



MEDIA PACK 2019/20

**We will connect your brand
to more than 18,000 students**



**BEST
FRESHERS' FAIR**
WINNER 2016
RUNNER-UP 2017 & 2018



**INVESTORS
IN PEOPLE**

Excellent

NUS Green Impact
Students' Unions

nus AWARDS
2016 WINNER

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WHY ARE STUDENTS SO IMPORTANT TO YOU?

WHY ADVERTISE WITH US?

The Students' Union at Bournemouth University (SUBU) is the best place to help you start a conversation with over 18,000 students!

Many of our students are moving away from home for the first time and are deciding which brands best suit their needs. This presents the perfect opportunity to showcase your brand and create long-term brand loyalty with this highly sought after demographic.

SUBU is affiliated with Bournemouth University, giving us exclusivity to allow clients to market to BU students.

SUBU is a brand that BU students acknowledge and trust, we have a deep knowledge of our student population and will work with you to fine tune your messages.

STUDENT SPENDING

There are 2.2 million students in the UK, spending £23 billion annually and they make up the most profitable group in the 18-24 age bracket.

NATIONAL SPENDING FIGURES



£23 BILLION
ANNUALLY



£2 BILLION
ON SOCIALISING



£3.5 BILLION
ON FOOD



£2 BILLION
ON OTHER



BAM Agency LTD
www.bamuk.com/access-expendable-cash



BOURNEMOUTH SPENDING FIGURES

Bournemouth University students alone spend over £125 million annually across the following categories:



£58 MILLION
ON ACCOMMODATION



£28 MILLION
ON FOOD & BEVERAGES



£15 MILLION
ON RECREATION



£10 MILLION
ON TRANSPORT



£14 MILLION
ON OTHER

BU Bournemouth University

Economic Impact Report 2013

WHY STUDENTS?

The student market has many attributes that make it an ideal target market, such as being early adopters, the unique community environment at University, high disposable income and developing brand loyalty.

EARLY ADOPTERS

Students are generally early adopters; experiencing a milestone in their life and real taste of independence

For many students the first moments at University allows or even forces them to make their own choices, they decide what they think, what they do and more importantly for brands, what they buy or who they invest their time with.

COMMUNITY ENVIRONMENT

The nature of the University community environment allows for relationships between brand and students to take hold faster

All students live in a Community Environment, where brand activations spread like wildfire, a community of like minded individuals all going through a similar journey at the same time allows early adoption to take hold faster.

DISPOSABLE INCOME

There are many sources out there that show just how big the spending power of students is in the UK market

UK Students put a jaw-dropping £23 billion into the economy each year. Of course the bulk of this is spent on accommodation, however it is estimated that students spend approximately £3.5 billion on food, £2 billion on entertainment and socialising and another £2 billion on non-essential items.

WHY THE STUDENTS' UNION AT BOURNEMOUTH UNIVERSITY?

If the youth market is your target market then you've come to the right place! The Students' Union has close contact with 18,000 students and advertising through SUBU gives you the opportunity to reach out to our students in a range of different ways. By marketing your brand with SUBU, we will be in effect endorsing your brand to our students.

SUBU is a non-profit charity, so the profit generated from external marketing and sponsorship goes back into our day to day work, improving the lives of our students and ensuring that we offer the necessary support to enable them to succeed.



BRAND LOYALTY

After the first 3 months students' choices start to form and brand association and loyalty starts to build.

At the start of each year, around 18,000 new students arrive at Bournemouth University. They are about to make lifelong brand choices so it is imperative for brands to ensure their message is fun and engaging, showing their brands personality.



Insight from student marketing experts BAM Agency LTD
www.bamuk.com/why-students

STUDENT TIMELINE 2019 - 2020

- Events that you can be involved in
- Term & holiday dates
- Student loan payments

2019

SEPTEMBER

4,5k new students
move into halls

Student Loan
Arrivals Week &
Term 1 starts

Student Market

Freshers' Fair 2019

Black History Month

Volunteering & Part-Time
Job Fair 2019

NOVEMBER

Graduation Ceremonies

DECEMBER

Christmas Fair

Winter Break

Winter Student Loan

SAT 21ST
SUN 22ND

MON 23RD

FRI 27TH

SAT 28TH

TUES 1ST

WED 2ND

MON 4TH
FRI 8TH

TUES 3RD

MON 16TH
FRI 3RD JAN

FRI 24TH

2020

JANUARY

Term 2 Starts

January Exams

FEBRUARY

Refreshers' Fair

MARCH

One World Day
International Festival

Spring Student market

Recruitment Fair

APRIL

Spring Student Loan

Activities Awards

Spring Break

MAY

Term 3 starts

Varsity Trophy
BU vs Solent

May Exams

JUNE

Summer Ball

SUBU Annual Review

Term 3 Finishes

MON 6TH

MON 20TH
FRI 31ST

TUES 4TH

THURS 5TH

TUES 10TH

WED 25TH

MON 6TH

TUES 7TH

MON 6TH
FRI 24TH

MON 27TH

WED 6TH

MON 18TH
FRI 29TH

SAT 6TH

WED 3RD

SUN 21ST

BOOK NOW

✉ aelsey@bournemouth.ac.uk

☎ 01202 961461

🖱 www.subu.org.uk/marketing

MEDIA PACK 2019/20

03

FRESHERS' FAIR

In the student market? Then meet up to 6,000 potential customers in one day!

