



LEICESTER
STUDENTS'
UNION

FRESHERS MEDIA GUIDE

leicesterunion.com/advertise | su-sales@leicester.ac.uk

 StudentsUnion |   LeicesterUnion



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**LEICESTER
STUDENTS'
UNION**

Introduction

Take advantage of our exclusive advertising opportunities as we welcome 19,000+ students onto campus to begin a new chapter at the University of Leicester.

Freshers Week is a way to bring sports clubs, societies, brands and businesses together to offer a week of events taking place on our university campus and within our award winning student union.

Students contribute £41.9bn to the UK economy each year.

Here at The University of Leicester we have:



19,141
Students



34%
Postgraduate



66%
Undergraduate



37K
Social Media
Following



250+
Student Groups

Infographic figures are correct at the time of publishing. For our latest student demographics, please visit leicesterunion.com/advertise

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Freshers Fair



Meet 10,000 students face to face on our close knit campus. This year being held on 24th, 25th and 26th September 2024.

The academic year at the University of Leicester kicks off with our Fresher Fairs. These are exclusive events which attract students onto campus and offer an insight of what university life has to offer. This is our biggest advertising opportunity of the year and offers the perfect introduction to engage with our student population.

Standard Stall

1 day	£1000 + VAT
2 days	£1600 + VAT
3 days	£1750 + VAT

Offers available for local businesses and charities

There is limited availability of these offers during Freshers Week and they will sell out – please get in touch early to confirm your space.

Bespoke Spaces

Do you have a larger activation requiring more space or wanting to gain a larger impact?

Get in touch with us to discover bespoke options to bring your brand presence to life on campus.

- Suitable for larger activations
- Maximise brand presence
- Outdoor options available
- Price available on request



Digital & Multi Media Approaches

Consider a digital or multi media approach to get your brand message across.

Digital Screens

We have 7 screens which are carefully placed across our SU building for maximum exposure.

7 days from Freshers week	£350
10 days from Freshers week	£400
1 month	£750
1 term	£1000

Website Banner

Our website logs over 15,000 unique visitors every month and over 700,000 page views with activity peaking following A Level results day which falls this year on 15th August 2024.

1 month from A Level results day	£500
2 months from A Level results day	£800
A Level results day until end of term 1	£1500

Email Marketing

SOLUS Email during Freshers Week	£500
SOLUS Email Post Freshers Week	£350
Banner advert in SU welcome email	£350

All costs are exclusive of VAT

There is limited availability for these offers during Freshers Week and they will sell out – please get in touch early to confirm your space.



Other Options

Keep your presence going around our Fresher Fair events by holding an activation within welcome week.

On site activation within
Freshers week (non fair days)

£500

Wall planners and welcome bags

We print and distribute wall LSU wall planners to all new students within our Freshers Week goodie bags. Place your unique brand advert on our annual wall planner.

Advert in our wall planner

£450

Printed insert into
welcome week bags

£450

Gift or sample in
welcome week bags

£250

All costs are exclusive of VAT
There is limited availability for these offers during Freshers Week and they will sell out – please get in touch early to confirm your space.



Social Media



**Multi channel post
during welcome week**

£900 + VAT

**Instagram post
during Freshers Week**

£300

**Instagram story
during Freshers Week**

£200

**Collaboration with a
student influencer**

**Price available
on request**

All costs are exclusive of VAT
There is limited availability for these offers during Freshers Week and they will sell out – please get in touch early to confirm your space.

Freshers Week Packages

Gold Freshers Week Package

- Premium stall – A larger stall in a premium location across both fair days
- Premium stall at our January Refreshers Fair event
- On site activation stand within Freshers week (on non fair days)
- Banner on SU website for 1 month from Freshers week
- Digital screen advertising through welcome week
- Company logo printed in our wall planner and campus map
- Your printed insert and freebie placed into our welcome bags
- Multi Channel Social Media Post – Instagram story, grid post & Facebook post

Silver Freshers Week Package

- Standard stall – A standard size stall in a premium location across both fair days
- Standard stall at our January Refreshers Fair event
- Banner on SU website for 1 week from Freshers week
- Your printed insert placed into our welcome bags
- Digital screen advertising throughout welcome week

Freshers Week Sponsorship

- Bespoke packages are available – get in touch to discuss this further

All costs are exclusive of VAT

There is limited availability for these offers during Freshers Week and they will sell out – please get in touch early to confirm your space.

Refreshers Fair

We hold an annual refreshers fair event in January as we welcome our second intake of students onto campus within the academic year. With an event footfall of around 2000 student, this offers a chance to engage with our new and current intake of students. Ideal for creating a lasting brand message across the academic year.

We offer two commercial stands at our Refreshers Fair event:

Premium Stall (2 x 4m)

£700.00

Standard Stall (2 x 2m)

£550.00

25% discount when booking to attend our Refreshers Fair and Freshers fair together

All costs are exclusive of VAT

There is limited availability for these offers during Freshers Week and they will sell out – please get in touch early to confirm your space.



Previous Clients



Superdrug

national
express

wagamama

SUBWAY

Sulets

ROCKSTAR
PROMOTIONS

las
IGUANAS



LLOYDS BANK



REVOLUTION



Graduate
Recruitment
Bureau

Get In Touch



Our vision is that together we can create a fun and memorable experience for our students through the medium of advertising.

We welcome innovative and forward-thinking ways of introducing your brand to our students. If you haven't found what you're looking for in this pack, just give us a call or send us an email to discuss our tailored packages.

