



# Media Pack

## Welcome 2024

**Monday 23 to Friday 27 September**

# Why advertise during Welcome?

**The Guild of Students is the hub of student activity at the heart of the University of Birmingham and we're responsible for putting on an amazing programme of Welcome activity for over 38,000 students.**

Each September, we welcome around 8,000 new students to Birmingham, holding a giant two-day Welcome Fair (formerly known as Freshers' Fair). Our Welcome Fair is the best way to target students, many of whom are new to the city of Birmingham, to ensure they know all about your product/service and what you can offer them.

Take a look at some of the exciting media options we have available for Welcome, at the Guild of Students. We are open to innovative suggestions and are on hand to create tailored packages. If you want to discuss options or have any queries, please contact us at [mediasales@guild.bham.ac.uk](mailto:mediasales@guild.bham.ac.uk)





## Reasons to get involved...



**38,000**  
Students



**8,000**  
New students



**300+**  
Student Groups



**28,000**  
Facebook followers



**16,200**  
X followers



**17,500**  
Instagram followers



**86%**  
Open rate on emails  
sent out to our  
commercial email list



**2.8 million**  
Page views on our  
website between 1 Sept  
2022 and 31 July 2023



**363,000**  
Visitors to our website  
between 1 Sept 2022  
and 31 July 2023

# Welcome Fair

Monday 23 & Tuesday 24 September

## Premium Stall

Includes: prime stall location near entrance, 6'x2' table, electricity & internet

**Two-Day Package** £1,695 +VAT

**1st Day (Monday)** £1,095 +VAT

## Standard Stall

Includes: 6'x2' table / stall, internet

**Two-Day Package** £1,195 +VAT

**1st Day (Monday)** £895 +VAT

**2nd Day (Tuesday)** £695 +VAT



## Welcome Week Fair Sponsorship

£2,500 +VAT

Includes: premium two-day package, logo and branding on all advertising and digital assets for the Fair including signage and bespoke banner, full run Welcome Bag inserts

## Bespoke Packages and Charity Rates

To find out more about tailored packages and charity rates, please contact Karina Kaur: [mediasales@guild.bham.ac.uk](mailto:mediasales@guild.bham.ac.uk)



Wi-Fi and power available on request

# Welcome Activations

6 x 2 Stall

**Wednesday 25 & Thursday 26 September**

**Reception** **£645 +VAT**

**Retail Area** **£795 +VAT**

**Joe's Bar** **From £895 +VAT**

**Mermaid Square** **From £895 +VAT**

**Friday 27 September**

**Reception** **£595 +VAT**

**Joe's Bar** **From £795 +VAT**

**Mermaid Square** **From £795 +VAT**



# Experiential – Indoor & Outdoor

## Outdoor Locations

### Mermaid Square

Located outdoors, in the centre of the Guild building, Mermaid Square sees high footfall and is suitable for a range of activities.

Prices on request,  
from £1,000 +VAT

### Car Park

Located next to the main entrance to the University Campus, the Guild has its own car park at the front of the building suitable for large vehicles and activations

Prices on request,  
from £1,500 +VAT

## Indoor Locations

### Guild Reception

Located next to the main reception this high footfall area is centrally located on the ground floor of the Guild building.

Prices on request,  
from £795 +VAT

### JOE'S Bar

The Guild's main bar and restaurant, this area benefits from high footfall throughout the day.

Prices on request,  
from £1,250 +VAT

Larger indoor and outdoor premium spaces, suitable for experiential activity and activations are available throughout Welcome. These spaces are available all week, on the days of the Welcome Fair (Monday & Tuesday) as well as other days hosting other high footfall activities, such as Student Group and Society Fairs (Wednesday – Friday).



# Welcome Bags & Sampling

**As part of Welcome, 7,000 tote bags are produced by the Guild to welcome new students to Birmingham.**

Opportunities are available for leaflet and voucher inserts, as well as sampling. All leaflets and samples are packed on your behalf, with bags distributed to students on the days of the Welcome Fair by the Guild's Welcome Team.