The SUBU Freshers' Fair is a huge exhibition that is free to attend for over 18,000 Bournemouth University and Arts University Bournemouth students. Included in the fair are all of the SUBU clubs and societies, BU sports teams, local and BU groups together with a collection of local and national businesses, live entertainment, sports demos, music, food and drink! It's officially one of the best Freshers' Fairs in the country! It has been ranked No 1 in 2016, runner up in 2017 and 2018 in the national BAM Marketing Survey. There are over 5,000 new first year students to the area each year.

This year's SUBU Freshers' Fair is on Saturday 28th September 2019, 10am - 3pm, and will bring the arrivals period to a climax for 5,000 new students and 13,000 returning students.



EXHIBITION STAND

WITH FREE PARKING, WIFI AND POWER ON REQUEST |

ALL PRICES
SUBJECT TO VAT

VEHICLE
LARGE



CENTRAL
OUTDOOR



3M X 12M
DISPLAY SPACE

£1,200

VEHICLE
STANDARD



CENTRAL
OUTDOOR



3M X 5M
DISPLAY SPACE

£1000

PLATINUM



PREMIUM
INDOOR SPOT



4M X 1M
TABLE

£1,250

GOLD



INDOOR
SPOT



2M X 1M
TABLE

£850

SILVER



OUTDOOR
BOULEVARD



3M X 3M
GAZEBO

£650



ADDITIONAL £50
FOR POWER OUTDOORS



bam®

**BEST
FRESHERS' FAIR**
WINNER 2016
RUNNER-UP 2017 & 2018

ARRIVALS KEY MARKETING



STUDENT WELCOME MAP
80MM X 50MM SIZED ADVERT

10,000 MAPS
PRINTED

£250

A detailed double sided map of Bournemouth Town Centre with Lansdowne & Talbot Campus, illustrating key university buildings, landmarks and venues. The Welcome Maps are readily available to students across campus, including their halls of residence and venues across Bournemouth on the arrivals weekend. The maps will also be used by BU, SUBU, halls of residence and student volunteer teams to assist new students around campus and the surrounding area.



PRE-ARRIVALS E-SHOT **12,500 STUDENT**
INBOXES REACHED

£300

The Pre-Arrivals E-Shot has a reach of 12,500+ students, including the complete up to date list of 4,500 1st years.



FIRST YEAR HALLS
LEAFLET DISTRIBUTION

1,500 LEAFLET PACKS
REACHING 4,500 STUDENTS

£150

Leaflet distribution happens on Friday 20th September, ready for move in day on Saturday 21st September. 1,500 leaflet packs will be distributed, 2 per student kitchen reaching 4,500 BU students. Your leaflets are required by Monday 16th September.



FRESHERS' FAIR WELCOME
COTTON SHOPPING BAGS

4,000 BAGS
PRINTED AND DISTRIBUTED

£250

YOUR LOGO ON THE BAG: Be one of six 105mm x 75mm sized logos on each side of the bag. The Welcome Cotton Shoppers are given out at Freshers' Fair & carried by thousands of students to gather their freebies.

£250






INSERT YOUR LEAFLETS OR SAMPLES: Feature your leaflets or samples inside the Freshers' Fair Welcome Cotton Shoppers for thousands of students to enjoy.



ARRIVALS PACKAGE DEALS

Maximise your reach and save money with our arrivals packages!

PLATINUM 20% DISCOUNT

	GOLD FRESHERS' FAIR PITCH	£850
	ARRIVALS E-SHOT	£300
	STUDENT WELCOME MAP	£250
	ARRIVALS HALLS LEAFLET DISTRIBUTION	£150
	FRESHERS WELCOME SHOPPER LEAFLETS	£250

DEAL PRICE

FULL PACKAGE PRICE





£1,800

£1,440

20% DISCOUNT - SAVING YOU £360!



GOLD 15% DISCOUNT

	ARRIVALS E-SHOT	£300
	STUDENT WELCOME MAP	£250
	ARRIVALS HALLS LEAFLET DISTRIBUTION	£150
	FRESHERS WELCOME COTTON SHOPPER	£250

DEAL PRICE

FULL PACKAGE PRICE




£950

£807.50

15% DISCOUNT - SAVING YOU £142.50!



SILVER 10% DISCOUNT

	STUDENT WELCOME MAP	£250
	ARRIVALS HALLS LEAFLET DISTRIBUTION	£150
	FRESHERS WELCOME COTTON SHOPPER	£250

DEAL PRICE



FULL PACKAGE PRICE

£650

£585

10% DISCOUNT - SAVING YOU £65!

