



**STUDENTS'
UNION**
BOURNEMOUTH UNIVERSITY

MEDIA PACK

2023/24

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



BU Bournemouth
University



Excellent

NUS Green Impact
Students' Unions

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STUDENT TIMELINE

■ Key dates for students

■ Events you can get involved with

■ Term and holiday dates

SEPTEMBER

- Sat 16/Sun 17: **Move-In Weekend**
- Sun 17: **BU Street Fair (Holdenhurst Road)**
- Mon 18: **Term 1 Starts**
- Mon 18: **Student Loan Payment**
- Mon 18–Fri 22: **Arrivals Week**
- Sat 23: **Freshers Fair** (see p4)

OCTOBER

- **Black History Month**
- Wed 4: **Part-time Jobs Fair (Student Centre, Talbot Campus)**
- Tues 17–Thurs 19: **Annual Careers Fair (Student Centre, Talbot Campus)**

NOVEMBER

- **Disability History Month**
- Tues 21–Thurs 23: **Nursing, Health & Social Care Careers Fair (Bournemouth Gateway Building, Landsowne Campus).**

DECEMBER

- Fri 1: **12 Days of Christmas Campaign**
- Tue 5: **Christmas Fair**
- Fri 15: **Term 1 Ends**
- Mon 18 : **Winter Break Starts**

JANUARY

- Fri 5: **Winter Break Ends**
- Mon 8: **Term 2 Starts**
- End of Jan: **Laughter Yoga, Self Care Event**

FEBRUARY

- **LGBTQ+ History Month**
- Tues 6: **Refreshers Fair**
- Mon 12–Fri 18: **National Volunteering Fair**

MARCH

- **Womens History Month**
- Tues 12–Thurs 14: **Spring into Summer Jobs Fair (Talbot Campus)**
- TBC: **Student Owned Business Fair**
- Fri 22: **Term 2 Ends**
- Mon 25: **Spring Break Starts**

APRIL

- **Arab, Asian & Ethnic Minority History Month**
- Fri 12: **Spring Break Ends**
- Mon 15: **Term 3 Starts**
- Tues 30: **Pride**

MAY

- May 1: **The Big Give Launch**
- Wed 3: **Varsity Trophy** (Bournemouth vs Southampton Solent - see p11 & 13)
- Mon 20–Sun 31: **Exam Period**
- **SUBU Awards**

JUNE

- Sat 1: **Summer Ball** (see p11 & 13)
- Fri 21: **Term 3 and Undergraduate Year Ends**



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. We are a brand that BU students acknowledge and trust, we have an in depth understanding of our student population and will work with you to fine tune your messages.

Brand Loyalty After the first 3 months, students' start to form habits and build brand loyalty.

Early Adopters Students are generally early adopters, experiencing a milestone in their life and a taste of independence.

Community Environment The nature of the University community allows for relationships between brands and students to take hold faster.

Giving Back SUBU is a non-profit charity, so any profit generated from marketing and sponsorship goes back into our day-to-day work supporting students to succeed.

National Spending Figures



£23 BILLION
ANNUALLY



£2 BILLION
SOCIALISING



£3.5 BILLION
ON FOOD



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

Bournemouth Spending Figures

Bournemouth University students alone spend over £125 million annually.



£58 MILLION
ON ACCOMMODATION



£28 MILLION
ON FOOD & DRINK



£15 MILLION
ON RECREATION



£10 MILLION
ON TRANSPORT

BU Bournemouth
University
Economic Impact Report



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

FRESHERS FAIR

SATURDAY 23 SEPTEMBER 2023

SUBU's 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 SUBU's clubs and societies, BU sports teams, local and national businesses, live entertainment, sports demos, music, food and drink! It's officially one of the best Freshers Fairs in the country, regularly winning awards in the national BAM Marketing Survey!



