



Our Media Pack



When **you** want to speak to **students**.

For packages, rates and more info,
get in touch!

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Why Sunderland?

Sunderland Students' Union is a registered not-for-profit organisation, led by elected University of Sunderland students.

Located in the heart of Sunderland City Centre, we are based across our two Sunderland campuses, where we work to support all University of Sunderland students.

Our mission is to help shape students' lives for the future. To achieve this, we support and help facilitate student-led activities and groups, host events, offer volunteering opportunities and provide impartial advice and support to our students.



Your SU @ CitySpace



Your SU @ Riverside



Work with us to
build **your** brand's
relationship with
over **13,000**
students.





Why Students?

Many of our students are living away from home for the first time, deciding which brands to buy, use, trust and talk about.

Our Stats



Over

10,000

Facebook likes



Over

5,000

Instagram followers

With an annual turnover of **students, you** can make a great first impression!



Over

13,000

students





Freshers Week

Every September, Sunderland Students' Union delivers a packed programme of welcome events and activities – known as **'Your Freshers'** – to welcome thousands of new students to Sunderland.

We love welcoming honorary Mackems to our student community and city! The highlight of the week is always Freshers Fair, where students find out all about what their university experience can offer them.

It's also your opportunity to join us on campus, speak to our students and make sure they have your brands in their hands right from the start of their university journey. You'll be making a customer for life!

There's also **'Your Refreshers'** during February, where similar opportunities are available, as both new and established students engage with similar SU events and activities, such as Refreshers Fair.

Sponsorship Opportunity!

Package: Price on enquiry

Be the headline sponsor of Freshers Week and Freshers Fair! Your brand will be featured across social media, website, newsletters, digital screens and on the Staff and Welcome Crew t-shirts. We hand out thousands of welcome boxes, so your product or flyer will be added into these too!





Freshers Fair

When **you** want to be part of the largest student event of the year!

Our Freshers Fair is the biggest event of the year! Offering the opportunity for face-to-face contact to connect with thousands of students who have just arrived at university.

*Space for outdoor activations is also available, as well as discounts for local businesses and charitable organisations!

Exhibitor Packages:

Showcase Stand: £1200 + VAT

Wifi
Power
Up to 8 staff passes
One of the first stalls students see
Social media advertising prior to the event
Only 3 Showcase Stands available

Gold Stand: £800 + VAT

Wifi
Power
Up to 5 staff passes
Positioned on the main walkways of the hall
Only 8 Gold Stands available

Silver Stand: £400 + VAT

Wifi
Power
Upto 3 staff passes



Freshers Fair 2024



Brands on Campus!



See you at Freshers!

Digital Advertising: Freshers Week Rates

Digital Screens	From £250 per week
Social Media Posts	From £75
Welcome Box Insert	Price on enquiry
SOLUS Email	From £200
Event added to 'What's On' page on our website	From £150 per week
Your brand's banner added to our website homepage	From £200 per week

Printed Advertising:

Freshers Week - From **£350**

We provide students with a handy guide featuring a map of the local area and events information. Include a printed advert of your brand on thousands of welcome guides.



Term-Time Advertising Opportunities

When **you** want to reach our students all year round.

With a range of ongoing and one-off opportunities, it's possible to start, build and maintain your brand's relationship with our students throughout the year.

Book a spot on campus in one of our high footfall areas to engage with students directly and get your brand in their hands!

You can also advertise with us digitally in a number of ways, including social media posts, screens signage, SOLUS emails and more!

Advertising Packages and Special Offers:

GOLD PACKAGE: £975+ VAT *SAVE 30%

On Campus Stall
2 weeks' Digital Screen Advertising
2 x Social Media Posts across all platforms
SOLUS Email to over 5k students
1 month's website banner

SILVER PACKAGE: £550 + VAT *SAVE 20%

On Campus Stall
1 x week Digital Screen Advertising
1 x Social Media Post across all platforms
SOLUS Email to over 5k students

BRONZE PACKAGE: £360 + VAT *SAVE 10%

1 x week Digital Screen Advertising
2 x Social Media Post across all platforms





A great way to engage!

Standard Individual Rates:

On Campus Stall	From £50
Digital Screens	From £150 per week
Social Media Posts	From £25
SOLUS Email	From £100
Event added to 'What's On' page on website	From £50 per week
Your brand's banner added to our website homepage	From £150 per week
Research Projects/Surveys	Price on enquiry



Don't just take our word for it...

Nathan Ferguson
Racz Group Brand Manager

Domino's have supported the University of Sunderland Students' Union Freshers Fair for a number of years and always find it a fantastic route to engage with thousands of local students. We receive excellent support from the Students' Union team and it is always well organised with a great, vibrant atmosphere! Being part of the event has been so valuable and the team always have a lot of fun on the day!

RACZ
GROUP

Ameila Webb
Sunderland City Council

The Smart City team has greatly valued working with the University of Sunderland Students' Union over the past year. Attending Freshers and Refreshers events has been instrumental in helping us engage with students about the new Sunderland App. The SU team has been proactive, welcoming, and enthusiastic, enabling us to reach new audiences and contribute to city-wide goals. We appreciate their ongoing partnership; it is a real pleasure to collaborate with the SU team.

**Sunderland
City Council**

Sadie Castle
BAM UK Media

The team at Sunderland have been great to work with! They have been very efficient and quick at responding to any emails and have continuously sent media out on time, along with getting any evidence and stats over to us in a timely manner. All round, a smooth process working with them all!

bam
BAM AGENCY

