



US UNIVERSITY OF SALFORD
SU STUDENTS' UNION
Love your life at Salford

Media Pack 2019/20



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Work in partnership with University of Salford Students' Union to get access to over 23,000 students! From direct marketing opportunities, to tailor-made campaigns, we are experts in supporting brands to communicate and engage with our diverse student body.

With years of credible experience working in tandem with hundreds of partners, we support you in getting your message to the right audience. From onsite activity to online opportunities we have a vast array of options for you to achieve your aims.

Want to adapt a booking? We work flexibly to tailor bespoke campaigns across our variety of channels to meet your specific requirements.

The University of Salford Students' Union is the membership organisation representing all students at Salford. We are a registered charity and reinvest every penny of our income back into the student experience. We exist to serve students and inspire them to lead their development.



23,000 students

70% under 21

47% male 53% female

80% UK residents 20% international

Mobile Phone £18

Books £20

Other £36

Clothes £34

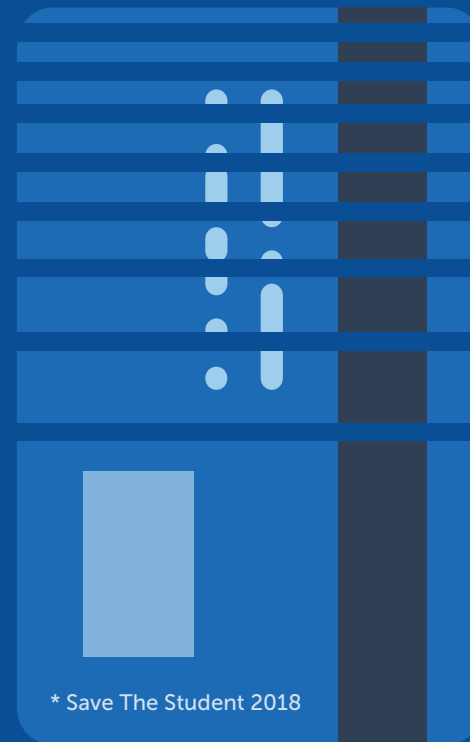
Bills £37

Travel £47

Socialising £64

Food £108

Rent £406



Why Salford?

- Students have spending power
- We have exclusive access to Salford students
- We're their Students' Union, a brand they know and trust
- We can tailor packages to suit all of your marketing needs
- We have the insight and experience to ensure you get maximum return on your investment





Freshers' Week Sponsorship

We have an exclusive opportunity for a brand/company to sponsor our Freshers' Week package. Our fabric wristbands are worn by students for weeks, or until they fall off! Our wristband packages are tremendously popular amongst first year students and include some of Manchester's biggest student nights.

Get in touch if you want to grab this EXCLUSIVE opportunity and be the first to get your message across to our students.

A sponsor can expect to receive:

- Logo on 1000 printed wristbands
- Logo on all promotional materials, including posters and flyers
- Logo and text on Salford SU website throughout August and September
- Promotional email to all wristband purchasers
- Regular social media activity (scheduling to be agreed)
- Opportunity for presence at night-time events



Freshers' Fair

Our Freshers' Fair stalls offer you the best way to meet our students face to face and establish yourself as part of their student experience from day one. From your stall you can raise awareness of your organisation, collect data, gain feedback or make direct sales.

This year our Freshers' Fair will be taking place on Friday 20 September.

This is the largest event in the student calendar and one of the most effective methods to target the student market. Our stalls route is carefully planned and has a one-way system which ensures that all visitors pass your stall.

We welcome charities big and small to our Freshers' Fair and have a limited number of spaces at this reduced rate, so please get in touch early to book your place.

Large Premium Stall

£1,500.00

Premium Stall

£1,200.00

Standard stall

£1,000.00

Charity Stall

£350.00

Freshers' Flyering / Sampling

During Freshers' Week our campus is transformed into a buzzing market place. New and returning students are actively looking to engage in new experiences. If you can't attend the Freshers' Fair, we have alternate opportunities that week where you can showcase your brand to students.

Freshers' Week starts week commencing Monday 16 September and we have brand bookings available right up until the end of September

Flyering (per 1000)

£500.00

Sampling (per 1000)

£500.00



Face to Face

Indoor Stands

We have two options for bookable spaces within our Students' Union building, these spots are perfect for face to face promotions:

The Lounge, Atmosphere Kitchen & Bar

The Union bar is the only bar on campus, with an average footfall of 1,000 a day.

