





# Year round marketing

Not only do we have lots of marketing opportunities throughout the Fresher's period, we also lots of exciting ways for you to promote your brand all year round!



Let's analyse

Our website had

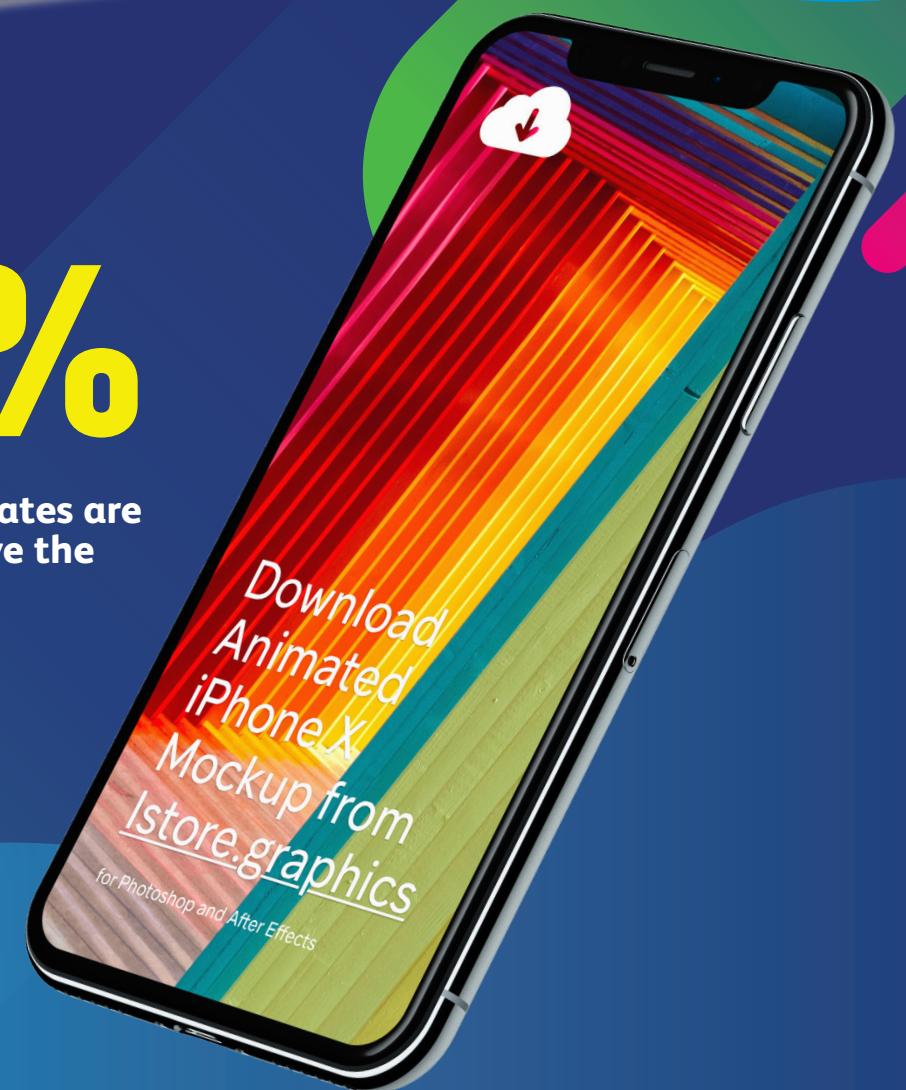
# 503,535

unique visits between May 1st 2018 and May 1st 2019

Our email open rates are

# 64%

Our email open rates are **64%** so well above the average of 39%





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# Digital Advertising

As well as Fresher's marketing, we have a variety of all-year-round digital marketing available.

## Website homepage

Our responsive website get hundreds of weekly visitors, with on average of 503,535 unique visits per year, that can potentially be used to expose your brand.

**£300 + VAT (2 weeks)**

**£600 + VAT (1 month)**

**£1500 + VAT (per term),**

**£4000 + VAT (per year)**

## Social Media (one Facebook, one twitter and one Instagram post)

With our social media marketing, we aim to provide productive means of communication between you and our students, night and day. Our Twitter, Facebook and Instagram accounts are at your disposal. On average we receive (stat on average social media reach)

**£150 + VAT**

## Solus Emails

Speak directly to your target audience by choosing solus emails. You can specify the type of students you would like to email and we can arrange a package depending on the quantity and type of emails that you would like sent! If you are interested in this option, then please get in contact.

## Digital Screens

Advertise your brand on our five digital screens set up in high traffic areas of our campus. We have three screens in our SU bar, one in our gym, and two at our front desks and both the SMR and Brentford campus. Get your message shown to a constant stream of engaged students that will passing through these high traffic areas.