BRONZE 5% DISCOUNT

	ARRIVALS HALLS LEAFLET DISTRIBUTION	£150
	FRESHERS WELCOME COTTON SHOPPER	£250

DEAL PRICE

FULL PACKAGE PRICE

£400

£380

5% DISCOUNT - SAVING YOU £20!

DIGITAL

Cost effective digital marketing options: Direct, quick, trackable & allows direct cross-over onto your media channels

Do you offer a Student Discount? If so register for a FREE listing on our Student Discount page: www.subu.org.uk/student-discounts

DIGITAL SCREENS

We have 3 landscape screens showing 6 slides for 10 seconds each.

Landscape Screens:

3 Available in key locations:

Poole House Atrium
Dylan's Bar staircase entrance
Ground Up Cafe facing the busy queue

Based on venue transactions your screen advertisements will receive over 4,000 daily views!



SOCIAL MEDIA PACKAGE



4 SOCIAL MEDIA POSTS
FACEBOOK, INSTAGRAM, TWITTER

BUY 3 POSTS AND GET 1 FREE

£150

25% DISCOUNT - SAVING YOU £50!

DIGITAL MARKETING

YOUR REACH



STUDENT
E-SHOT

12,500
REACH

£300 PER SEND



WEB BANNER
SUBU.ORG.UK

94,200 USERS
694,200 ANNUAL VIEWS

£300 PER MONTH



3 DIGITAL SCREENS
IN KEY LOCATIONS

4,000
DAILY VIEWS

£200 PER MONTH



SUBU FACEBOOK
SUBU TWITTER
SUBU INSTAGRAM

14,400 LIKES
11,800 FOLLOWERS
2,700 FOLLOWERS

£50 PER POST

DIGITAL PACKAGE



EMAIL
CAMPAIGN

£300



SOCIAL MEDIA
4 POSTS

£200



3 DIGITAL
SCREENS

£200

GREAT FOR A FAST TURN-AROUND AND RESULTS!

£595

15% DISCOUNT - SAVING YOU £105!

BOOK NOW

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☎ 01202 961461

🖱 www.subu.org.uk/marketing

MEDIA PACK 2019/20

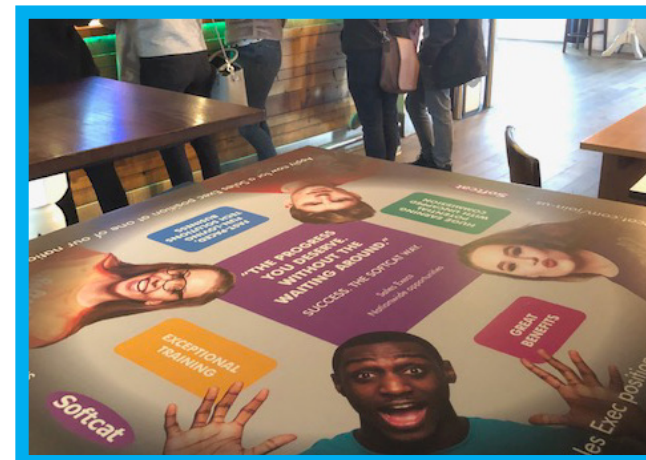
07

POSTERS AND VINYLs

Traditional direct marketing straight into the eye-line of students on campus with numerous high footfall locations on campus available.

SUBU has over 40 x A2 and 6 x A0 poster sites available across campus for commercial clients. The posters are situated in high footfall locations across campus; around cash machines, above hand dryers in the toilets, above printers in the library, lecture hall entrance lobbies and University corridors.

Posters can be up all year around. You only pay for the 35 teaching weeks. You can extend the time posters are up if that period is over a student break.



A2 POSTERS

W: 420MM

A2

H: 594MM

£20

1 POSTER | PER WEEK

£320

4 A2 POSTERS | PER MONTH

FREE

POSTER UPDATES

£2,800

4 A2 POSTERS
PER YEAR | 35 WEEKS

DEAL PRICE

£2,380

PACKAGE: 4 X A2 POSTERS FOR 1 YEAR
15% DISCOUNT - SAVING YOU £420!

A0 POSTERS

W: 841MM

A0

H: 1189MM

£35

1 POSTER | PER WEEK

£140

1 A0 POSTER | PER MONTH

FREE

POSTER UPDATES

£1,225

1 A0 POSTER
PER YEAR | 35 WEEKS

DEAL PRICE

£1041.50

PACKAGE: 1 X A0 POSTER FOR 1 YEAR
15% DISCOUNT - SAVING YOU £183.75!

DYLAN'S BAR TABLE VINYLs

W: 800MM

TABLE

H: 800MM

£30

1 TABLE | PER WEEK

£20

PER STICKER PRINT

£600

PACKAGE: 5 TABLES FOR 1 MONTH - STICKER
PRINT COST INCLUDED - SAVING YOU £100!

LEAFLETS

Leaflets are a great way of getting your brand straight into the hands and minds of students. Campaigns can be trackable using digital codes and vouchers.



DISTRIBUTION

HALLS OF RESIDENCE

Every month SUBU deliver two 'Latest Information & Offers' envelope packs to each student post box across 8 Bournemouth University Halls of Residence.

