

'AYUP



HAPPENIN' IN NOTTS

 ALL EVENTS...



THERE'S NO BETTER WAY TO CONNECT WITH STUDENTS THAN THROUGH NTSU

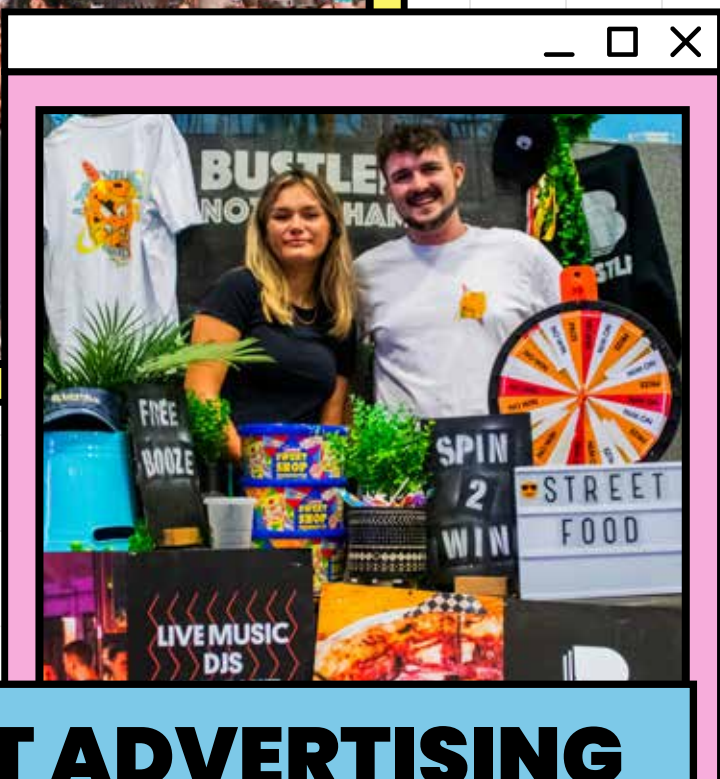
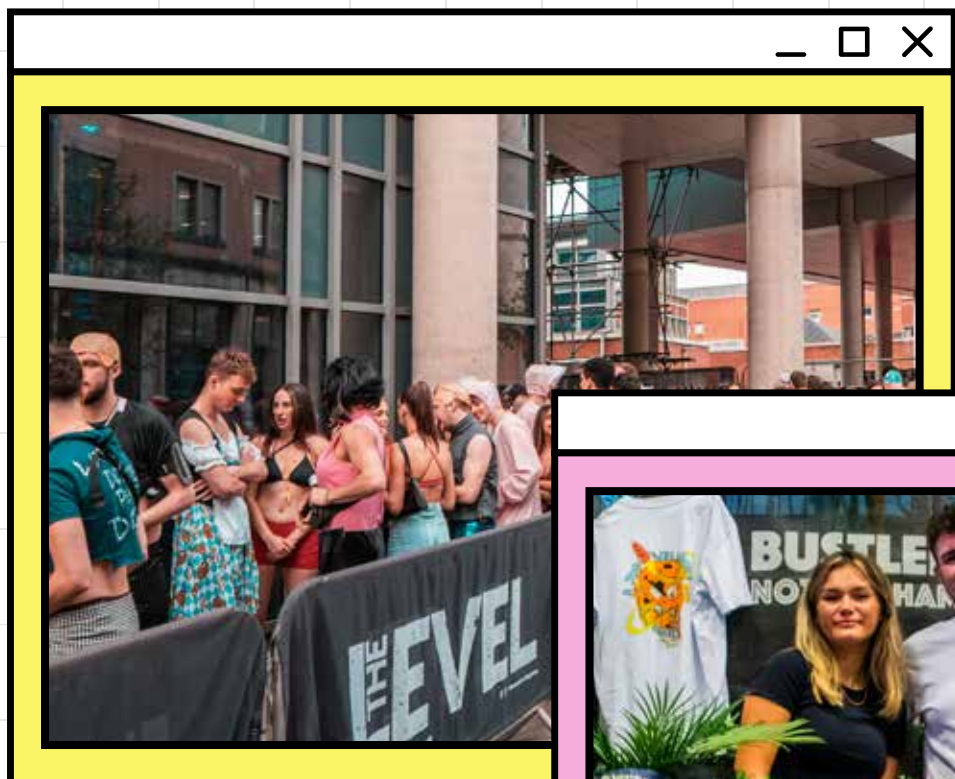


Join us this September as we welcome **14,000 new students** to start one of the most exciting chapters of their lives in Nottingham.