LARGE VEHICLE

| | |
|-----------------------------------|-------|
| WiFi | FREE |
| Power | FREE |
| Outdoor Display Space 3m x 12m | £1200 |

STANDARD VEHICLE

| | |
|----------------------------------|-------|
| WiFi | FREE |
| Power | FREE |
| Outdoor Display Space 3m x 5m | £1000 |

PLATINUM

| | |
|--------------------------------------|-------|
| WiFi | FREE |
| Power | FREE |
| Premium Indoor Spot 4m x 1m Table | £1250 |

GOLD

| | |
|------------------------------|------|
| WiFi | FREE |
| Power | FREE |
| Indoor Spot 2m x 1m Table | £850 |

SILVER

| | |
|-------------------------------------|------|
| WiFi | FREE |
| Power | £50 |
| Outdoor Boulevard 3m x 3m Gazebo | £650 |

BRONZE

Only available for charity and non-profit organisations.

| | |
|------------------------------|------|
| WiFi | FREE |
| Power | FREE |
| Indoor Spot 2m x 1m Table | £200 |

ARRIVALS KEY MARKETING



£275

STUDENT WELCOME MAP

A detailed double-sided map of Bournemouth town centre, Lansdowne and Talbot Campus, illustrating key landmarks and venues. Maps are available across arrivals weekend.
5000 maps printed,
advert dimensions 80x50mm.



£275

HALLS OF RESIDENCE LEAFLET DISTRIBUTION

2,500 leaflet packs are distributed on Friday 15 September, ready to reach over 6,000 students on move-in weekend. Leaflets for this halls drop are required by 4pm on Monday 11 September.
See all distribution dates: page 9



£375

PRE-ARRIVALS E-SHOT

Pre arrivals be the first commercial email BU students receive the weekend they move to Bournemouth. The Pre-Arrivals E-Shot has a reach of over 15,500 students, including the complete up-to-date list of 6,000 newcomers to BU.

PACKAGE DEALS

GOLD

| | |
|----------------------------|------|
| Gold Freshers Fair Stand | £850 |
| Pre-Arrivals E-Shot | £450 |
| Student Welcome Map | £275 |
| Halls Leaflet Distribution | £275 |

20% Discount (£370) **£1480**

SILVER

| | |
|----------------------------|------|
| Pre-Arrivals E-Shot | £375 |
| Student Welcome Map | £275 |
| Halls Leaflet Distribution | £275 |

15% Discount (£138.75) **£786.25**

BRONZE

| | |
|----------------------------|------|
| Student Welcome Map | £275 |
| Halls Leaflet Distribution | £275 |

10% Discount (£55) **£495**

DIGITAL ACTIVATIONS

Cost-effective digital marketing options: direct, quick, trackable and allows direct crossover onto your media channels.



DIGITAL SCREENS

We have 3 landscape screens, showing 6 slides for 10 seconds each in key locations, receiving over 4,000 views a day: Poole House Atrium, Dylan's Bar Entrance and Ground Up Cafe (facing busy queue)

£300 per month



STUDENT E-SHOT (SOLUS)

Have your campaign delivered directly to an audience of over 15,000 students.

£375 per send



STUDENT E-SHOT (TRIPLE)

Be one of three organisations featured in an e-shot to over 15,000 students.

£175 per send



STUDENT E-SHOT ADVERT

Have a leaderboard advert for your campaign featured as part of the weekly e-shot that students rely on to find out about news and events.

£175 per send



WEB BANNER ADVERT

Feature your campaign on every page of the SUBU website, to an annual audience of over 1 million!

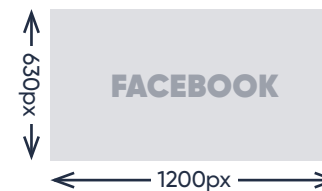
£350 per month



HOMEPAGE CAROUSEL ADVERT

Your message can be delivered direct to all visitors to the SUBU homepage. This is limited to one advert per week so be sure to book in advance.

£100 per week



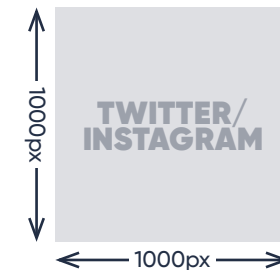
SOCIAL MEDIA POSTS

Reach students directly through the SUBU social media channels.

f 15,961 t 12,334 i 8,302 d 895

£65 per post

£200 for 4



DIGITAL PACKAGE DEALS



EVENT SPONSORSHIP PACKAGE

| | |
|---|----------------|
| Advert on Ticket Page (1 month) Landscape Slide 1920px x 1080px | £400 |
| Student E-Shot Advert | £175 |
| Web Banner Advert (1 month) | £350 |
| 15% Discount (£138.75) | £786.25 |



SOCIAL MEDIA PACKAGE

| | |
|-----------------------------|--------------------------|
| 4 Social Media Posts | £260 |
| f 15,961 followers | i 8,302 followers |
| t 12,334 followers | d 895 followers |
| 23% Discount (£60) | £200 |



