



# herts su freshers fair

**2025** **HERTS SU**

# introduction

## herts su

**32k students**

altogether at Hertfordshire

**8k students**

attended 2024 freshers

**13k students**

are international students

SU Network manages all advertising, promotional, sponsorship, and fundraising opportunities at Hertfordshire Students' Union.

This pack outlines the opportunity to participate in Herts' Freshers Fair, taking place in September. The event provides a valuable platform to establish an on-campus presence and directly engage with an audience of over 8,000 new and returning students.

To further enhance your brand's visibility, additional exposure can be secured through our range of curated media packages, which complement your presence at the fair.

We invite you to explore the following pages to discover how your business can become part of this high-impact student engagement opportunity.





# recap of freshers 2024

+ many more



**key dates for your diary**



# **saturday 20<sup>th</sup> september**


## students move in weekend



 **monday 22<sup>nd</sup> september**

# welcome week



 **monday 29<sup>th</sup> september**

## classes begin





# freshers stalls

friday 26<sup>th</sup> september

8k students per day provisional

## standard pitch

£800

6ft x 2ft table

a stall in the marquee

\*get in touch with us for bespoke prices  
for charity rates

## premium pitch

£1,200

double table

a premium stall in the marquee

## combo package

£1,000

freshers & refreshers

a standard stall for both  
freshers & refreshers - save  
£500





## digital screens



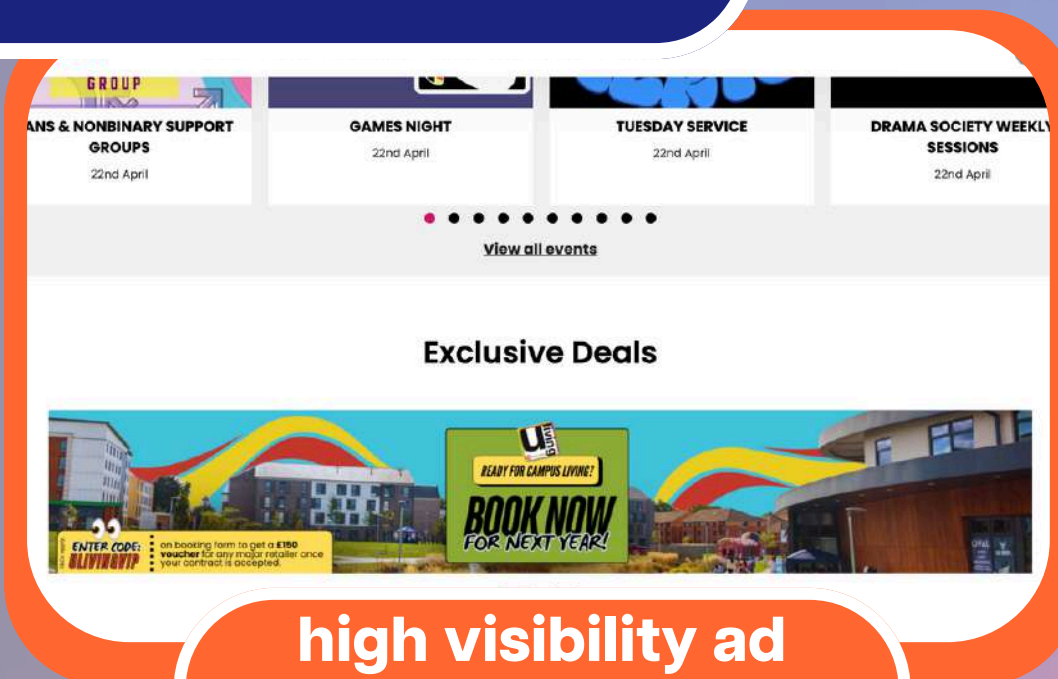
landscape screens  
2k daily footfall

## instagram story



16.2k followers  
average 1.8k views

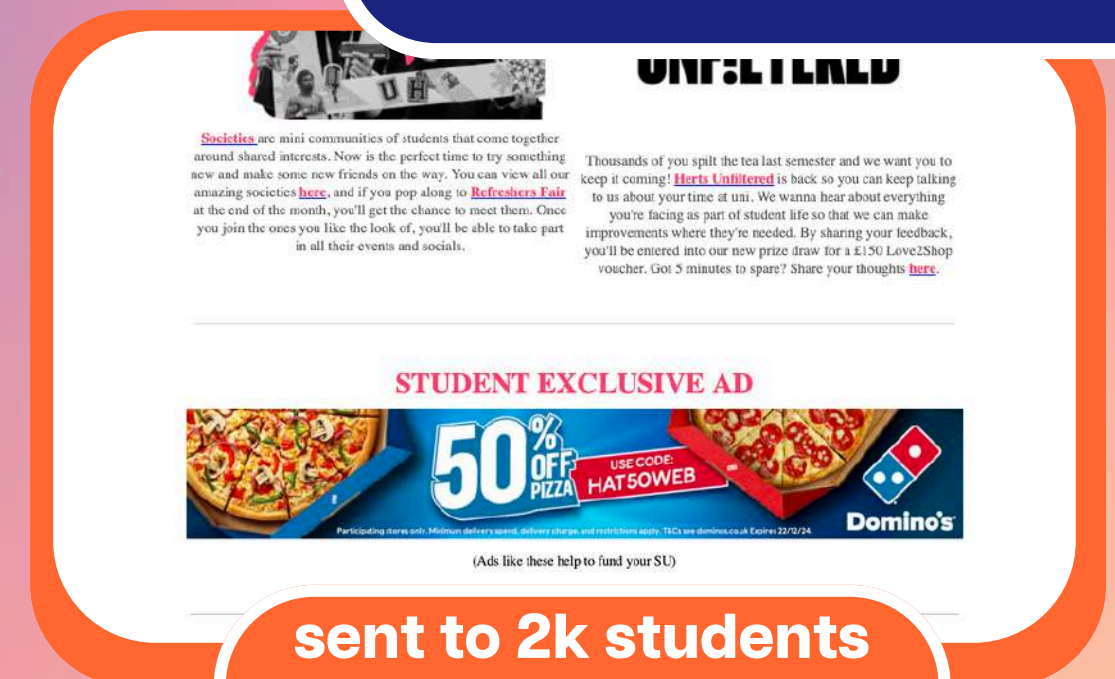
## website banner



high visibility ad  
12k monthly views

# digital opportunities media

## e-newsletter



sent to 2k students  
35% open rate

# media add ons

during freshers

## bronze

1 x instagram story post  
2 x weeks digital screen  
starting 22<sup>nd</sup> September

£350

## silver

1 x instagram story  
1 x month digital screen starting  
22<sup>nd</sup> September  
1 x month advert on student  
discount page  
2 x weeks of website homepage  
starting 22<sup>nd</sup> September

£800

## gold

1 x instagram story  
1 x month digital screen starting  
22<sup>nd</sup> September  
1 x month website homepage  
starting 22<sup>nd</sup> September  
1 x month advert on student  
discount page  
1 x advert in e-newsletter

£1,500

\*These packages are only available as add-ons when booking a freshers stall

# want to book?

here's how



**contact us at** [hello@sunetwork.co.uk](mailto:hello@sunetwork.co.uk)



**or visit** [www.sunetwork.co.uk](http://www.sunetwork.co.uk)

to book any of these packages or to discuss something more tailored  
based on your requirements.

All prices quoted are excluding VAT.

provisional

The dates in the pack are provisional and will be confirmed with each  
stall holder prior the event.