SUBU deliver two packs to each post box, with up to six students per post box, meaning 1,500 of your leaflets will reach over 4,500 students.

Distribution will include: Chesil House, Corfe House, Cranborne House, Dorchester House, Home Park, Lyme Regis House, Purbeck House, Lansdowne Point (BU International College), and Student Village.

Due to the envelope and post box sizes, A5 210mm x 148mm are encouraged with the maximum size accepted being 297mm x 210mm.

HALLS LEAFLET DISTRIBUTION | 1,500

Deliveries 1st Friday of every month

£150

BOOK 3 DISTRIBUTIONS

AND GET 15% DISCOUNT

£382.50

Leaflets are to be delivered marked for attention of Andy Elsey with the following address:

Students' Union Bournemouth University,
The Student Centre, Talbot Campus,
Fern Barrow, Poole, Dorset BH12 5BB

HALLS DISTRIBUTION DATES

Leaflets required by 4pm on the Monday prior to Friday distribution.

Academic year 23rd Sept 2019 - 26th June 2020

Friday 20 th		September 2019
Students arrive		21 st & 22 nd Sept
Friday 4 th		October 2019
Friday 1 st		November 2019
Friday 29 th		November 2019
Winter break		16 th Dec - 3 rd Jan
Friday 10 th		January 2020
Friday 7 th		February 2020
Friday 6 th		March 2020
Friday 27 th		March 2020
Spring break		6 th Apr - 24 th Apr
Friday 1 st		May 2020
Friday 29 th		May 2020

DISTRIBUTION

ON CAMPUS

Promotional stand in the busy Poole House Atrium, with average footfall of 4,000 students a day, it's the ideal place for face to face promotion.

PROMOTIONAL TABLE | TALBOT ATRIUM

Includes 2 Social Posts (£100 Value)

£200

Promotional Table and 2 Social Posts, one before the campaign and one on the day.

SUBU PROMO TEAM HIRE | 10AM - 2PM

Promote yourself with our team

£20
PP/PH

Hire our team for £20 an hour per person, so two people for 4 hours - £160.

LEAFLET RACK | 1,000 LEAFLETS

Host your leaflets for one month

£200

Leaflet racks by SUBU Reception. 6 x A5 slots in a ring, 6 rings high. Refilling as necessary.

BOOK NOW

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🖱 www.subu.org.uk/marketing

MEDIA PACK 2019/20

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PROMOTIONAL STANDS

Our promotional stands at key events or on campus are ideal for: Product sampling, leafleting, data capture, competition sign ups, face to face interaction, informal interviews, brand awareness, product launch, research or test and more.

Included with all promotional stands is free parking, Wi-Fi and electric power, plus all bookings receive two social media posts - one the day before and one on the day of your visit.

There are different types of stands available for both indoor and outdoor promotions.

ON CAMPUS PROMOTIONAL STANDS | AVERAGE DAILY FOOTFALL OF 4,000 STUDENTS



CENTRAL BOULEVARD STAND
OUTDOOR 3M X 3M

£300

At the centre of Talbot Campus outside The Students' Union and University Sports Centre SportBU, we have a semi-circle along the central Boulevard exhibition space. In this ideal position at the heart of the campus, SUBU can accommodate a range of activities from large scale installations and branded vehicles to simpler stands or pop-up displays.



CENTRAL ATRIUM
INDOOR 2M X 2M

£200

Exhibitor table in the busy Talbot Campus Poole House Atrium home to BU Reception, Starbucks, SU Shop, Santander Bank, walkway from the BU Bus Hub and Dylan's SU Bar. This really is a busy cross-roads and hive of activity on campus.

Ideal location to reach students when travelling to lectures throughout the day.



SPECIAL EVENT PROMOTIONAL STANDS

EXPERIENTIAL MARKETING ZONES AT KEY EVENTS



REFRESHERS' FAIR | THUR 4TH FEB
AVERAGE ATTENDANCE 3,700

SUBU Refreshers' Fair is taking place on Thursday 4th February 2020 from 10am to 3pm. An exciting exhibition and the finale of 'Sports & Socs Week', with over 4,000 students attending last year. Included in the event are local and national businesses with sports teams, clubs, societies and demonstrations offering free samples, discounts and other engagements.



STUDENT CENTRE STAND
INDOOR 2M X 1M

£200



CENTRAL BOULEVARD STAND
OUTDOOR 3M X 5M

£300



THE VARSITY TROPHY | WEDS 6TH MAY
AVERAGE ATTENDANCE 3,000

£500

A 6m x 6m Experiential Marketing Zone at the heart of the event, including a 2m x 1m Vinyl Banner on a central pitch used for the duration of the tournament and the final.



THE SUBU SUMMER BALL | SAT 6TH JUNE
AVERAGE ATTENDANCE 7,500

£500

A 6m x 3m experiential marketing zone at the heart of The SUBU Summer Ball site.



NERVE MAGAZINE

Nerve Magazine is distributed across campus, making it a great way to get your brand straight into the hands of students.

Nerve Magazine is the Official Students' Union Magazine, written by students for students and distributed across halls and campus.