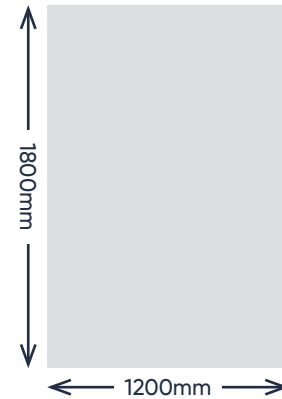
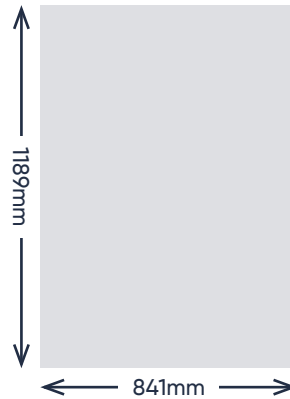
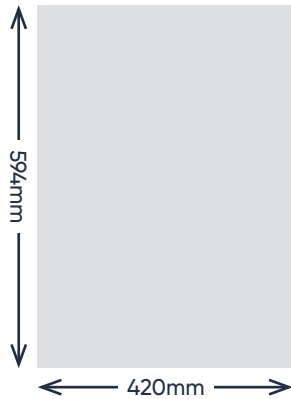
DIGITAL CAMPAIGN PACKAGE

| | |
|----------------------------------|----------------|
| Student E-Shot (Solus) | £375 |
| Social Media Package | £200 |
| Digital Screens (1 month) | £300 |
| 15% Discount (£131.25) | £743.75 |

POSTERS

SUBU has over 40 x A2 and 6 x A0 poster sites available for commercial clients across Talbot and Lansdowne Campuses. This traditional marketing is straight in students' eye-line, with valuable high-footfall locations.

Bookings can be made all year round but you only pay for the 35 teaching weeks. You can extend your booking if your requested period includes a student break.



A2 POSTERS

| | |
|----------------------|-------|
| 1 Poster (1 week) | £20 |
| 1 Poster Print* | £4 |
| 4 Posters (1 month) | £320 |
| 4 Posters (35 weeks) | £2800 |

DEAL

| | |
|---------------------|-------|
| 4 Poster (35 weeks) | £2800 |
| 15% Discount (£420) | £2380 |

A0 POSTERS

| | |
|---------------------|-------|
| 1 Poster (1 week) | £35 |
| 1 Poster Print* | £10 |
| 1 Poster (1 month) | £140 |
| 1 Poster (35 weeks) | £1225 |

DEAL

| | |
|---------------------|-------|
| 1 Poster (35 weeks) | £1225 |
| 15% Discount (£184) | £1041 |

SIX SHEET POSTERS

| | |
|---------------------|-------|
| 1 Poster (1 week) | £50 |
| 1 Poster Print* | £20 |
| 1 Poster (1 month) | £200 |
| 1 Poster (35 weeks) | £1750 |

DEAL

| | |
|---------------------|-------|
| 1 Poster (35 weeks) | £1750 |
| 15% Discount (£263) | £1487 |

*all print requires 3mm bleed

LEAFLETS AND VINYL

LEAFLET DISTRIBUTION

HALLS OF RESIDENCE

Every month SUBU delivers the latest student offers and events information packs. 2,500 leaflets are delivered to 6,000 student postboxes across 13 halls of residence.

Due to postbox sizes, A5 flyers (210mm x 148mm) are encouraged, with the maximum acceptable size being A4 (297mm x 210mm).

2023/24 Dates: Friday 15 September
Friday 6 October
Friday 3 November
Friday 12 January
Friday 2 February
Friday 3 March
Friday 3 May
Friday 7 June

Leaflets required by 4pm, on the Tuesday before distribution.

Post to: Andy Elsey, SUBU, The Student Centre, Fern Barrow, Poole, Dorset, BH12 5BB

Single-Delivery Printing (2,500 x A5) **£80**

2-Delivery Printing (2,500 x A5 x 2) **£90**

Single Halls Delivery **£275**

DEAL

7 x Halls Delivery **£1925**

15% Discount (£288.75) **£1925**

ON CAMPUS

Why not book a promotional table in the busy Poole House Atrium, with average footfall of 4,000 students per day. This is ideal for face-to-face promotion and if you want to distribute your leaflets on campus, you must book a table.

