



**STUDENTS'  
UNION**  
BOURNEMOUTH UNIVERSITY

# MEDIA PACK

## 2020-21

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



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[☎ 01202 961461](tel:01202961461)

[🖱 www.subu.org.uk/marketing](http://www.subu.org.uk/marketing)

**MEDIA PACK 2020-21**

# 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](http://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](http://www.bamuk.com/why-students)

# STUDENT TIMELINE 2020/21

- Key dates for students
- Events you can be involved with
- Term and holiday dates
- Student loan payments



## SEMESTER 1

### SEPTEMBER

- Sat 19/Sun 20: **Move-In Weekend**
- Mon 21: **Academic Year Starts**
- Mon 21: **Student Loan Payment**
- Fri 25: **Student Market**
- Sat 26: **Freshers Fair**
- Wed 30: **Part-Time Job Fair**

### OCTOBER

- **Black History Month**
- Thu 8: **Green Day**
- Mon 19-Fri 23: **Careers Week**

### NOVEMBER

- Mon 2-Fri 6: **Bournemouth Graduation Ceremonies**
- Thu 19: **Vegan Fair**

### DECEMBER

- Thu 3: **Christmas Fair**
- Mon 21 Dec-Fri 8 Jan: **Winter Break**
- Fri 29: **Student Loan Payment**

### JANUARY

- Mon 11: **Term 2 Starts**
- Mon 18-Fri 29: **Semester 1 Exam Period**



## SEMESTER 2

### FEBRUARY

- Mon 1: **Semester 2 Starts**
- **LGBT+ History Month**
- Tue 2: **Refreshers Fair**
- Mon 20-Sun 26: **National Student Volunteering Week**

### MARCH

- Sat 27 Feb-Sat 13 March: **Fairtrade Fortnight**
- **Women's History Month**
- Mon 29-Fri 16 April: **Spring Break**

### APRIL

- Mon 19: **Term 3 Starts**
- Mon 19: **Student Loan Payment**
- Thu 29: **Vegan Fair**

### MAY

- Wed 5: **Varsity Tournament** (Bournemouth vs Southampton Solent)
- Thu 6: **SUBU Awards**
- Mon 17-Fri 28: **Semester 2 Exam Period**

### JUNE

- Sat 5: **Summer Ball**
- Fri 25: **Academic Year Ends**

# 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 26<sup>th</sup> September 2020, 10am - 3pm, and will bring the arrivals period to a climax for 5,000 new students and 13,000 returning students.



**FRESHERS FAIR**

Saturday 26 September  
10:00-15:00\* • Talbot Campus  
\*10:00-15:00 for those with accessibility requirements.

- 100s of societies and sports teams
- Free transport from halls
- Major brands and displays
- Family Zone

[subu.org.uk/freshersfair](http://subu.org.uk/freshersfair)

UNION SportBU BU Bournemouth University

## EXHIBITION STAND WITH FREE PARKING, WIFI AND POWER ON REQUEST | ALL PRICES SUBJECT TO VAT

<b>VEHICLE LARGE</b>		<b>CENTRAL OUTDOOR</b>		<b>3M X 12M DISPLAY SPACE</b>	<b>£1,200</b>
<b>VEHICLE STANDARD</b>		<b>CENTRAL OUTDOOR</b>		<b>3M X 5M DISPLAY SPACE</b>	<b>£1000</b>
<b>PLATINUM</b>		<b>PREMIUM INDOOR SPOT</b>		<b>4M X 1M TABLE</b>	<b>£1,250</b>
<b>GOLD</b>		<b>INDOOR SPOT</b>		<b>2M X 1M TABLE</b>	<b>£850</b>
<b>SILVER</b>		<b>OUTDOOR BOULEVARD</b>		<b>3M X 3M GAZEBO</b>	<b>£650</b>
				<b>ADDITIONAL £50 FOR POWER OUTDOORS</b>	<b>£650</b>



# 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** **14,000 STUDENT**  
**INBOXES REACHED**

£300

The Pre-Arrivals E-Shot has a reach of 14,000+ students, including the complete up to date list of 4,500 1st years.



**HALLS OF RESIDENCE**  
LEAFLET DISTRIBUTION

**2,800 LEAFLET PACKS**  
REACHING 6,000 STUDENTS

£250

Leaflet distribution happens on Friday 18<sup>th</sup> September, ready for move in day on Saturday 19<sup>th</sup> September. 2,800 leaflet packs will be distributed, 2 per student kitchen reaching 6,000 students. Your leaflets are required by Monday 14<sup>th</sup> September. Full distribution details on Page 9.