SUBU print 2,000 copies and attract an average 5,000 digital downloads an issue - Nerve Magazine is distributed hand to hand in high footfall locations, left in Digital and traditional magazine pick up points, campus coffee shops, bars, restaurants and delivered to halls of residence.



NERVE^{mag}

ANNUAL EDITION SCHEDULE

SEPTEMBER

Arrivals Special Edition, distributed at Freshers' Fair and across campus

NOVEMBER

Halloween Edition, distributed across campus

FEBRUARY

Refreshers Edition, distributed at Refreshers' Fair and across campus

MARCH

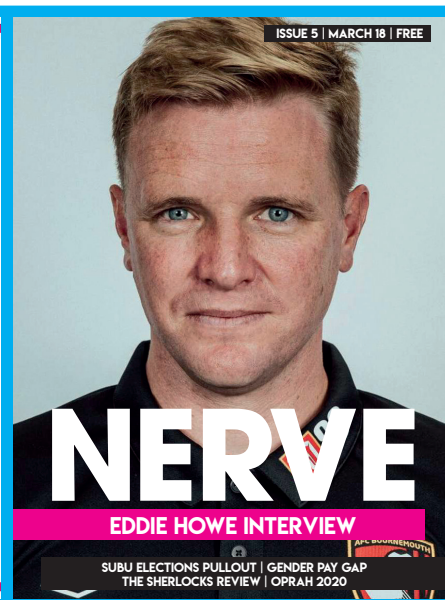
Summer Ball preview special, distributed across campus

APRIL

April Edition, distributed across campus

MAY

Varsity Edition, distributed across campus



FULL PAGE ADVERT
170MM X 240MM

£250



NERVE ADVERTORIAL
170MM X 240MM

£250

NERVE RADIO 87.9FM & ONLINE

Broadcasting on FM and online across Bournemouth, Poole, and Christchurch to a youth audience of over 50,000

NERVE^{radio}

Nerve Radio is part of SUBU Clubs & Societies. Broadcasting to the student body 24 hours per day, 365 days per year, with 13 hours of scheduled talk shows and presenters per day. Nerve Radio are the voice and listening experience of both the Students' Union and the students themselves. Nerve is run entirely by student volunteers, with 20 committee members and 250+ presenters who regularly dedicate their free time to producing high quality radio services.

With 20 years of outstanding student radio service to BU and it's surrounding area, Nerve Radio received recognition at the highest level with numerous Student Radio Association Awards, including Best Station and Best Specialist Music Programming. Members of Nerve Radio have gone on to work with other radio stations, such as BBC Radio 1, BBC Radio 1Xtra, BBC Radio 2, Heart Radio, and talkSPORT.

For two weeks of each year, we broadcast on 87.9FM Bournemouth. This FM period is during March 2020 and is the highlight of the Nerve Radio calendar.

All advertising and sponsorship opportunities listed are for the FM period only, however we are open to tailor advertising and sponsorship opportunities throughout the year.

SPOT ADVERT | 30 - 40 SECONDS

6 Spots per day for 14 days

£210

From 10am - 4pm daily, aired at 20 past the hour.

NEWS SPONSORSHIP MESSAGE

Intro and outro to News bulletins

£250

Broadcast at the intro and outro of each news bulletin, totaling 8 plays per day for 10 days.

BREAKFAST SPONSORSHIP MESSAGE

Intro and outro to Breakfast Show

£200

Airing 8am - 10am on weekdays. Your message will be broadcast at the intro and outro of each Breakfast Show, with a further two plays during the 2 hour spot, totaling 4 plays per day for 10 days. No other adverts are broadcast during the breakfast show period other than yours.

DRIVETIME ADVERT | 30 - 40 SECONDS

Intro and outro to Drivetime Show

£200

Airing 4pm - 6pm on weekdays. Your message will be broadcast at the intro and outro of each drivetime show, with a further two plays during the two hour spot, totalling 4 plays per day.

£688

SPONSOR ALL THE ABOVE! 20% DISCOUNT

LOGO ON NERVE T-SHIRTS

Limited to 1 partner, £25 per shirt

£500

Your logo will be the only one featured on t-shirts worn by the Nerve Radio committee and presenters throughout the FM period. Nerve Radio members will be running a variety of events and campaigns on campus before, during and after the FM period, providing a huge opportunity for on-campus presence even after the FM period has ended.

PRIZES

Supplying prizes to be given away is a perfect solution if you have a limited advertising budget.

We welcome prize donations of any type, and your company name will be read out on-air and featured on our social channels.