Promotional Table **£200**

2 Social Media Posts (£130 value) **FREE**



Alternatively, you can book our Promo Team to promote your brand and distribute your leaflets.

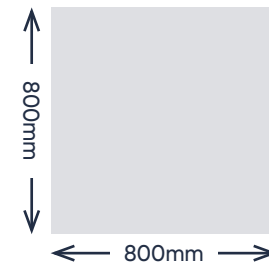
Promo Team (per person/per hour) **£20**

You can also display your leaflets on SUBU reception, a busy location at the heart of the Student Centre on Talbot Campus.

Leaflet Rack (1000 leaflets for 1 month) **£200**

DYLAN'S BAR TABLE VINYL

Promote your brand in the popular Dylan's Bar with one of our limited slots for a vinyl across a table surface.



1 Table (1 week) **£35**

1 Vinyl Print **£25**

DEAL

5 Table Stickers (1 week) **£175**

5 Table Stickers (1 month) **£700**

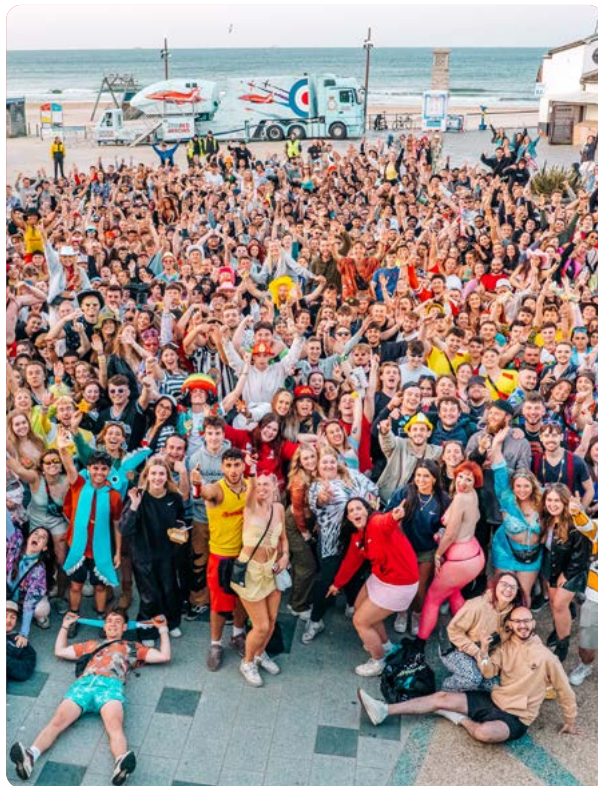
5 x Printing: Regular Price £125 **FREE**

Total **£600**

IN-PERSON ACTIVATIONS

With an average daily footfall of 4,000 students, 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 testing - and more!

Included **free** with all promotional stands are: **WiFi, parking** and **electric power**. Plus all bookings receive **two social media posts**, one the day before and one on the day of your visit.

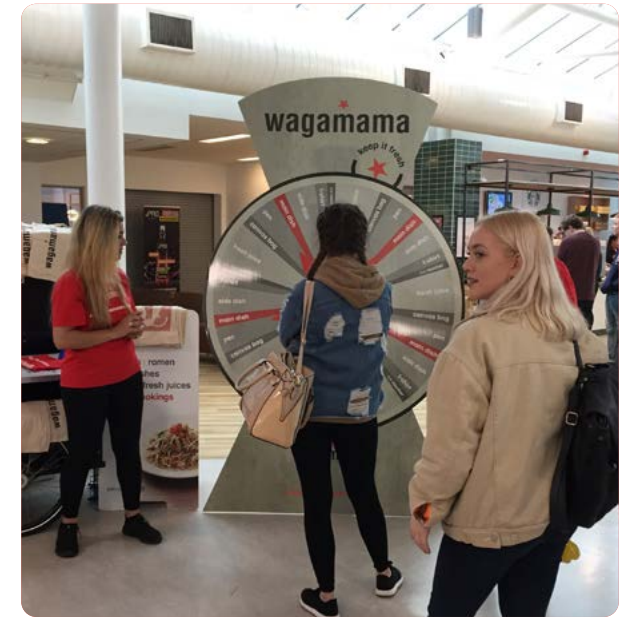


CENTRAL BOULEVARD STAND

At the centre of Talbot Campus outside the Students' Union and Bournemouth 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 or pop-up displays.