Most of our students will be living independently for the first time, making them valuable potential customers. They will be discovering tastes, styles and developing brand loyalties that will last throughout their time at university and beyond, making this a unique opportunity for brands to **maximise customer lifetime value**.

Ask any student, and they will never forget their experiences over Freshers. This is a crucial time to introduce your brand and establish an emotional connection with them. Whether through face-to-face activity or our digital platforms, we have various options to help you **get the most out of the Freshers period**.





THE BIGGEST ADVERTISING OPPORTUNITY OF THE YEAR

FRESHERS FAIRS

Every academic year at NTU kicks off with our Freshers Fairs. These exclusive events attract 16,000 students across three campuses, bringing sports clubs, societies, and companies like yours together to give new students an insight into what university life has to offer. **So bring your brand to our students with a personified experience face-to-face.**

WE OFFER 2 COMMERCIAL STALL OPTIONS AT OUR CLIFTON AND CITY FAIRS

- STANDARD STALL**
Single 4ft. table with backing board
- PREMIUM STALL**
Two 4ft. tables with backing board

Each stall is provided with a trestle table, chairs, backing boards and access to electricity and Wi-Fi.



FRESHERS FAIRS PRICES SAVE THE DATES >>>>

CLIFTON CAMPUS

MONDAY 16TH SEPTEMBER

AVERAGE FOOTFALL: 2800

Premium Stall: £600

Standard Stall: £400

CITY CAMPUS

WEDNESDAY 18TH SEPTEMBER

THURSDAY 19TH SEPTEMBER

AVERAGE FOOTFALL: 6500 PER DAY

Premium Stall: £1,350 (one day) / £2,200 (two days)

Standard Stall: £850 (one day) / £1,450 (two days)

BRACKENHURST CAMPUS

TUESDAY 17TH SEPTEMBER

AVERAGE FOOTFALL: 360

Premium Stall: £200



FRESHERS FAIRS BESPOKE SPACES >>>

**GOT SOMETHING EXTRAORDINARY
PLANNED THAT WON'T FIT OUR
STANDARD 4 FOOT STALLS?**

Our bespoke spaces at City and Clifton campus are available for you during the Freshers Fairs.

These spaces can be outside or inside and are perfect for larger activations.

Prices are available upon request.



CLIFTON CAMPUS | 16TH SEPTEMBER

Clifton Car Park: 5m x 5m

CITY CAMPUS | 18TH & 19TH SEPTEMBER

Union Square (outdoor): up to 26m x 12m
Stage (indoors): up to 10m x 10m

DIGITAL MEDIA



WEBSITE BANNER

Over 24,000 unique students visit our website every month, and a banner with a live link at the top of our official Students' Union homepage is a perfect way to draw their attention to your brand.

Results / Enrolment period: £600

1 month from A-Level results day

Extended Entry Period: £800

2 months from A-Level results day

First Term: £1,000

A-Level results day until end of term one

EMAIL MARKETING

Reach the inboxes of over 11,000 NTU students with an email. Our students opt-in to receive commercial emails, so you know they are interested in your message. (Our average email open rate stands at 37%, way above average.)

Emails are the ideal way to communicate specific messages about your product and provide online CTAs.

During Freshers: £700

September

Post Freshers: £600

October

DIGITAL SCREENS

With over 50 screens and a combined footfall of over 16,000 across our City, Clifton and Brackenhurst campuses during Freshers Week, these are a high-impact way to connect with our students every day.

7-Days: £250

During freshers week

10-Days: £350

During freshers week

1 Month: £600

1 Term £900

THERE IS LIMITED AVAILABILITY FOR EACH OF THESE PRODUCTS AND THEY WILL SELL OUT, SO GET IN TOUCH EARLY TO AVOID DISAPPOINTMENT.

