



# media pack

**essex su**

**connecting you to students**  
**[sunetwork.co.uk](http://sunetwork.co.uk)**



# contents

**03**

**about us**

**06**

**freshers fair**

**08**

**digital media**

**14**

**brand activation**

**16**

**print media**

**17**

**testimonials**

**20**

**opportunities**

**23**

**contact us**



# about us

## why su network

**Reach over 250k students**  
through onsite activation, digital  
promotion and sponsorship

We expect  
**over 75k students**  
to attend our  
Freshers Fairs  
in 2023

We represent  
**14 university**  
**campuses**  
and support bookings  
for many more

In 2022/23,  
we connected over  
**500 partners** with  
the student market

# about us

essex su

over 18.5k  
students

40% are  
international

over 12k  
followers

on our  
Instagram page

65k views  
per month

on Essex SU's  
website

connecting you to students



# testimonials

## our clients



“It’s a pleasure to work alongside the team at SU Network, across three of their SU partners. They really are the dream to work with in that they listen to your needs and requirements, and try their absolute best to meet and deliver these and enhance the overall client experience”

Nadine Mullan – SK Group



connecting you to students



# freshers fair



 **SU Network**

# freshers fair

## prices & attendance

As one of the most popular events in the student calendar, taking place in October at the heart of the Colchester campus, it's the perfect way to connect with the next generation of students, with over **6,000** students expected each day.

### standard pitch

**£750**

Pitch for the fair and 2 staff access passes

### premium activation

**£1,000**

2m x 5m space for large activations such as food trucks or vehicles, with 6 access passes

### premium package

**from £2,000**

Can include Welcome marketing + accomodation Welcome boxes + digital screens + website ad + social media and more



# digital media



 **SU Network**



# digital media

## digital screens

Advertising on a digital screen opens up a world of opportunities to elevate your brand's presence and create a lasting impression on your target audience. With our screens strategically placed in high-traffic areas, it guarantees wide exposure and maximum visibility.

1920px x 1080px  
digital  
screen

## pricing

on campus x5

£400 | £800  
per month | per term

3k footfall  
per day

# digital media

## website homepage

By advertising on the homepage, you ensure maximum visibility and by aligning your brand with Essex SU, you can enhance your credibility and build trust with our students. Offering an invaluable opportunity to capture attention, generate leads, and establish a strong online presence for your brand.

1200px x 200px  
web spec

(PNG/JPEG/GIF)

page visits

65,000 views  
per month



pricing

£350  
per  
month

£500  
during  
freshers

# digital media

## discounts page

Capture the student market and boost your brand's visibility and revenue by advertising on our student discounts page. Advertise on our student discounts page and unlock a world of opportunities to grow your brand, drive sales, and establish lasting connections with Essex SU's student body.



300px x 300px  
discounts  
page

## pricing

---

**£200**  
per month

---

**£500**  
per term

# digital media

## e-newsletter

By featuring within the e-newsletter, you can drive traffic to your website or landing page, ultimately boosting conversions and achieving your marketing goals. This provides a valuable platform to connect with a receptive audience, establish brand awareness, and drive measurable results for your business.

sent to  
**over 2k**  
students

**35%**  
open rate

**£300**  
per advert

600px x 600px  
e-newsletter

(PNG/JPEG/GIF) + URL



# digital media

## instagram

Instagram stories provide interactive features such as swipe-up links, polls, and quizzes, enabling users to engage directly with your brand and take immediate action. This interactivity fosters deeper connections and encourages user participation, increasing brand engagement and generating valuable leads.



**over 2k**  
**views**

**over 12k**  
**followers**

**£150**  
**story advert**

**1080px x**  
**1920px**  
**instagram**  
**story**



# brand activation



 **SU Network**

# brand activation

## promo stalls

Brand activations provide an opportunity to generate buzz and create a viral effect through having a physical presence on campus which can then be seen through social media and be spread through word-of-mouth.

**2k footfall  
per day**

**brand  
activation**

**from £600**  
depending on size  
and capacity

**promo  
stall**

**from £250**  
one standard  
table size





# print media



 **SU Network**



**VTEAM ONE-OFF  
VOLUNTEERING**

\* **SU FIREWORKS** \* \* \* 30 Nov

COLCHESTER ARCHAEOLOGICAL  
= TRUST WASHATHON!! 11 Nov

**ROBIN CANCER TRUST  
BALLSY WORLD RECORD**

WELLIES-ON CARE FARM 19th Nov



# print media

## posters & leaflets

Advertising on posters allows businesses to target a specific audience, benefit from high visibility, leverage an engaged community, maintain cost-effectiveness, build long-term brand recognition, and explore potential partnerships.

### posters

from **£300**  
per month

**£600**  
per term

**£1,200**  
for the  
year



### leaflets

**contact us**  
for more info

Leaflets give you the opportunity in SU and university spaces, and to have posters and roll up banners positioned in key footfall areas.

# testimonials

## our clients



“I have now been working with SU Network for 3 years and in terms of a working partnership, I don’t think I can think of another one that has given us so much success.

The team give us access to several universities, without the partnership with SU Network we wouldn’t have been able to build the amazing relationships we now have with these universities

They are also extremely easy to work with and enjoy getting to know your business, which always helps when someone is managing your advertising budget. Thank you to the team and we look forward to working with you more”

**Chris Bazen –  
Spaceways Storage**





**opportunities**



 **SU Network**

# opportunities

## club sponsorship

### derby day

Sponsor the annual Derby Day event, where rivals Essex and UEA go head-to-head across a huge variety of sport fixtures. This unique opportunity creates the chance to create and build brand recognition across both Essex and UEA students, with the event having over 2,000 spectators.



Enquire for more details  
on further opportunities



# opportunities

## event sponsorship & fundraising

### awards nights

Annual celebration of students' success on campus, spreading your brand throughout the student community.



### fundraising

Fundraising campaigns may include special events or initiatives to generate excitement and participation. These can range from charity runs, auctions, to community engagement activities, partnerships with local businesses, or crowdfunding initiatives.

**Enquire for more details  
on further opportunities**

# opportunities

## venue hire

### venue hire

Essex SU has a range of spaces available to hire, from Sub Zero, to the In-Between. Whether it's a party or occasion, large scale activation or event, or for corporate purposes, we can offer the most suitable space, with additional packages including food and drink.

**Get in touch to find out how we can cater to your requirements**



# contact us

## email

hello@sunetwork.co.uk



## call

01227 823115



## visit

sunetwork.co.uk



## linkedin

su-network



## instagram

su\_network