Reach: 1,000
£250.00 / 3m x 2m



The Foyer, University House

Access in and out of the building, during term time an average footfall of 2,000 students a day pass through this space.

Reach: 2,000
£350.00 / 3m x 2m



Face to Face

Outdoor Stands

Multiple possible locations just down the broadwalk from the Students' Union building, these sites are a central walkway to four University buildings including the University Library. This space is located on a main route for students to pass through and reach two accommodation sites. During term time there is an average footfall of 5,000 plus students passing this space.

The Broadwalk, Peel Park Campus

Reach: 5,000
from £500.00

Whether it's a small stand to distribute flyers or a large set up with interactive activities, we can facilitate you coming onsite for some essential face to face engagement.



Digital Advertising

– *solus email, web banner, digital screens*

Solus Email:

The perfect opportunity to engage with 1,000 students direct to their inbox. These Salford students have opted in to receive emails. Sent via the Students' Union account, these emails have the credibility to ensure open rates are high.

£200.00 per send

Web Banner:

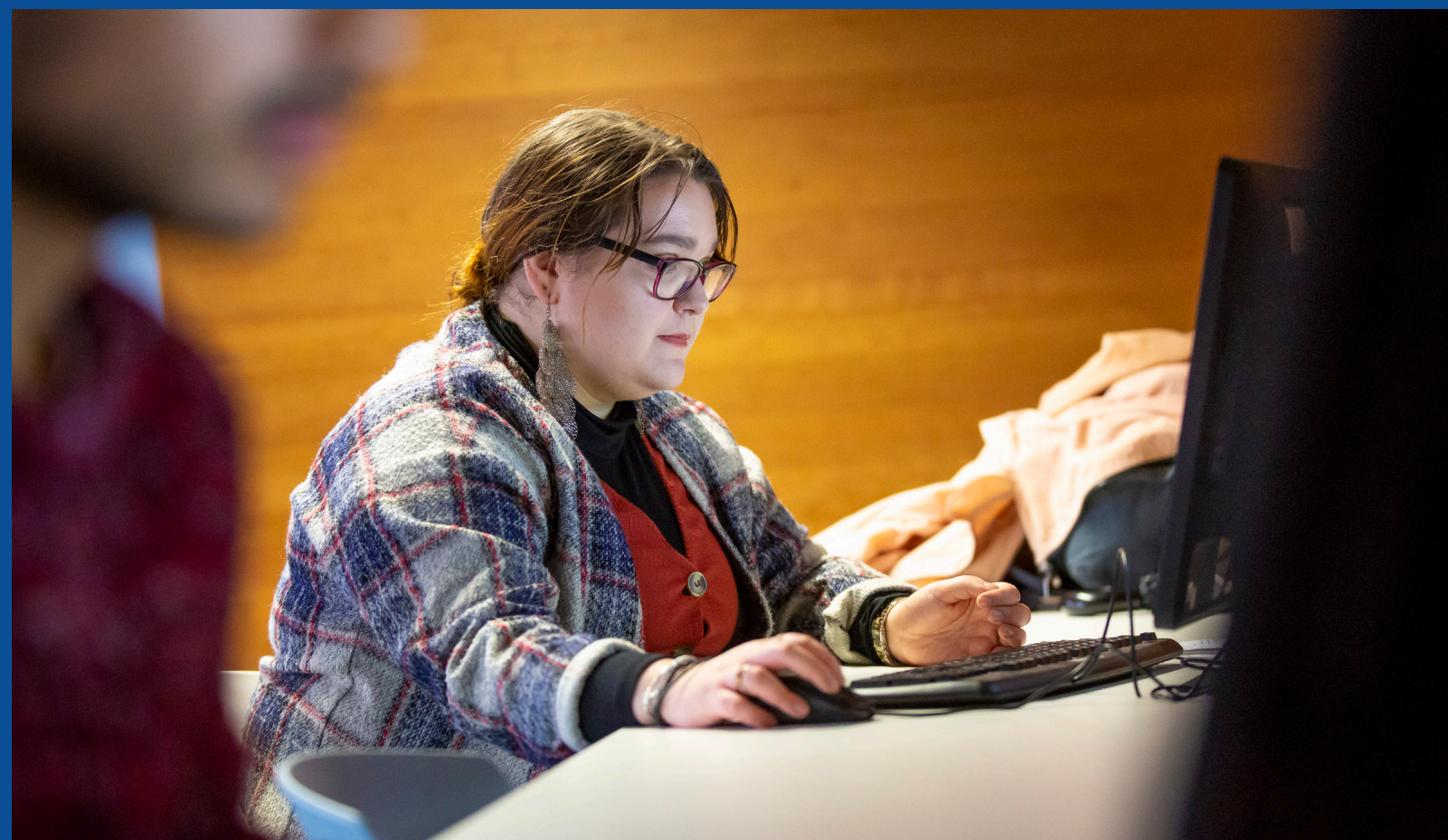
Our website is core to the Union's digital presence, a central point of information and a channel to measure student engagement. Used regularly by students to get the latest Union news, information and event tickets. Each month we average 50,000 unique page views at salfordstudents.com, making our website the ideal platform to advertise and have unlimited, 24-hour access to over 22,000 students.

