


STIRLING STUDENTS' UNION

MARKETING PACK 2023

JANUARY WELCOME AND SPRING SEMESTER

ON-SITE, DIGITAL
SOCIAL MEDIA,
- BE SEEN

your
student
union 

WELCOME WEEK

JANUARY 2023

FREEBIE FAYRE

Physical Freebie Fayre (Tuesday 24th January 2023)

We will have our on-campus Freebie Fayre this year at the heart of campus to welcome new and returning students to campus.

Spaces will be limited so don't delay in getting in touch to book. We will provide you with tables & backboards for your stall.

Power available on a first come first served basis - please let us know if required when booking.

- **Custom size area - POA**
- **Double table stall £250+VAT**
- **Single table stall £150+VAT**
- **Charity table stall £100+VAT**

We will require risk assessments from all stall holders.

WELCOME WEEK PACKAGE

Grab a saving with a Welcome Week package and ensure widespread visibility of your brand across social, web and in person. We can also work with you to create a bespoke package to suit your needs and budget.

Welcome Week 2023 Package - £550 +VAT

- *Double table stall*
- *Web box ad for one month starting 23th Jan*
- *A1 Poster Space in Union Corridor for Welcome Week*
- *Social Media Blast in Welcome Week*

We will require risk assessments from all stall holders.

If you'd like to book in any of the opportunities outlined in this pack, please email:
Laura Dixon - Communications, Marketing & Events Coordinator at laura.dixon@stir.ac.uk

SOCIAL MEDIA & MORE

SOCIAL MEDIA PACKAGES

Social Media Blast 1

- 1 Facebook post
- 1 Tweet **£175 +VAT**
- 1 Instagram story post

Social Media Blast 2

- 1 Facebook post
- 1 Tweet **£200 +VAT**
- 1 Instagram grid post

Local independent businesses in the Stirling council area get 10% off social media postings!*

Spaces are very limited. All posts will clearly state this is an AD or paid partnership to conform with ASA guidelines.

*excluding Stirling branches of national companies

UNION WEBSITE

With average views of 10k a month, our website is a hub for students finding info on what's on, buying memberships and browsing our online shop.

Banner Ad - £100/month or £250/semester + VAT

Banner ad on homepage (620px x 350px scrolling)

Box Ad - £150/month or £400/semester + VAT

Box ad on homepage and all other pages (300px x 250px scrolling)

SCREEN ADS

Screen Ad - £100/week + VAT

Across 7 scrolling screens in our bars and coffee shop. Seen by every student who pops in for a daily coffee, lunch or spending time in our bar. Specs: 1080px (H) x 1920px (W) high resolution image.

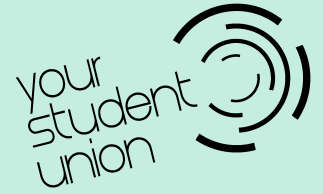
FLYERS

Flyers - £200 per 1000 + VAT

If print or vouchers are your thing, we've got a high traffic area you can provide students with info on your brand or a discount! Situated on our front desk at our entrance, it's the one-stop-shop for offers & info.

If there's an idea you have that we've not outlined in this pack, please get in touch to discuss - we're always happy to work with you on bespoke marketing.

GET IN TOUCH TO BOOK IN YOUR ACTIVITY NOW



If you'd like to book in any of the opportunities outlined in this pack, please email:

Laura Dixon

Communications, Marketing & Events Coordinator
e: laura.dixon@stir.ac.uk

We can also work with you to create a bespoke package that suits the needs of your business with our extensive knowledge of what works in the student market.

Please note all prices are ex. VAT which will be charged at the prevailing rate.

JOIN OUR GROWING LIST OF LOCAL & NATIONAL PARTNERS