/nerveradio



nervemedia.org.uk



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☎ 01202 961461

🖱 www.subu.org.uk/marketing

MEDIA PACK 2019/20

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SPONSORSHIP & EVENT MARKETING ACTIVATIONS



FRESHERS' FAIR HEADLINE SPONSOR

Sat 28th Sept 2019
6,000+ students attend

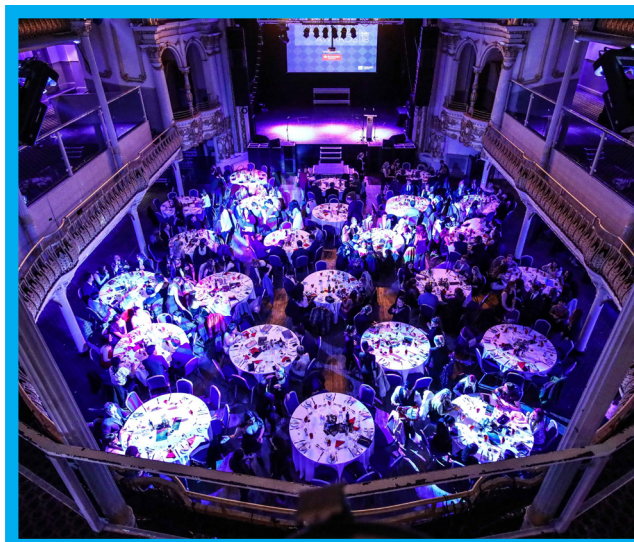
The SUBU Freshers' Fair is a huge arrivals week exhibition that is free to attend for 18,000 BU students. Included in the fair are over 100 SUBU Clubs and Societies, 60 SportBU teams, 25 BU and SUBU student support and service teams fused together by a vibrant collaboration of 90 local and national businesses, live entertainment, sports demonstrations, music, food and drink! We were voted the Best Freshers' Fair in the UK for 2016, and national runner up for 2017 and 2018 by an independent survey!

PACKAGE HIGHLIGHTS

- Platinum Stand
- Logo on all Freshers' Fair marketing materials
- Welcome Cotton Shopper with your logo on the side and leaflets in 4,000 bags
- Headline 'in association with' Sponsor
- SUBU Freshers' Fair webpage feature
- Arrivals email to 12,500+ students' emails
- Entrance Banner & Flags

ONLY ONE HEADLINE SPONSOR

£5,000



ACTIVITIES AWARDS PARTNER SPONSOR

Early April 2020
500+ students attend

We currently have over 120 Clubs and Societies; which cover academic, arts & performance, cultural, faith, political & campaigning, special interest and sport groups. The Activities Awards are a celebration and an opportunity to reward, praise and encourage the fantastic work the students do in their spare time. Students involved with Clubs & Societies are some of the most active engaged students and are run by natural leaders and influencers among the 18,000 students at Bournemouth University.

PACKAGE HIGHLIGHTS

- 2 VIP Guests invitations to dine and present an Award
- Media coverage from SUBU & Nerve Media
- Logo on the awards presentation screen
- Promotional stand during the event
- Logo on all marketing materials
- Opportunity to meet key SUBU & BU stakeholders

ONLY 4 SPONSORS AVAILABLE

£1,000

SPONSORSHIP & EVENT MARKETING ACTIVATIONS



BU VARSITY

Weds 6th May 2020
1,200 Athletes &
3,000 Spectators

Bournemouth University (BU) and Solent University (SU) go head to head for the 5th annual South Coast Varsity! The Varsity event will see 25 sports teams with over 900 athletes competing in a wide range of sports including American Football, Hockey, Netball, Cricket, Squash, Football & Rugby.

The event also includes the 'It's A Knockout' tournament. 300 students in 16 teams from the BU Halls of Residence & SUBU Clubs & Societies will compete in a classic 'Old School Sports event' to see who will be ultimate champion.

PACKAGE HIGHLIGHTS

- Experiential Marketing Zone
- Social Media & E-Mail campaigns
- Pitch Side Banners
- Digital Screens

FROM £500

- Pitch Side Banner

EACH £150



SUMMER BALL

Sat 6th June 2020
Student Festival Event
7,500+ students attend

The SUBU Summer Ball has been running for over 25 years. The Summer Ball is far more like a mini festival than a formal ball. It's the absolute climax to the student year and has an impact way beyond our postcode!

KEY FACTS

The largest Summer Ball in the country.
A green field event with custom built arenas.
Lasts for 13 hours from 2pm to 3am.
203k Reach on SUMMER BALL 2017: OFFICIAL AFTER MOVIE video and 50K Reach of the Bournemouth Pier sunrise survivors' photo.

PACKAGE HIGHLIGHTS

- Headline 'in association with' Sponsor
- Digital Screens and Social/E-Shot campaigns
- Experiential Marketing Zone
- Logo on all marketing materials
- Main Stage Screen Logo
- Entrance banner & Flags

£5,000

- Experiential Marketing Zone & supporting marketing options

£1,200

BOOK NOW

✉ aelsey@bournemouth.ac.uk

☎ 01202 961461

🖱 www.subu.org.uk/marketing

MEDIA PACK 2019/20

15

SPONSOR A CLUB OR SOCIETY



We have 120+ SUBU Clubs and Societies who are looking for sponsorship, offering a great way for your brand to directly associate itself with the strong identity, goodwill and success of the individual Clubs & Societies within the Students' Union, Bournemouth University and the community.