**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.

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

£250



**BOOK NOW**

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# 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	£250
	FRESHERS WELCOME SHOPPER LEAFLETS	£250
<b>DEAL PRICE</b>		<b>£1,520</b>
<b>FULL PACKAGE PRICE</b>		<b>£1,900</b>





DEAL PRICE

£1,520

20% DISCOUNT - SAVING YOU £380!



## GOLD 15% DISCOUNT

	ARRIVALS E-SHOT	£300
	STUDENT WELCOME MAP	£250
	ARRIVALS HALLS LEAFLET DISTRIBUTION	£250
	FRESHERS WELCOME COTTON SHOPPER	£250
<b>DEAL PRICE</b>		<b>£892.50</b>
<b>FULL PACKAGE PRICE</b>		<b>£1,050</b>




DEAL PRICE

£892.50

15% DISCOUNT - SAVING YOU £157.50!



## SILVER 10% DISCOUNT

	STUDENT WELCOME MAP	£250
	ARRIVALS HALLS LEAFLET DISTRIBUTION	£250
	FRESHERS WELCOME COTTON SHOPPER	£250
<b>DEAL PRICE</b>		<b>£675</b>
<b>FULL PACKAGE PRICE</b>		<b>£750</b>

DEAL PRICE

£675

10% DISCOUNT - SAVING YOU £75!

## BRONZE 5% DISCOUNT

	ARRIVALS HALLS LEAFLET DISTRIBUTION	£250
	FRESHERS WELCOME COTTON SHOPPER	£250
<b>DEAL PRICE</b>		<b>£475</b>
<b>FULL PACKAGE PRICE</b>		<b>£500</b>

DEAL PRICE

£475

5% DISCOUNT - SAVING YOU £25!

# 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](http://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

14,000  
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

15,745 LIKES  
12,200 FOLLOWERS  
4,155 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

✉ [aelsey@bournemouth.ac.uk](mailto:aelsey@bournemouth.ac.uk)

☎ 01202 961461

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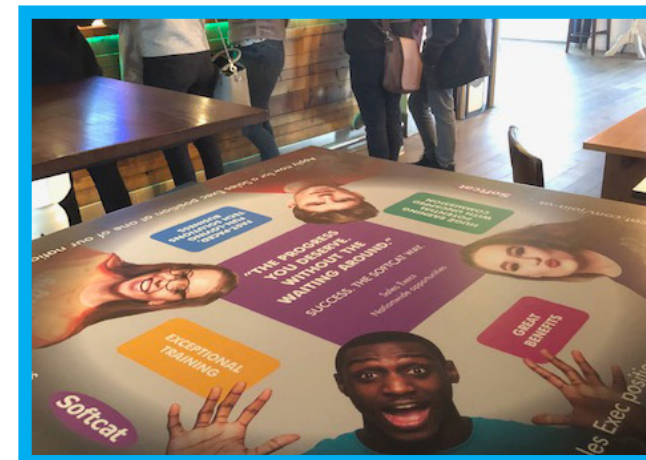
07

# POSTERS AND VINYL

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

£4 1 A2 POSTER PRINTING

£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

£10 1 A0 POSTER PRINTING

£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 VINYL

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 postbox across 16 Halls of Residence. This means 2,800 of your leaflets will reach over 6,000 students.

Distribution will include: **10 BU-contracted halls and the Student Village** (Bailey Point, Chesil, Corfe, Cranborne, Dorchester, Home Park, Lansdowne Point, Lyme Regis, Purbeck House) plus **6 non-BU-contracted halls** (Belaton House, Braken House, Mercury House, Okeford House, Oxford Point and Sky Line).

Due to envelope and postbox sizes, A5 (210mm x 148mm) are encouraged with the maximum acceptable size 297mm x 210mm.

We also offer leaflet printing:

**2800 DOUBLE-SIDED A5 LEAFLET PRINTED**

£65

**5000 DOUBLE-SIDED A5 LEAFLET PRINTED**

£70

**HALLS LEAFLET DISTRIBUTION | 2,800**

7 monthly deliveries

£250

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

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

## HALLS DISTRIBUTION DATES

Academic Year 21<sup>st</sup> Sept 2020 - 25<sup>th</sup> June 2021

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

Friday 18<sup>th</sup> September

Students Arrive: 19<sup>th</sup>/20<sup>th</sup> September

Friday 2<sup>nd</sup> October

Friday 6<sup>th</sup> November

Winter Break: 21<sup>st</sup> December-8<sup>th</sup> January

Friday 8<sup>th</sup> January

Friday 5<sup>th</sup> February

Friday 5<sup>th</sup> March

Spring Break: 29<sup>th</sup> March-9<sup>th</sup> April

Friday 7<sup>th</sup> May

## 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.

# 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 | TUES 2ND FEB**  
AVERAGE ATTENDANCE 3,700

SUBU Refreshers' Fair is taking place on Tuesday 2<sup>nd</sup> February 2021 from 10am to 3pm. An exciting exhibition and the pinnacle 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