BESPOKE MEDIA OFFERS

FRESHERS TOPS

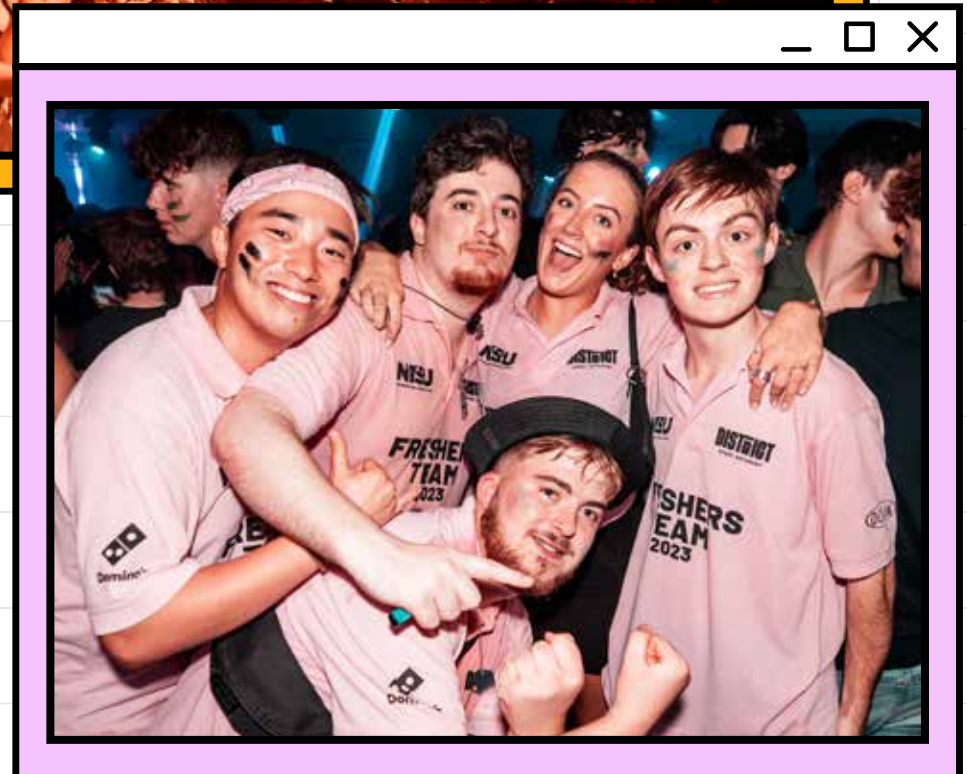
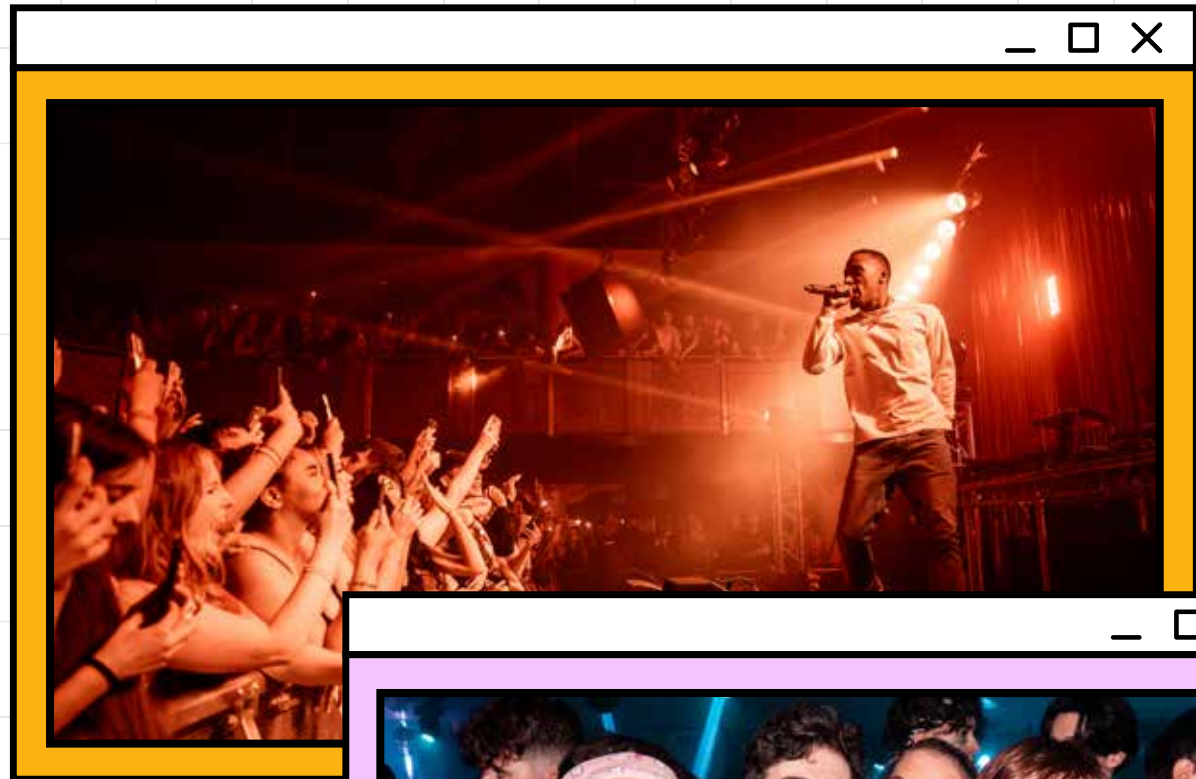
Freshers wouldn't be possible if it weren't for our loyal band of volunteer student reps who help out across campus during the whole of Freshers' Week.

