



EDGE HILL
STUDENTS'
UNION

**ADVERTISE
WITH
US
2022-23**

Edge Hill Students' Union is a **not-for-profit organisation**, meaning 100% of everything we earn gets put straight back into the services we provide for students.

This would not be possible without your support, for this, and on behalf of 15,000+ students.

THANK YOU.





WELCOME

Edge Hill University is based on an attractive, award-winning 160-acre campus in Lancashire, close to Liverpool and Manchester. Edge Hill Students' Union is at the heart of the University's campus.

We are surrounded by students every day, we see their spending habits, their culture and trends and we know what they want. We can offer expert advice on how you can target this lucrative market, and how to get your brand noticed by the 15,000+ students studying at Edge Hill.

Through various mediums of marketing and promotion we can assist you to reach this large student population, and build your relationship with them during their time at Edge Hill University.

15,000+ STUDENTS AT EDGE HILL UNIVERSITY, ALL WAITING TO HEAR FROM YOU.....





WELCOME WEEK OPPORTUNITIES

Freshers Week (Welcome Week) is renowned for being one of the most exciting times for students and gives you the perfect opportunity to engage and promote your brand. We offer a range of services to give your brand the exposure you need, and our Welcome Fairs are an excellent opportunity for you to get face to face with thousands of students, you can come along with flyers and branded products to distribute. The events are held on campus and are hugely popular with both new and returning students.

WELCOME FAIR SPONSORSHIP

Headline Sponsorship of our programme of Welcome Fair includes sponsorship and a combination of our services to ensure your brand receives maximum exposure.

WELCOME FAIR STALLS – 28.09.22

Our Welcome Fair for new students is held on the Wednesday of Welcome Week and showcases national, regional, and local businesses as well as sports clubs, societies, volunteering, and charities. The Fair is one of the most anticipated events of the year which sees around 6000 students in attendance.

Single or Double Stalls are available with a range of pricing dependant upon the reach of your business or organisation.

WELCOME BACK FAIR STALLS – 05.10.22

Our Welcome Back Fair for new and returning students is held on the Wednesday of Week 1 of Semester 1. This fair was introduced in 2021 and proved popular with students so will return in 2022. Whilst smaller in scale the Fair offers an ideal opportunity to engage with students when campus is at its busiest.

Stalls are available with a range of pricing dependent upon the reach and status of your business or organisation.

WALL PLANNER

Our Annual Dual Sided A1 Wall Planners display key academic dates and events meaning it is displayed in student accommodation all year round. There are 8 single ad spaces available, and all appear on both sides of the planner.

WELCOME PACKAGES

We offer a range of Welcome Packages which combine our sponsorship, digital, social media and print services with our Welcome Fair stalls.

PLEASE email: media@native.fm for further information and pricing.



DIGITAL ADVERTISING

SOCIAL MEDIA

Over the last three years, our social media followings have grown substantially, particularly on Facebook and Instagram. With roughly 12,700 followers on Facebook, 6270 on Instagram, and over 7700 on Twitter, and with more predicted this September, if you have a message worth hearing this is a great option to get it out to our students. Edge Hill Students' Union is consistently in the top three for weekly Facebook engagement out of all the North West Students' Unions with a reach of 26,000 and engagement of 9,800 on some of our best-performing Facebook posts. When planning your social media post with us, be sure to use a combination of text, images, multimedia, and web links to ensure the reach of your post is maximised.

WEBSITE SCROLLER

Take prime position on our website (www.edgehillsu.org.uk). Displayed on a loop with other local content the web scroller advert ensures maximum exposure for your brand.

STUDENT OFFERS PAGE

Advertise any discounts you have on our Student Offers page on our website. You can also discuss with us how your offers can be seen by all Edge Hill Students and staff who are signed up to TOTUM.