Promotional Table - Outdoor
3m x 3m (16 Amp Power Supplied on Request)

£300



INDOOR PROMO STAND

We offer exhibitor tables in the busy Poole House Atrium or on the Groud Floor of the Student Centre at Talbot Campus, BU's biggest site. This is home to the university's main reception, Starbucks, the Union Shop, Dylan's Bar and is the main walkway between the bus stop and university lecture buildings and study spaces. With students travelling to and from lectures all day, this is an ideal location for brand activations.

Promotional Table - Indoor
2m x 2m

£200

Digital Screen - Student Centre
Add 100" Screen to your Table Booking

£50

EXPERIENTIAL MARKETING AT KEY EVENTS



REFRESHERS' FAIR

TUESDAY 6 FEBRUARY

SUBU's Refreshers' Fair is taking place on Tuesday 6 February 2024, from 10am to 3pm. An exciting exhibition with an average attendance of over 4,000 students.

Included in the event are local and national businesses with sports teams, clubs, societies and demonstrations offering free samples, discounts and other engagements.

Central Boulevard Stand

Outdoor - 3m x 5m

£350

Student Centre Stand

Indoor - 2m x 1m

£250

Non-Profit: Student Centre Stand

Indoor - 2m x 1m

£100



THE VARSITY TROPHY

WEDNESDAY 8 MAY

Book your experiential marketing at the heart of this annual sports tournament that sees BU sports teams take on Southampton Solent University - with 3,000 students in attendance.

Your booking includes a 6m x 6m display area and space for a 2m x 1m vinyl banner, to be hosted on a central pitch for the duration of the tournament - including the final match!

6m x 6m Marketing Zone + 2m x 1m Banner Space

£499

Main Sports Field Banner

2m x 1m

£100



SUBU SUMMER BALL

SATURDAY 1 JUNE

The SUBU Summer Ball is far more of a one-day festival than a formal ball and has been a staple of the student calendar for over 25 years. It's the climax to the academic year and has an impact way beyond our postcode!

With an annual attendance of 7,500 students, the SUBU Summer Ball is the biggest event of its type in the country!

Tailored event marketing and sponsored packages available. Contact Andy via susales@bournemouth.ac.uk.

3m x 3m Marketing Zone

£499

EVENT AND CAMPAIGN SPONSORSHIP



SATURDAY 23 SEPTEMBER 2023

SUBU's Freshers Fair is a huge exhibition that sees attendance of over 6,000 students. Included in the fair are all SUBU's clubs and societies, BU sports teams, local and national businesses, live entertainment, sports demos, music, food and drink! It's officially one of the best Freshers Fairs in the country, regularly winning awards in the BAM Marketing Survey!

SPONSORSHIP PACKAGE

Platinum Stand
 Logo on all Freshers Fair Marketing Materials
 Leaflet in Dig In Bag and Logo on Outside
 Headline 'In Association With' Sponsor
 Feature on SUBU Freshers Fair Webpage
 Pre-Arrivals E-Shot to over 14,000 Students
 Entrance Banner and Flags at the Fair

Only 1 Headline Sponsor

£4999



MAY 2024

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.

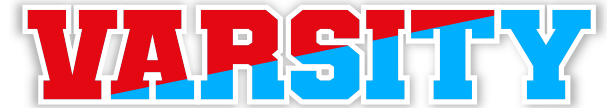
The awards are an opportunity to reflect on the year, showcase student talent and most importantly celebrate student success, whether that's sustainability heroes, course reps, an amazing society or just a dedicated individual who embodies SUBU values to honour. It's our way of saying thank you.

SPONSORSHIP PACKAGE

2 VIP Invitations - Dine and Present an Award
 Logo on all SUBU Awards Marketing Materials
 Media Coverage from SUBU and Nerve Media
 Logo on Awards Presentation Screen
 Promotional Stand During the Awards
 Opportunity to Meet SUBU/BU Stakeholders

Only 4 Partner Sponsors

£1500



WEDNESDAY 8 MAY 2024

Bournemouth University and Southampton Solent University go head to head for the annual south coast Varsity! 25 sports teams with over 900 athletes competing in a wide range of matches, including American football, hockey, netball, cricket, squash, football and rugby.