Each of the Clubs listed on the following pages have a detailed sponsorship proposal available at www.subu.org.uk/sponsorship. These proposals will give you more information about the reasonable expenses the clubs incur, the proposed sponsorship fee and the marketing exposure you can expect to receive from partnering with the Club or Society.

Any sponsorship gained will go directly to the Club or Society to support its function. Additional funds will help develop the group, allowing them to enter more competitions, as well as the opportunity to invest in equipment.

On the following pages we have 4 of our big Clubs & Societies that are looking for Sponsors: BU Sailing Club, BU Boat Club, BU Falcons & BU Bobcats. Also included is a list of the other numerous Clubs and Societies who are also available for bespoke sponsorship.

All sponsorships come with common features, with additional marketing listed on their page.

INCLUDED IN YOUR SPONSORSHIP



LOGO ON CLUB MATCH KIT
/TRAINING WEAR



LOGO WITH CLICKABLE URL ON
CLUB & SOCIETY WEBPAGE



SOCIAL MEDIA COVERAGE ON
SUBU CLUB & SOCIETY PAGE



EVENT COVERAGE ON NERVE
MEDIA ONLINE & MAGAZINE



ADDITIONAL SUBU MARKETING CHANNELS INCLUDED IN YOUR SPONSORSHIP PACKAGE



2 EMAIL CAMPAIGNS
16,500+ STUDENTS

VALUE £600



4 SOCIAL MEDIA POSTS
ON SUBU FACEBOOK

VALUE £200



2 X ON CAMPUS
PROMOTIONAL STANDS

VALUE £400

THESE ALONE ARE VALUED AT £1,200 AND INCLUDED IN
THE CLUBS AND SOCIETIES SPONSORSHIP PACKAGES



SPONSOR A CLUB OR SOCIETY

Each of the Clubs listed below have a detailed sponsorship proposal available at www.subu.org.uk/sponsorship



BU SAILING CLUB

40+ Members

Fastest growing University Sailing Club in the country, and the results show it!

With over forty members, a number of whom have represented Great Britain prior to or during their time at BU.

Matches: Local Weymouth and Portland National & Sailing Academy National.

Training: Ringwood Spinnaker Sailing Club.

ADDITIONAL BRANDING



8 X BOATS WITH SAIL
AND HULL BRANDNG



BOAT TRAILER
BRANDING



CLUB KIT
BRANDING

£2,100



BU BOAT CLUB

80+ Members

BUBC starts 2018 with its biggest ever squad and a mission to place a men's and women's crew in the top ten at the British University Championships.

Matches: Local on the River Stour & Competing in over 10 national racing event s in multiple disciplines each year.

Training: Canford School Boat House on the River Stour.

ADDITIONAL BRANDING



'IN ASSOCIATION WITH' AND YOUR LOGO
ON THE ANNUAL TRAINING CAMP



7 X BOAT & TRAILER
BRANDING, DOUBLE SIDED



CLUB KIT
BRANDING

£2,100

SPONSOR A CLUB OR SOCIETY



BU FALCONS

110+ Members

The BU Falcons regularly compete, finishing in the top 3 in National Competitions in multiple disciplines. This active club is involved in and supportive of other Sports teams, charities & partakes in a number of high profile fundraisers.

Matches: Local national championship events.

Training: Sir David English Leisure Centre.



ADDITIONAL BRANDING



BANNERS, SIGNS AND LEAFLET
BRANDING AT MAJOR EVENTS



2 X EVENT
PROMOTINAL DISPLAYS



ANNUAL SHOWCASE EVENT
PROMOTIONAL MATERIAL

£2,100



BU BOBCATS

60+ Members

A fast growing Sports Team that is very passionate & social. The team is widely followed on campus and attends a range of events and socials.

Matches: Local national Chapel Gate Sports Ground & 10 National University games.

Training: Chapel Gate Sports Ground, Bournemouth.

ADDITIONAL BRANDING



RANGE OF FULLY BRANDED TEAM
WEAR AND ADVERTISING BOARDS



NAMED PARTNERS AT ALL BOBCAT
EVENTS & CHARITY WORK



TERM TIME SOCIAL
MEDIA PROMOTION

£2,100

LIST OF SUBU CLUBS & SOCIETIES

Bespoke sponsorship packages are available for the following Clubs & Societies on request.