DIGITAL MEDIA SCREENS

There are two dedicated 40" media screens in our Bar & Venue, one portrait and one landscape. We also have five portrait customer facing EPOS Screens which offer an ideal opportunity to ensure students are exposed to your brand when paying in our Bar & Venue. All of our screens are highly visible, and the bar has regular attendances of over 900 at our events. Your advert will display for 20 seconds on a loop with other local content, and we can display both video and still media. Bookings are available on a weekly, monthly, and termly basis.

Please email: media@native.fm for further information and pricing.

SPONSORSHIP

GRADUATION BALL

Edge Hill Students' Union's annual Graduation Ball held each May is one of the Union's most prestigious events. Held in previous years at Aintree Racecourse with an average attendance of 800 students, this is an event not to be missed. We can offer great brand exposure or promotion via Graduation Ball Sponsorship.

This includes prior advertising via social media from January, your brand/promotion on tickets, 'Sponsored by' advertisements on screens at the event, and wristband branding.





WINTER BALL

A new event for 2022 Edge Hill Students' Union's Winter Ball will be in December and is sure to be a highly anticipated event. Held at Aintree Racecourse with an expected attendance of 400 students, this is an event not to be missed. We can offer great brand exposure or promotion via Winter Ball Sponsorship. This includes prior advertising via social media from September, your brand/promotion on tickets, 'Sponsored by' advertisements on screens at the event, and wristband branding.

REFRESHERS FAIR

Refreshers Fair is normally held around the end of January / Beginning of February (depending on the teaching calendar). This fair offers second chance to engage with students as they begin their second semester. The fair is much smaller scale than the Welcome Fair and often focuses on the new intake of Health students.



ELECTIONS

Students lead in all aspects of the Students' Union. Leadership Elections is one of our most high-profile events. We use a democratic process to help students decide who should represent them on a range of issues for the following year. Voting takes place over one day period and is done via the EHSU Elections Web App. Sponsorship includes – Your logo on Elections posters, flyers, and digital assets; a Banner/Scroller on our main SU Elections webpage; Advert on our digital screens; Social media posts promoting your support; A sponsored prize prominently advertising the elections.

SOCIETY AWARDS

EHSU Society Awards is our chance each year to recognise the hard work and achievements of societies across Edge Hill University. Normally held during April (depending on Easter vacation dates). Sponsorship includes – Your logo on posters, flyers, and digital assets; a Banner/Scroller on our main webpage; Advert on our digital screens; Social media posts promoting your support.

UNIFORM SPONSORSHIP

We employ approx. 50 student staff each year working in our commercial outlets. Having your brand on our uniform as sponsorship is a great way to guarantee exposure to our students. For example, our Student Bar is open 7 days a week and has a maximum capacity of 1100. Our staff are all customer facing, so your brand will have maximum exposure. We have 3 slots available for sponsorship one front of uniform and two sleeve spaces.

Please email: media@native.fm for further information and pricing.



ON CAMPUS OPPORTUNITIES

FLYERS

Get your message across to our students by having us distribute your flyers. With hundreds of students walking around the Union every day you can ensure that your advert will be seen, and your promotion noticed by the students. We can organise distribution of your flyers in exclusive locations. These include around the Students' Union, across campus and around the halls of residence. We can even create a flyer for you if required.

POSTERS

We can display A2 posters throughout all main locations within the Students' Union. A1 Posters can be displayed outside the premises on the main boulevard in our A boards. Weekly and monthly slots are available. We can even design and print your posters for you if required.

ON CAMPUS STALLS

EHSU is located at the heart of campus, on the main concourse, and is the perfect backdrop for face-to-face conversation with students. We will work with you to make sure you catch the students at our busiest times. We can also accommodate if you wish to bring your products/services to campus for a day or two. Our prime location is perfect to attract students over for a browse. The Hub is also a prime marketing space and is often the busiest space on campus during lunches. We can arrange for you to have space within the Hub subject to availability and confirmation from the university.

PLEASE CONTACT

Email: media@native.fm for further information and pricing.