Have your logo featured on the tops of **400+ students who are highly visible across each campus** and interacting with new students day and night: helping them move in, leading them on tours and introducing them to our nation leading events program.

WEBSITE AD PLACEMENT

Our nation leading Freshers Week Events are sold through our sister website trentfreshers.org. With over 35,000 visitors last year, this is where students will gain access to buy tickets to all our events.

Limited slots are available.



EVENTS & VENUE HIRE

VENUE HIRE

The Level Nottingham operates within NTSU as our venue space. The Level hosts our famous weekly club nights, live music plus a variety of fairs, popups and experiences.

Get in touch with us via email at thelevel@su.ntu.ac.uk

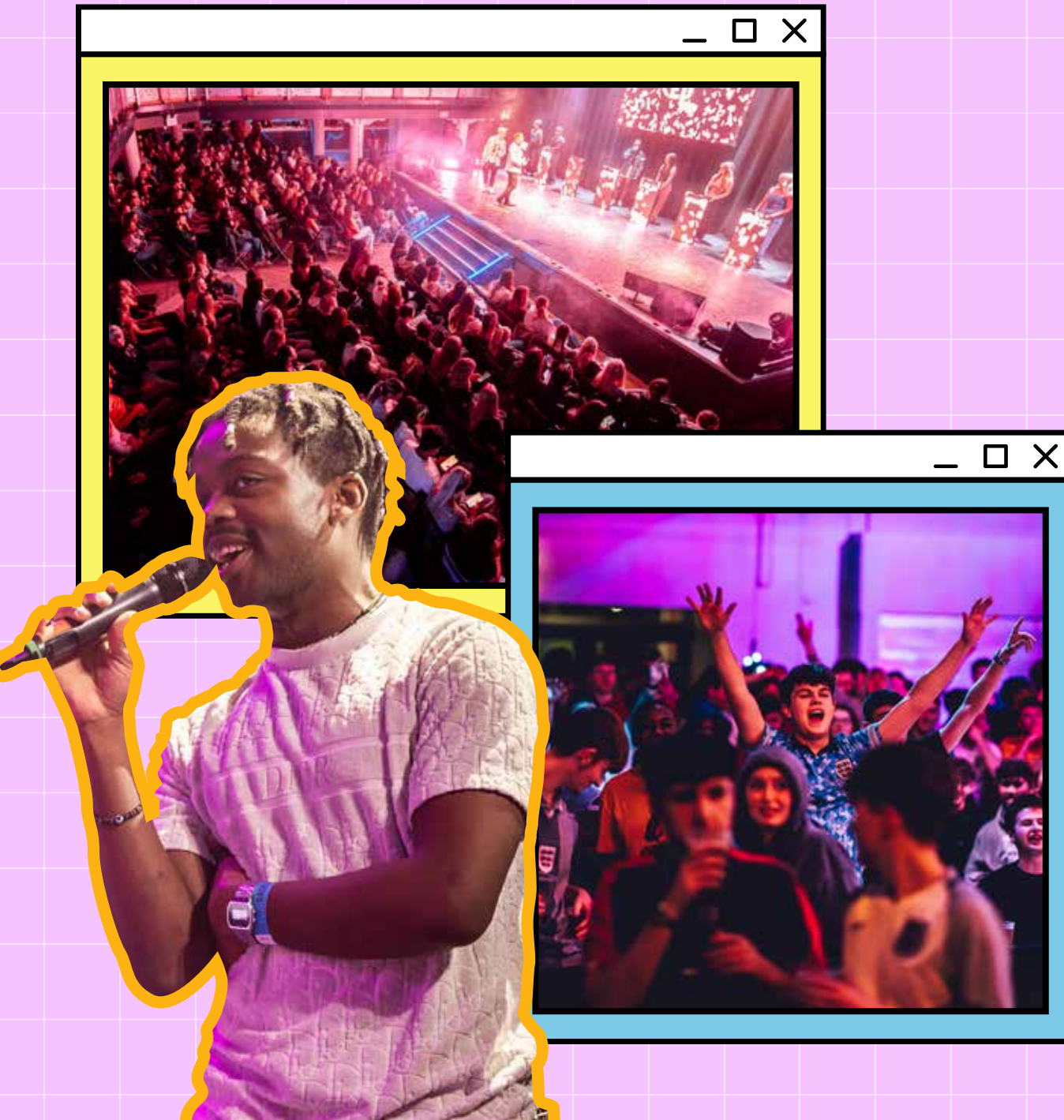
EVENT SPONSORSHIPS

We run the biggest freshers event program in the country with over 30 events happening within a 10 day period.

Some of these events will have opportunities for sponsorships whether its branding up our venue or bars, providing sampling opportunities or having a late-night activation we are happy to discuss these opportunities and any more ideas with you.

Get in touch with us via email at advertise@su.ntu.ac.uk

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SPECIAL OFFERS

LOOKING TO MAXIMISE YOUR BRAND IMPACT OVER THE FRESHERS PERIOD?

You can tailor your Freshers Fair stall booking and add bespoke add-ons to give you a lasting presence beyond Freshers.

Take advantage of the great rates below when booking at the same time as your freshers fair.