The event also includes the *It's A Knockout* tournament. 300 students in 16 teams from the BU halls of residence and SUBU clubs and societies will compete in a classic 'old school sports event' to find the ultimate champion.

SPONSORSHIP PACKAGE

Experiential Marketing Zone
 Social Media and Email Campaigns
 Pitchside Banner
 Digital Screen Adverts

Partner Sponsor

£500

Pitchside Banner 2m x 1m

£150

EVENT AND CAMPAIGN SPONSORSHIP



SATURDAY 1 JUNE 2024

The SUBU Summer Ball is far more of a one-day festival than a formal ball and has been a staple of the student calendar for over 25 years. It's the climax to the academic year and has an impact way beyond our postcode!

With an annual attendance of 7,500 students, the SUBU Summer Ball is the biggest event of its type in the country!

And the official video and survivors' photo are among SUBU's most popular social posts.

SPONSORSHIP PACKAGE

Headline 'In Association With' Sponsor
 Social Media and Email Campaigns
 Digital Screen Adverts
 Logo on all Summer Ball Marketing Materials
 Logo on Main Stage's Screen
 Entrance Banner and Flags at Summer Ball

Partner Sponsor

£5000

Experiential Marketing Zone 3m x 6m

£499

HIRE A SUBU VENUE



VARIOUS DATES AVAILABLE

The Old Fire Station, home to 3 dance floors, 4 bars, a stage, 2 DJ booths and a multitude of nooks and crannies.

This venue offers group bookings into VIP tables at Comedy nights and Friday student night at Lollipop. Room hire for course socials, birthday parties, halls parties. All events from 25 to 1,200 capacity with full stage, sound and lighting facilities. Vintage & Record fairs. Finally, catering can be arranged for all events.

For more info or to book email info@oldfirestation.co.uk

FREE EVENT MARKETING INCLUDED

Halls of residence leaflet distribution
 A2 & A0 Posters across campus and venue
 Social Media and Email Campaigns
 Digital Screen Adverts
 2m x 1m Promotional Stand on campus
 Listing on SUBU weekly E-news letter
 SUBU 'What's On' listing and Facebook event

Tailored prices on request

£££



VARIOUS DATES AVAILABLE

Dylan's on Campus Bar and Grill is open all day, everyday. Hot food made to order in its own kitchen (pizzas and burgers especially good), fresh ground coffee and a great range of beer and lagers and prices you cannot beat.

Dylan's Kitchen & Bar has many options to hire out parts or all of it for parties, events, see the form Hire Enquiry form below.

For more info or to book visit website www.dylansbars.co.uk/bookings

FREE EVENT MARKETING INCLUDED

Halls of residence leaflet distribution
 A2 & A0 Posters across campus and venue
 Social Media and Email Campaigns
 Digital Screen Adverts
 2m x 1m Promotional Stand on campus
 Listing on SUBU weekly E-news letter
 SUBU 'What's On' listing and Facebook event

Tailored prices on request

£££

NERVE STUDENT MEDIA



CLOTHING

Logo on Nerve T-Shirts

£1000

The only logo featured on Nerve Media t-shirts worn by committee and members will be yours. These will be worn by presenters, providing a huge opportunity for presence on campus and in the local area. Shirts will also be worn by Nerve TV crew during productions, which can take them anywhere around the country.

PRIZES

Supplying prizes to be given away by any of the student media groups is a perfect solution if you have limited budget for advertising.

We welcome prize donations of any type; your company name will be featured in Nerve Media's core output and across social channels.

Nerve Media is run entirely by student volunteers, with hundreds of members across online journalism, radio, video and in print reaching tens of thousands of people in the local area and beyond, making them an exciting partner for your business.

NERVE RADIO



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 BU's voice and listening experience.

Over 250 students regularly dedicate their free time to producing high quality radio, recognised with national awards from bodies such as the Student Radio Association. Many members have gone on to work at organisations like BBC Radio 1 and 1Xtra, Heart Radio and talkSPORT.

Nerve Radio is traditionally broadcast on FM for two weeks a year – the next period will be in Spring 2024. This is a highlight of the calendar and a great chance to promote your brand.

All advertising and sponsorship opportunities listed are for the FM period only but we are happy to create custom packages throughout the year.

Spot Advert (30 seconds)

£210

6 spots per day for 14 days – once an hour from 10.20am to 4.20pm.