**Full Run Inserts (7,000)**

**£695 +VAT**

**Full Run Samples (7,000)**

**Prices on request**

## **Sampling**

Other sampling opportunities are available, prices on request.

# Digital media

## Display Screens

We have five screens in our busy membership and reception areas where students meet, study and socialise.

**Week** £125

**Welcome Fortnight** £200

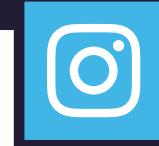
## Social Media



**28,000**  
Facebook  
Followers



**16,200**  
X  
Followers



**17,700**  
Instagram  
Followers

**SAVE  
25%**

on digital media  
when you book  
a stall

**£400 per post**

**£200 per post**

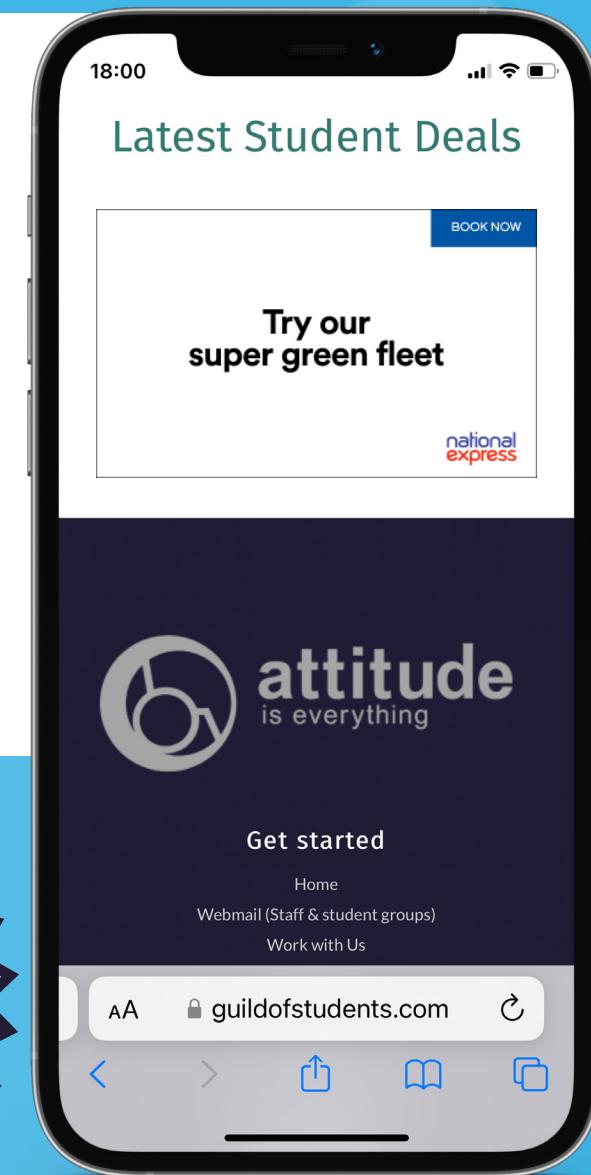
**£300 per post**

## Website promo

The Guild of Students' website is the main portal for our students to visit for the latest updates and essential student information during Welcome. This includes buying tickets for events and communicating with societies.

**Week** £175

**Welcome Fortnight** £225



# Get in touch

**Our vision is that together we can create a fun and memorable experience for our students through the medium of advertising.**

We welcome innovative and forward-thinking ways of introducing your brand to our students. If you haven't found what you're looking for in this pack, just give us a call or send us an email to discuss our tailored packages.

Want to be involved with us again? We have year round advertising and sponsorship opportunities, including a Refreshers Fair in February 2025.

To find out more or to discuss a bespoke marketing package, please contact Karina Kaur:  
**[mediasales@guild.bham.ac.uk](mailto:mediasales@guild.bham.ac.uk)**