CORE FRESHERS PERIOD

DIGITAL SCREENS: was £200
7 days / 50 screens across campus

NOW £150 save £50

EXTENDED FRESHERS PERIOD

DIGITAL SCREENS: was £500
1 month / 50 screens across campus

WEBSITE BANNER: was £600
1 month / feature on trentstudents.org

NOW £900 save £200

POST FRESHERS PERIOD

ON-SITE PROMO STALL: was £300
Clifton and City campuses

FOLLOW-UP SOLUS EMAIL: was £600
sent to approx 10,000 students

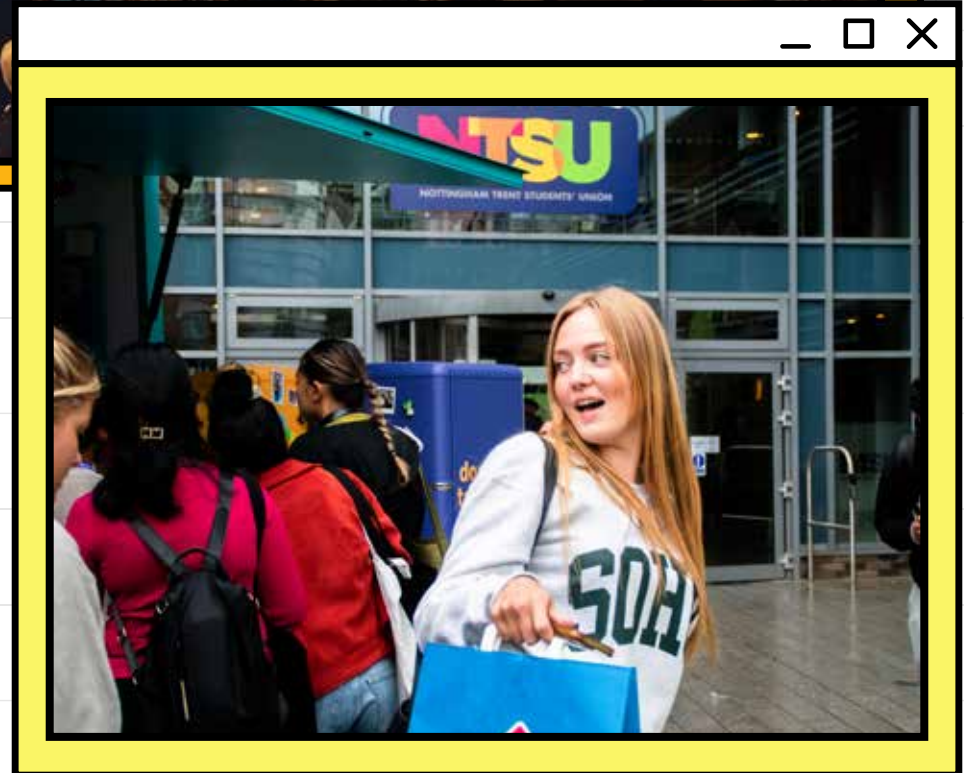
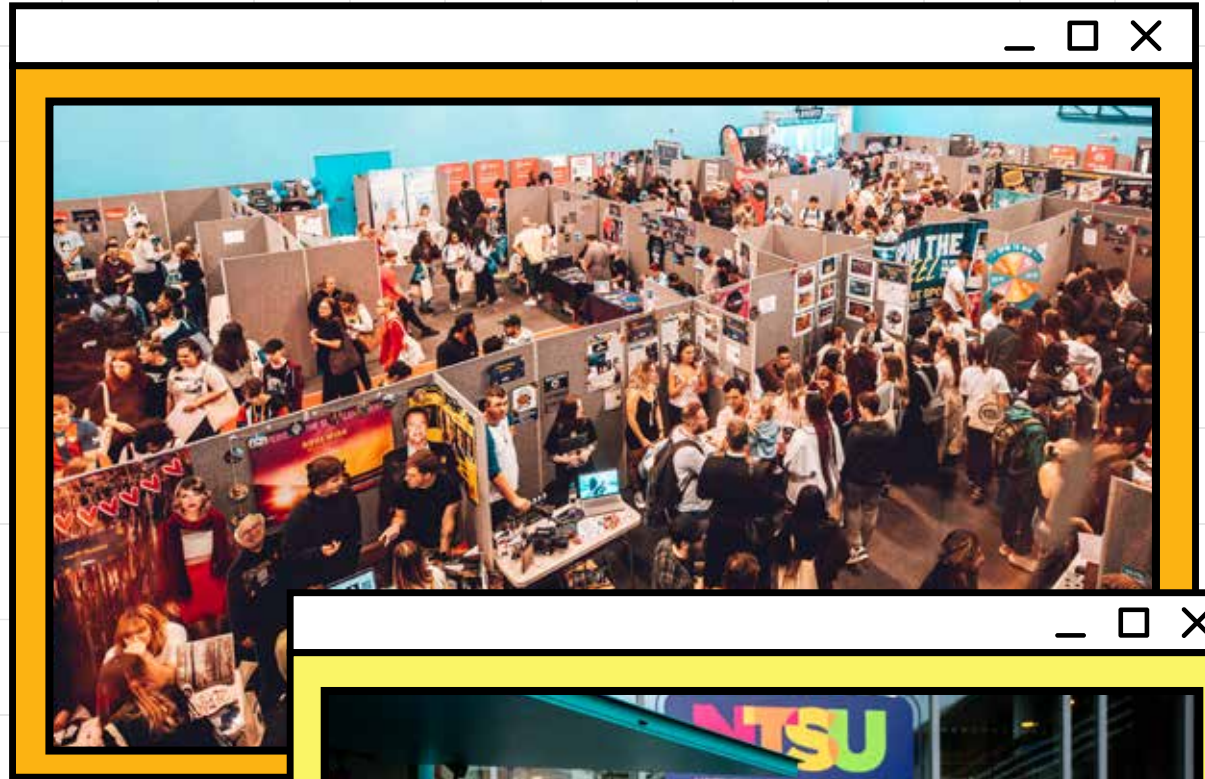
NOW £700 save £200