**£150 + VAT for two weeks**

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# Promotional Activity

If you're more of a traditional marketing company, or want the opportunity to speak directly to our students, take a look at our traditional promotional activity.

## A day on campus

Joining us for a day on campus is a great way to connect with our students. You will have the chance to set up a stall in the heart of our campus, distributing flyers, samples, or/and running promotional competitions or events.

**St Mary's Campus: £200 + VAT**

**Paragon campus: £100 + VAT**

## Flying on campus

Make use of our vibrant and engaging student staff; they will take your flyers, and promote your brand across campus on your behalf. All you have to do is send us the leaflets and we'll take care of the rest for you.

**Self-staffed flying on campus:  
(500 flyers) £150 + VAT**

**SU student staff flying on campus:  
(500 flyers) £250 + VAT**

## Paragon Mail-drop

Get your foot in the door with our students at Paragon Halls of Residence. We'll get our student staff to spread your message with a mail-drop to our 800 students living in student halls.

**£200 + VAT (800 flyers)**

## Bathroom posters

Get your message in front of a truly captive audience. Take advantage of our stall poster boards in our SU bathrooms. It's a guaranteed way to captivate a students' attention

**£50 + VAT for 2 weeks**

## Flyers on SU front desk

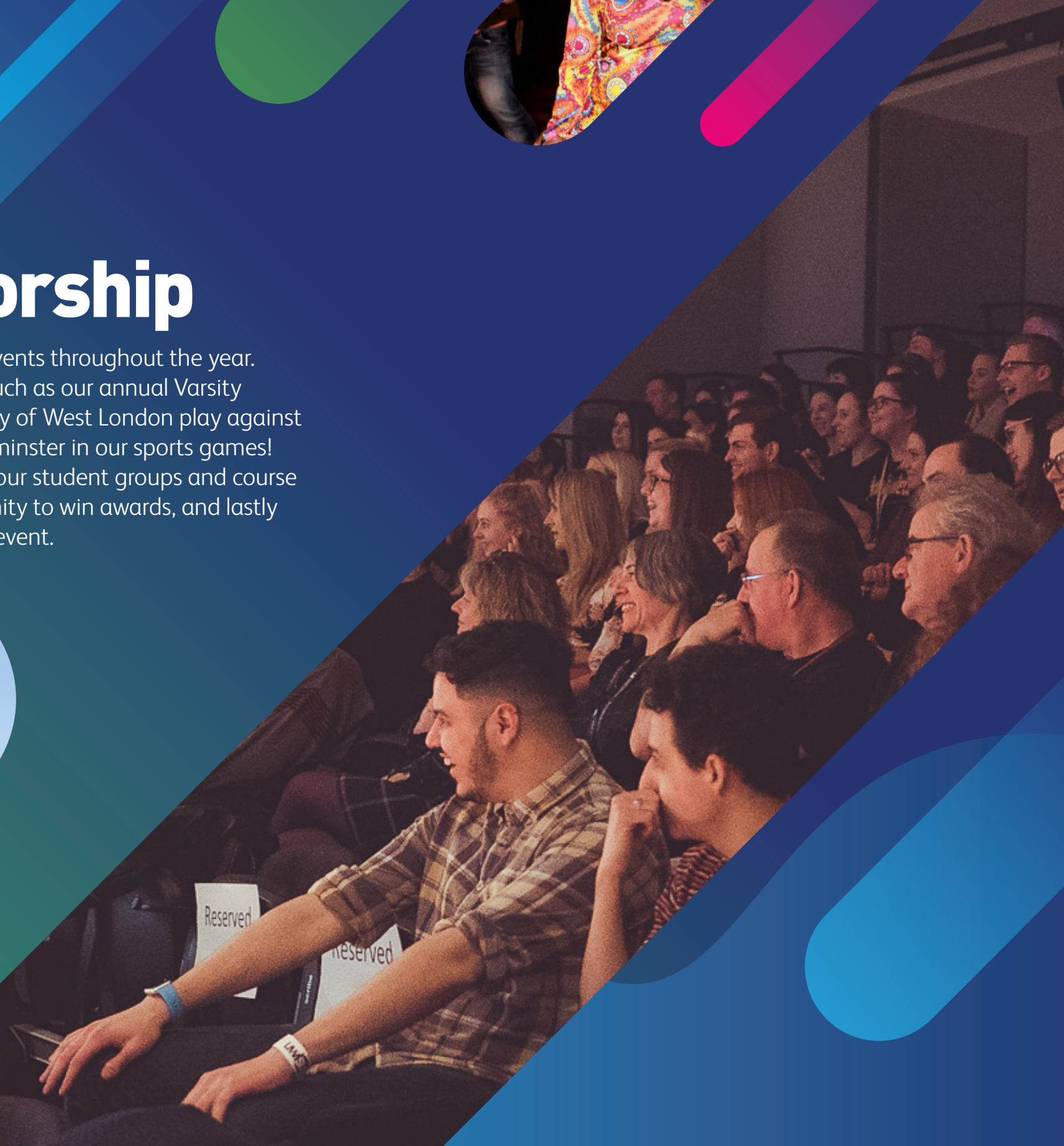
Get your message seen by a steady stream of students at our SU front desk. We stock a maximum of two flyers on the desk at a time, so your brand takes centre stage. Send us your most eye catching flyer, and our students will snap them up in no time!