Breakfast Sponsorship Message

£200

The Nerve Breakfast Show airs from 8–10am on weekdays, with your message being broadcast at the start and end of the show, and twice more during it. This gives a total of 4 plays per day for 10 days, with no other adverts during the show.

Drivetime Sponsorship Message

£200

The Nerve Drivetime Show airs from 4–6pm on weekdays, with your message being broadcast at the start and end of the show, and twice more during it. This gives a total of 4 plays per day for 10 days, with no other adverts during the show.

DEAL

All Adverts & Sponsorship Messages*

£860

*During the 2 Week FM Period

20% Discount (£172)

£688

NERVE STUDENT MEDIA

SUBU NEWS (A3 NEWSPAPER PRINT)

SUBU News is Student Union's official publication, written by students, for students. With 8 editions a year, released on the first friday of each month the newspaper attracts a reach of over 6,000 students.

The magazine is distributed directly to 6,000 students in 13 halls of residence and in person at high footfall locations and is available from traditional magazine pick-up points, campus coffee shops, bars, restaurants.



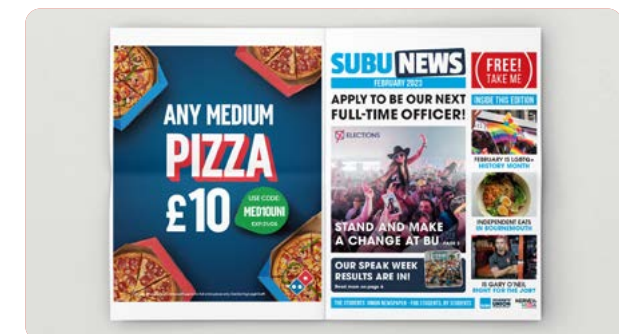
ANNUAL SCHEDULE

| 2023/24 Distribution Dates: | Friday 12 September |
|-----------------------------|---------------------|
| | Friday 6 October |
| | Friday 3 November |
| | Friday 12 January |
| | Friday 2 February |
| | Friday 3 March |
| | Friday 3 May |
| | Friday 7 June |

Advert deadline 2 weeks prior to publication.

ADVERTS

| | |
|--|------|
| Full A3 Page Advert or Advertorial (297mm x 420mm) | £500 |
| Half Page Landscape (297mm x 210mm) | £300 |
| Quarter Page Tile (Portrait 148.5mm x 210mm) | £200 |



SPONSOR A CLUB OR SOCIETY



Any sponsorship gained goes directly to help the club or society support its function. Additional funds help develop the group, their equipment and enter competitions.

On average, we have over 80 clubs and societies 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 and societies within SUBU, Bournemouth University and the community.

A detailed tailored sponsorship proposal is available on request for clubs listed on the right. This will give you more information about the reasonable expenses clubs incur, the proposed sponsorship fee and the marketing exposure you can expect to receive. You can request them by emailing susales@bournemouth.ac.uk.

INCLUDED IN ALL SPONSORSHIPS

- Logo on clothing
- Hyperlinked logo on club page
- Social media coverage on club page

2 x Student E-Shot (Solus) £750

4 x SUBU Social Media Posts £200

2 x Promotional Table - Indoors
2m x 1m £400

Total Face Value £1350

www.subu.org.uk/sponsorship



SPONSOR A CLUB OR SOCIETY

Sponsorship proposal for these clubs available on request. We have new clubs starting all year round so for the full list head to www.subu.org.uk/clubs

African Caribbean Society

Airsoft Society

Animation Society

Anime Society

Archaeological, Historical and Anthropological Society

Baking and Cooking Society

Ballroom & Latin Dance Society

Bench Ball Society

BU Debate Society

BU Physician associate society (BUPAS)

Catholic Society

Chainlink Society

Chess Society

Christian Union Society

Climbing Club

Cocktail and Mocktail Society

Combat Robotics Society

Dance Society

E-Sports

Economics Society

Film Society

First Aid Society

Forensics Society

Gamers Society

Games Development Society

Improvisation Society

Iris LGBTQ+ Society

Islamic Society

Kharis on Campus

Ladies 5-a-side Football

Law Society

Marketing Society

Nepalese Society

Pagan & Witchcraft Society

Performing Arts Society

Permaculture Society (Campus Collective)