£250



**CENTRAL BOULEVARD STAND**  
OUTDOOR 3M X 5M

£350



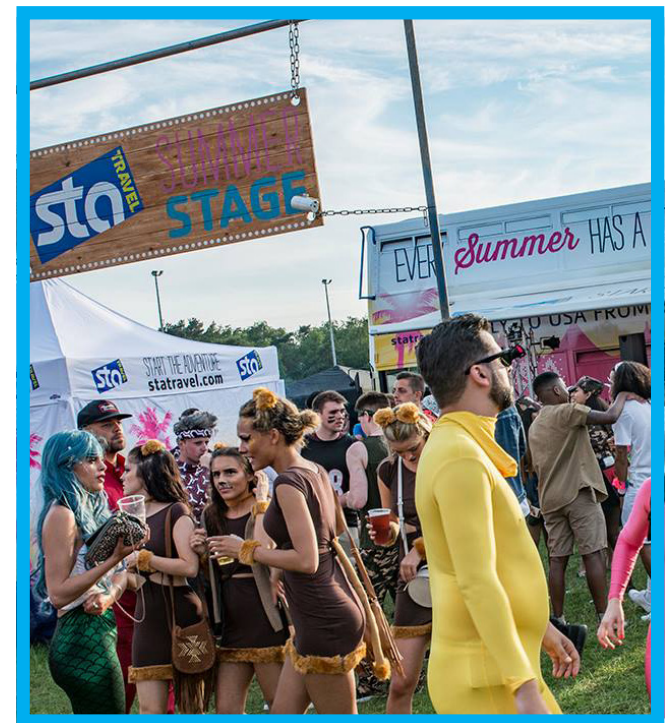
**THE VARSITY TROPHY | WEDS 5TH MAY**  
AVERAGE ATTENDANCE 3,000

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.



**SUBU SUMMER BALL | SAT 5TH JUNE**  
AVERAGE ATTENDANCE 7,500

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



# 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 is part of SUBU Clubs & Societies. Broadcasting to the student body 24 hours a day, 365 days a 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 its surrounding area, Nerve Radio have 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. The next FM period will be during March 2021 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](http://nervemedia.org.uk)



# NERVE MAGAZINE & SUBU REVIEW

Nerve Magazine and the SUBU Review newspaper are distributed across campus, making them a great way to get your brand straight into the hands of students.

Nerve Magazine is the official SUBU magazine, written by students for students.

SUBU print 1,500 copies, attracting average physical and digital reach of 5,000 students per issue. Nerve Magazine is distributed hand-to-hand in high footfall locations, and available from traditional magazine pick-up points, campus coffee shops, bars, restaurants and delivered directly to halls of residence.



## ANNUAL SCHEDULE

- OCTOBER** Freshers edition, distributed at Freshers Fair and across campus
- DECEMBER** Christmas edition, distributed across campus
- FEBRUARY** New year edition, distributed at Refreshers Fair and across campus
- MAY** Summer Ball and Varsity Edition, distributed across campus

-  **FULL-PAGE ADVERT**  
170X240MM **£250**
-  **NERVE ADVERTORIAL**  
170X240MM **£250**



## ANNUAL SCHEDULE

- FRESHERS** Freshers' edition, targeted at returning students
- SPRING** Sustainability edition, covering upcoming green events
- SUMMER** Review of the year plus Summer Ball line-up announcement

-  **FULL-PAGE ADVERT**  
288X410MM **£500**
-  **HALF-PAGE ADVERT**  
144X205MM **£250**
-  **QUARTER-PAGE ADVERT**  
72X102MM **£175**

The SUBU Review is a termly newspaper produced by the Students' Union to keep students up to date with everything that's going on in our busy schedule.

SUBU print 3,000 copies, distributed hand-to-hand at high footfall locations across both Bournemouth University campuses and directly into halls of residence. It is also available from traditional pick-up points and a digital edition is shared across our online platforms. The high demand for this newspaper is reflected in how quickly physical copies are taken.



BOOK NOW

✉ aelsey@bournemouth.ac.uk

☎ 01202 961461

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MEDIA PACK 2020-21

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# SPONSORSHIP & EVENT MARKETING ACTIVATIONS



## FRESHERS' FAIR HEADLINE SPONSOR

Saturday 26<sup>th</sup> September 2020  
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 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 14,000+ students' emails
- Entrance Banner & Flags

ONLY ONE HEADLINE SPONSOR

£5,000

Sponsoring a SUBU event represents an opportunity for your organisation to directly position itself within the good will and reputation of these key Students' Union and University events that are at the heart of the student experience.