**£30 + VAT per 500**



# Sponsorship

We have a variety of events throughout the year. These include events such as our annual Varsity match, where University of West London play against the University of Westminster in our sports games! Our SU awards, where our student groups and course reps have the opportunity to win awards, and lastly our annual Halloween event.



## Varsity:

All marketing material on the run-up to our annual Varsity game including social media, leaflets, posters, TV screens and homepage banner. Your logo printed in all of T-shirts which are brought by 450 students, and our Varsity booklet.

**£1995 + VAT**

## SU Awards:

All prior marketing including social media, leaflets, posters, TV screens and homepage banner. Last year we had 1500 nominations with prior marketing, so your logo will be placed on each marketing material. Plus your logo on all our on the day branding including stage screens, our programmes and our official UWLSU Awards sponsor.

**£995 + VAT**

**Sponsor an award - £100 + VAT**

## Halloween:

All marketing material on the run-up to our annual Halloween event including social media, leaflets, posters, TV screens and homepage banner. £795 + VAT

## Sponsorship package:

**All events for £2495 + VAT  
(you save £1,305)**

**All events including Fresher's: £3995 + VAT  
(you save: £2,405)**



# At a Glance

If you're on a tight schedule, or ready to book, look no further at all our marketing opportunities that we have available including all the prices that we charge.

## Fresher's

Standard stalls [Ealing]  
Premium Stalls [Ealing]  
Second Campus Stall [Brentford]  
A5 Inserts [Bag Inserts]  
Product Samples [Bag Inserts]  
Exclusive Logo [Fresher Bags]  
Joint Logo [Fresher Bags]  
Guide back cover [Student Guides]  
Full Page Insert [Student Guides]  
Digital Screens [1 week]  
Website Homepage[2 weeks]  
Social Media  
Bronzer Fresher's Package  
Silver Fresher's Package  
Gold Fresher's Package  
Premium Fresher's Package

**£600 + VAT/£300 + VAT for Charities**  
**£750 + VAT**

**£200 + VAT/ £100 + VAT for charities**  
**£250 + VAT per 1000/ £650 + VAT for 3000**  
**£350 + VAT per 1000/ £750 + VAT for 3000**

**£2000 + VAT for 3000 bags**

**£1000 + VAT for 3000 bags**

**£600 + VAT**

**£400 + VAT**

**£150 + VAT/ £50 + VAT per screen**

**£350 + VAT**

**£250 + VAT**

**£900 + VAT (saving of £150)**

**£895 + VAT (saving of £605)**

**£1095 + VAT (saving of £705)**

**£2595 + VAT (saving of £1655)**

## Year-round marketing

Website homepage [2 weeks]  
Website homepage [1 month]  
Website homepage [1 term]  
Website homepage [1 year]  
Social Media  
Solus Emails  
Digital Screens [two weeks]  
Bathroom Posters [two weeks]  
A day on Campus [St Mary's]  
A day on Campus [Brentford]  
Flyering on campus [Self-staffed]  
Flyering on campus [SU staffed]  
Paragon Mail Drop [800 flyers]  
Flyers on SU Front Desk [500]

**£300 + VAT**

**£600 + VAT**

**£1500 + VAT**

**£4000 + VAT**

**£150 + VAT**

**email to enquire**

**£150 + VAT**

**£50 + VAT**

**£200 + VAT**

**£100 + VAT**

**£150 + VAT**

**£250 + VAT**

**£200 + VAT**

**£30 + VAT**

## Sponsorship

Varsity  
Su Awards  
Halloween  
UWLSU Events Package  
UWLSU Events and Fresher's Package

**£1995 + VAT**

**£995 + VAT**

**£795 + VAT**

**£2495 + VAT (saving of £1,305)**

**£3995 + VAT (saving of £2,405)**



# What to do next

If you would like to go ahead with booking any of the above, please email Clair at [clair.white@uwl.ac.uk](mailto:clair.white@uwl.ac.uk)







@uwl\_su



@westlondonsu



@uwl\_su