Physiotherapy Society

Postgraduate Research Society

Reductarian Society

Role-Play Society

Socialist Worker Student Society

Surf Club

Taylor Swift Society

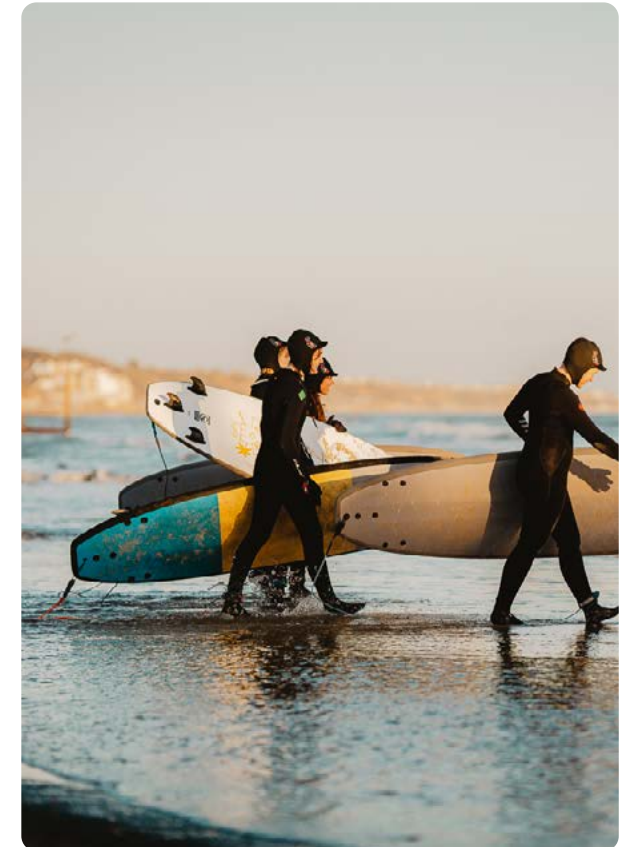
Walking Society

Wildlife Conservation Society

Women in Business

Women In STEM

Plus many more listed online!



POPULAR MARKETING PACKAGES



THE FULL MARKETING PACKAGE

| | |
|-------------------------------------|------|
| Freshers Fair Gold Exhibitor Stand | £850 |
| Pre-Arrivals Student E-Shot | £375 |
| Student Welcome Map | £275 |
| Arrivals Halls Leaflet Distribution | £275 |
| 4 Social Media Posts | £200 |
| 3 Digital Screens (1 month) | £300 |
| 4 x A2 Posters (1 month) | £320 |
| SUBU Newspaper Full A3 Page Advert | £500 |

20% Discount (£619)

£2476

ARRIVALS PACKAGE

| | |
|-------------------------------------|------|
| Freshers Fair Gold Exhibitor Stand | £850 |
| Pre-Arrivals Student E-Shot | £375 |
| Student Welcome Map | £275 |
| Arrivals Halls Leaflet Distribution | £275 |

15% Discount (£266.25)

£1508.75

DIGITAL PACKAGE

| | |
|-----------------------------|------|
| Student E-Shot (Solus) | £375 |
| 4 Social Media Posts | £200 |
| 3 Digital Screens (1 month) | £300 |

10% Discount (£87.50)

£787.50


TESTIMONIALS

Don't just take our word for it!




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 LTD
Mark Ellson
Director

We have been working with 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 very easy to work with, effective at delivering campaigns and reviewing the results of our marketing channels. Hence we renew our marketing arrangement every year.

JUST SOME OF THE BRANDS WE HAVE HAD THE PLEASURE OF WORKING WITH



Andy Elsey
SUBU Commercial Partnerships Manager

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

TIRED OF WASTING MARKETING SPEND?

We can talk directly to your target market, and help you achieve your marketing aims.
No campaign is too big and no invoice is too small.

Appreciate it's a big brochure, but if you want quick results with limited spend you can choose at least two of the following:

| | | | |
|---|-------------|--------------------|--------------|
| STUDENT E-SHOT (SOLUS) Reach 15,000 registered emails | £375 | | |
| LEAFLET DISTRIBUTION Reach 6,000 students across 16 halls | £275 | | |
| PROMO TABLE ON CAMPUS 2 Metres by 2 Metres | £200 | | |
| DIGITAL SCREENS ON CAMPUS Key locations for 1 month | £300 | | |
| FOUR SOCIAL MEDIA POSTS Across SUBU Bournemouth channels | £200 | TOTAL: | |
| | | £1350 = | £1080 |

-20% Multi channel discount

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