



media pack

surrey student union

connecting you to students
sunetwork.co.uk



The University of Surrey
Students' Union

contents

03

about us

06

freshers fair

08

digital media

14

brand activation

17

print media

19

testimonials

20

opportunities

24

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

surrey su

**over 16k
students**

**31% are
international**

**over 14k
followers**

**on our
Instagram page**

**20k views
per month**

**on Surrey 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



The University of Surrey
Students' Union

freshers fair



SU Network

freshers fair

prices & attendance

As one of the most popular events in the student calendar, taking place in September at the heart of the Guildford campus, it's the perfect way to connect with the next generation of students, with over **8,000** students expected each day.

standard pitch

£800

1.8m x 0.6m

A stall in the marquee with a table

premium activation

£1,200

2m x 6m

Larger size & maximum visibility
pitch, with 6 access passes

premium package

from £2,000

Can include Freshers' marketing +
accommodation freshers' 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

su building **x11**

£250 per month

£500 per term

social/academic spaces **x21**

£500 per month

£1,000 per term

2k footfall
per day

digital media

website homepage

By advertising on the homepage, you ensure maximum visibility and by aligning your brand with Surrey 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 300px
web homepage

page visits

20,000 views
per month

pricing

£450
per
month

£550
during
freshers



connecting you to students

new!

digital media

student 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 Surrey SU's student body.



235px x 200px
discounts
page

pricing

£200
per month

£500
per term

connecting you to students

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 19k
students

28%
open rate

£350
per advert



300px x 200px
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 14k
followers

£250
story
advert

£50
for several
stories at once

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



brand activation

thursday market

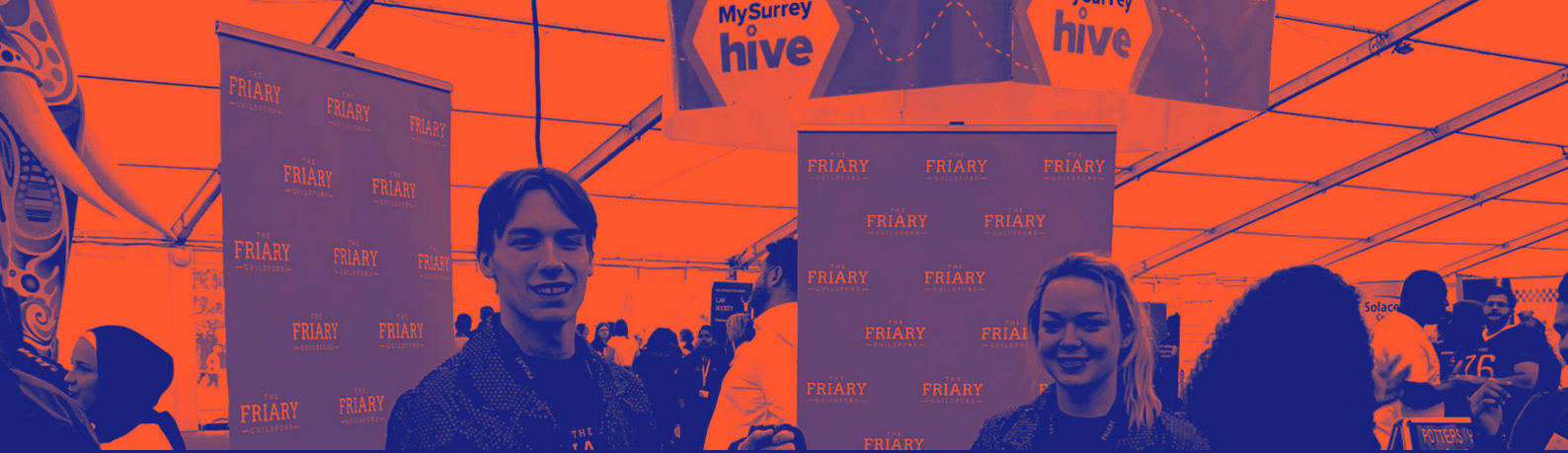
Our Thursday markets brings the campus to life. With food traders from all over the world, a fruit and veg market and promotional fairs, this is a fantastic opportunity for you to get in front of our especially high student footfall and be part of a vibrant and regular event.



market stall

from £250
one standard
table size





print media



 **SU Network**

print media

leaflets & sampling

Leaflets and sampling give you the opportunity in SU and university spaces, and to have posters and roll up banners positioned in key footfall areas. As well as giving out samples of your products or trials for your services.

leaflets

contact us
for more info

sampling

contact us
for more info



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

team surrey

Opportunity to sponsor a sports team, with the package suiting both you and the sports team. Opportunities can include access to activities fund, sponsoring a specific team and promotion of your brand throughout the club.



Enquire for more details
on further opportunities



opportunities

event sponsorship & fundraising

awards night

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



fundraising

Fundraising campaigns may include special events or initiatives to generate excitement and participation. The SU have a number of ethical and sustainable projects, such as Kelly's Fun Run, which can enable you to offer funding support to crucially important campaigns.

**Enquire for more details
on further opportunities**



opportunities

venue hire

venue hire

Surrey SU has a range of spaces available to hire, from the Rubix, to the Basement. 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