Advertising Society	Chinese Students & Scholars Association	Forensic Science Society	LGBTQ+ Society	Reducetarian Society
African & Caribbean Society	Christian Union	Free Fall Club (BUFF)	LGBTQ+ Gamers Society	Romanian Society
Airsoft Society	Climbing Club	Game of Thrones Network	Liberal Democrat Society	Sailing Club
American Football (Bobcats)	Cocktail & Mocktail Society	Gamers Society	Magic the Gathering Society	Sexpression Network
Animation Society	Coffee Society	Games Development Society	Marketing Society	Scuba Diving Society
Anime Society	Cup Pong Society	Golf Society	Martial Arts Society	Sip & Sketch Society
Arab Society	Cyber Security Society	Gospel Choir Society	Muscle & Athletic Sports Society	Snowriders
Archaeological, Historical & Anthropological Society	Cycling Club	Guild of Assassins Society	Meditation Network	Social Sciences Society
Archery Society	Dance Society	Handball Club	Midwifery Society	South African Society
Art Society	Design Society	Harry Potter Society	Music Society	Southern Asia Society
Athletics Club	Disney Society	Historical Literature & Drama Network	Nepalese Society	Students Action for Refugees Society
Baking Society	Earth & Environmental Sciences Society	Hong Kong Society	Nigerian Society	Students Kick Cancer Society
Ballroom & Latin Dance Society	Equestrian Society	HSS Integrated Practice	Nursing Society	Surf Club
Belote Society	E-Sports Society	Humanist Society	Occupational Therapy Society	Swimming Club
Boat Club	European Society	Indian Society	Performing Arts Society	Tennis Society
Boxing Society (Silverbacks)	Exploration Society	Innovation Room	Permaculture Society	Trampolining Society
Brazilian Jiu-Jitsu Society	Feminist Society	Investment Society	Photography Society	Ultimate Frisbee Society (Heat)
British Sign Language Network	Filipino Society	Islamic Society	Poker Society	Wake & Kiteboarding Club
Bulgarian Society	Film Making Society	Japanese Society (Nihongo)	Politics Society	Water Polo Club
Business Collection Society	Film Society	Jewish Network	Polo Club	Wildlife Conservation Society
BU Women in STEM Network	First Aid Society	KPOP Society	Pre-Hospital & Emergency Care Society	Wildlife Documentary Network
Cartoon Society		Labour Society	PR Society	Windriders
Cheese Society		Live Action Roleplay Society	Psychology Society	Wine & Spirits Society
BU Falcons		Law Society	Quidditch Club	YBall Club
Chess Society		League of Entrepreneurs	Red Square Society (Russian)	Yoga Club
		Lebanese Society		

MARKETING PACKAGES - THE HIGHLIGHTS

Maximise your reach and save money with our packages!

THE FULL MARKETING PACKAGE

	FRESHERS' FAIR EXHIBITOR STAND	£850
	ARRIVALS E-SHOT	£300
	STUDENT WELCOME MAP	£250
	ARRIVALS HALLS LEAFLET DISTRIBUTION	£150
	FRESHERS WELCOME SHOPPER LEAFLETS	£250
	4 SOCIAL MEDIA SUBU POSTS	£200
	3 DIGITAL SCREENS 1 MONTH	£200
	4 X A2 POSTERS 1 MONTH	£320
	NERVE MAGAZINE FULL PAGE ARRIVALS EDITION	£250

DEAL PRICE

£2,216

20% DISCOUNT - SAVING YOU £554!



ARRIVALS PACKAGE

	GOLD FRESHERS' FAIR PITCH	£850
	ARRIVALS E-SHOT	£300
	STUDENT WELCOME MAP	£250
	ARRIVALS HALLS LEAFLET DISTRIBUTION	£150
	FRESHERS WELCOME SHOPPER LEAFLET	£250




DEAL PRICE

£1,440

20% DISCOUNT - SAVING YOU £360!



DIGITAL PACKAGE

	EMAIL CAMPAIGN	£300
	SOCIAL MEDIA 4 POSTS	£200
	3 DIGITAL SCREENS 1 MONTH	£200

DEAL PRICE

£595

15% DISCOUNT - SAVING YOU £105!

TESTIMONIALS

Don't just take our word for it, here are some of our key client testimonials!



BAM AGENCY LTD

Tim Bodenham
Managing Director

SUBU is a fantastic platform for clients who want to target the student market. Our job at BAM is to find the best route to market for our clients, that will deliver the best results and SUBU is one of our preferred media suppliers. Their media reach is fantastic and always surpass our expectation and targets. We love working closely with SUBU and the team are an absolute pleasure to work with.



CAMPUS GROUP

Daisy Startup
Account Manager

I have been very fortunate to have worked with the Students' Union at Bournemouth University on a number of brand activations. Every time they went above and beyond to accommodate us and maximise our presence on campus. I would highly recommend activating on their campus and being involved in their popular student events.



UNIPRINT LIMITED

Mark Ellson
Director

We have been working with Andy at SUBU for many years and we have always tailored marketing packages to fit our business needs and matching that to the print demands of the student calendar. Andy is easy to work with, effective at delivering campaigns, and reviewing the results of our marketing channels. Hence we renew our marketing arrangement every year.

Here are just some of the brands we have had the pleasure of working with



Andy Elsey
SUBU Sales Executive

Students' Union Bournemouth University, The Student Centre,
Talbot Campus, Fern Barrow, Poole, Dorset BH12 5BB

BOOK NOW

✉ aelsey@bournemouth.ac.uk

☎ 01202 961461

🖱 www.subu.org.uk/marketing

MEDIA PACK 2019/20

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UN Sustainable Development Goals



SUBU's new Vision will be themed by the sustainable development goals set out by the United Nations in 2015. These are designed to put us on a path to a sustainable, ethical and fairer world.

All prices in this SUBU Media Pack are correct at time of printing and are subject to change.
All prices are subject to VAT at 20%.