For example, students involved with our clubs, societies and volunteering opportunities are some of the most actively engaged students and are run by natural leaders and influencers among the 18,000 students at Bournemouth University.



## SUBU AWARDS PARTNER SPONSOR

Thursday 6<sup>th</sup> May 2021  
500+ students attend

The SUBU Awards is a night of celebration of BU students' achievements. SUBU Awards is a platform to recognise the fantastic work undertaken by our students. The awards are an opportunity to reflect on the year, showcase student talent and most importantly celebrate student success, whether that's sustainability heroes, course reps, an amazing society or just a dedicated individual who embodies SUBU values to honour. It's our way of saying thank you.

### PACKAGE HIGHLIGHTS

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

ONLY 4 SPONSORS AVAILABLE

£1,500

# SPONSORSHIP & EVENT MARKETING ACTIVATIONS



## BU VARSITY

Wednesday 5<sup>th</sup> May 2021  
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

Saturday 5<sup>th</sup> June 2021  
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

# 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](http://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 14,000+ 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](http://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 2020 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 events 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

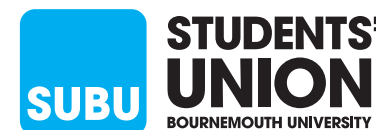


TERM TIME SOCIAL MEDIA PROMOTION

£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	Reductarian 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	Computing Society	Golf Society	Martial Arts Society	Sip & Sketch Society
Arab Society	Consciousness Exploration Society	Gospel Choir Society	Muscle & Athletic Sports Society	Snowriders
Archaeological, Historical & Anthropological Society	Conservative Society	Guild of Assassins Society	Meditation Network	Social Sciences Society
Archery Society	Cup Pong Society	Handball Club	Midwifery Society	South African Society
Art Society	Cyber Security Society	Harry Potter Society	Music Society	Southern Asia Society
Athletics Club	Cycling Club	Historical Literature & Drama Network	Nepalese Society	Students Action for Refugees Society
Baking Society	Dance Society	Hong Kong Society	Nigerian Society	Students Kick Cancer Society
Ballroom & Latin Dance Society	Design Society	HSS Integrated Practice	Nursing Society	Surf Club
Belote Society	Disney Society	Humanist Society	Occupational Therapy Society	Swimming Club
Boat Club	Earth & Environmental Sciences Society	Indian Society	Performing Arts Society	Tennis Society
Boxing Society (Silverbacks)	Equestrian Society	Innovation Room	Permaculture Society	Trampoline Society
Brazilian Jiu-Jitsu Society	E-Sports Society	Investment Society	Photography Society	Ultimate Frisbee Society (Heat)
British Sign Language Network	European Society	Islamic Society	Poker Society	Wake & Kiteboarding Club
Bulgarian Society	Exploration Society	Japanese Society (Nihongo)	Politics Society	Water Polo Club
Business Collection Society	Feminist Society	Jewish Network	Polo Club	Wildlife Conservation Society
BU Women in STEM Network	Filipino Society	KPOP Society	Pre-Hospital & Emergency Care Society	Wildlife Documentary Network
Cartoon Society	Film Making Society	Labour Society	PR Society	Windriders
Cheese Society	Film Society	Live Action Roleplay Society	Psychology Society	Wine & Spirits Society
BU Falcons	First Aid Society	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

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

DEAL PRICE

**£2,296**

**20% DISCOUNT - SAVING YOU £574!**



## ARRIVALS PACKAGE

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




DEAL PRICE

**£1,520**

**20% DISCOUNT - SAVING YOU £380!**



## DIGITAL PACKAGE

	<b>EMAIL CAMPAIGN</b>	<b>£300</b>
	<b>SOCIAL MEDIA 4 POSTS</b>	<b>£200</b>
	<b>3 DIGITAL SCREENS 1 MONTH</b>	<b>£200</b>

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](mailto:aelsey@bournemouth.ac.uk)

☎ 01202 961461

🖱 [www.subu.org.uk/marketing](http://www.subu.org.uk/marketing)

MEDIA PACK 2020-21

# UN Sustainable Development Goals



SUBU's Vision will be themed by the Sustainable Development Goals set out by the United Nations.

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%.

[BOOK NOW](#)

✉ [aelsey@bournemouth.ac.uk](mailto:aelsey@bournemouth.ac.uk)

☎ 01202 961461

🖱 [www.subu.org.uk/marketing](http://www.subu.org.uk/marketing)

MEDIA PACK 2020-21