£300.00 for two weeks in September & October £500 per month in September & October £350 per month in November-July

Digital Screens:

Our digital screens are located at the Union Bar which is the only bar on campus and has an average footfall of 1,000 students a day. This is an ideal opportunity to engage students and raise key brand/messages awareness. The screens are landscape and can accommodate both still and animated artwork.

£200 per week – all screens



Social Media Ads

– *Get your message out to 25,000 followers.*

Arguably the most effective method to reach our student membership, through our three engaged social media channels – Facebook; Twitter and Instagram.

Prices listed are per individual post. For multiple communications, please get in touch. We have a whole range of year-round opportunities for you to gain maximum exposure to your brand, both on campus and digitally.

Facebook promo. 50 words, photo, @ tag or link - £75.00

Twitter promo. 135 characters, photo, @ tag or link – £75.00

Instagram Story promo. £75.00

Combined promo. With @ tags or link – £175



Distribution / Posters

Distribution: Get your message directly into students' hands with a Distribution Campaign. This is also a great opportunity to get out and about on campus and engage directly to your target market.

Can't make it? No problem – our friendly and reliable student staff can undertake this on your behalf.

Student staffed
£400.00

Client staffed
£300.00

Posters: A range of poster opportunities within the Students' Union building – throughout the Café and Bar, including all toilets and cubicles. These are all in high footfall areas of the building, guaranteed to give you great exposure of your brand, campaign or activity.

Sizes ranging from A4 - A0
Prices start from £50 per week

Refreshers' Week

An invaluable opportunity to engage with hundreds of new starters and reconnect with other students to remind them of your brand. During Refreshers' Week we have a number of high footfall packages to get you seen by students.

- Face-to-face indoor and outdoor stalls. Prices starting from £300.00
- Digital advertising via solus emails, web banners and digital screens. Prices starting from £250.00
- Social media ads on Facebook, Twitter and Instagram. Prices starting from £100.00
- Flyer distribution and posters. Prices starting from £50



Event Sponsorship

Your opportunity to stand out from the crowd. Salford SU has a number of sponsorship opportunities for brands. Each year we hold a number of campaigns and events:

Varsity

An annual competition where Salford SU take on Chester SU in over 20 different sports. A day that campus is taken over by sport there's almost 1,500 students competing and spectating.



Summer Ball

Our annual awards night mixed with an end of year celebration. This is a chance for everyone to acknowledge and celebrate all of the hard work our student volunteers put in to make our clubs and societies truly amazing, whilst also celebrating the incredible achievements of the past year.



Atmosfear

A secret location Halloween party, starting on campus and ending up at an undisclosed venue in Manchester. This event is one of our biggest and most well attended events every year.



For each event, a sponsor can expect to receive:

- Your logo on every material produced for your chosen event
- 3 x flyering opportunities across campus (dates to be decided by you)
- 3 x on-site stall days where you can have face-to-face interaction with our students
- 3 x Facebook, 3 x Twitter and 3 x Instagram Story posts
- Digital screen advertising for two months
- 4 seats / entry to chosen event
- Present one award plus speech (at award events)
- Promotional material on tables or at the venue of chosen event



Overall Sponsorship

Throughout the year we work on a number of high-profile campaigns, for which there are co-branding sponsorship opportunities. Below are a few of the campaigns we work on:

Elections

5 full time and 7 part time student officer positions annually and democratically voted for by thousands of students



One World Week

A schedule of activities and events celebrating inclusivity and cultural diversity across campus



Wellbeing

In April and May we increase the support for student wellbeing by catering for activities and events, particularly over Mental Health Awareness Week. This includes gym classes, relaxed meetups and exam survival packs



For more info, or to book any of these exclusive opportunities, contact Liverpool Student Media:

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