CHARITY DISCOUNTS

WE OFFER DISCOUNTS FOR REGISTERED CHARITIES.

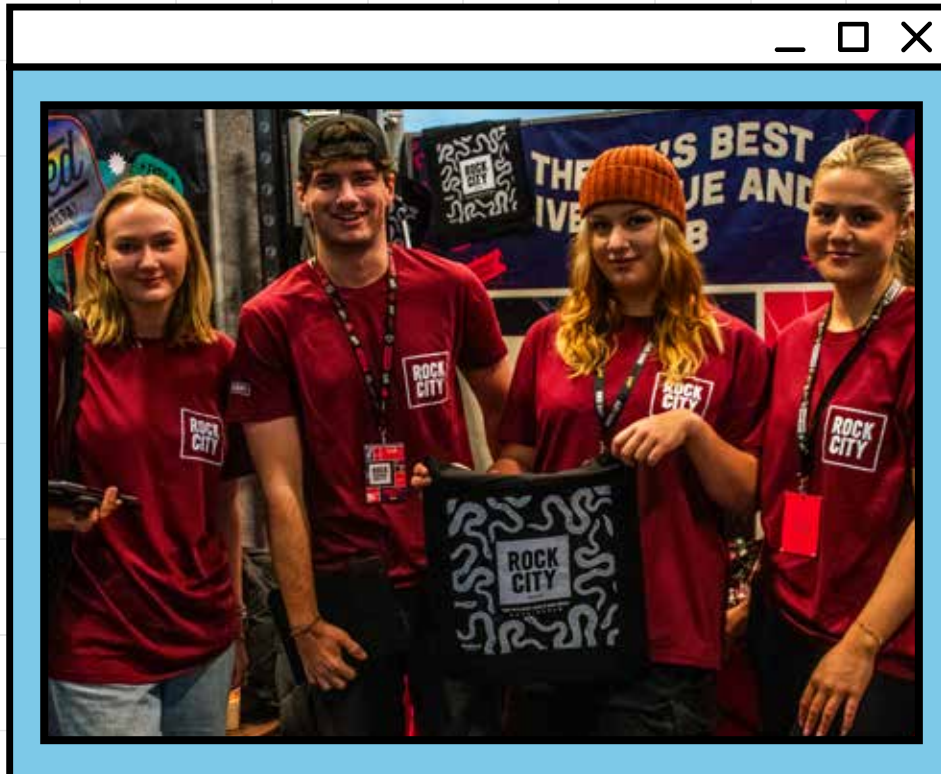
The fairs, however, are extremely busy and popular events, and we usually sell out of stall space. As we wish to support charities, we encourage you to apply for a stall.

You will be placed on a waiting list, and we will contact you in the 14 days before the event if there is space available so you can take advantage of our charity discount.



PREVIOUS CLIENTS

TAKE A SNEAK PEAK AT SOME OF THE CLIENTS WE'VE WORKED WITH



Domino's



wetherspoon



GREGGS



YouTube



milkround



megabus.com

national
express

Nottingham City
Transport



las
IGUANAS

Jimmy's

CONTACT

ADVERTISING

advertise@su.ntu.ac.uk

EVENTS

thelevel@su.ntu.ac.uk

By contacting NTSU for the purpose of advertising you agree to our
Privacy Policy found on: trentstudents.org/privacy-policy/data-statement

All prices are exclusive of VAT.

NTSU

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Shakespeare Street, Nottingham NG1 4GH