

**UNIVERSITY OF CUMBRIA  
STUDENTS' UNION**

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**MEDIA PACK**

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Promote your goods, services and offers directly to students and staff of the University of Cumbria, North Lancashire and London.

# WELCOME TO CUMBRIA!

The university of Cumbria Students' Union (UCSU) provides representation, services and support for over 10,000 students registered on courses delivered by the University of Cumbria.

Our members live and study in and around our campuses in Ambleside, Barrow, Carlisle, London and Lancaster with a great many undertaking placement or employment-based qualifications across the UK in Health, Education, Engineering, Arts, Outdoors and many other sectors.

**10,000+** Students

**9,000+** Social Media Followers

**36** Student Groups and Sports Clubs

**16,000+** Website visits per year

UNIVERSITY OF CUMBRIA  
EST. 07 2007  
UCSU

# WELCOME OPPORTUNITIES



## STANDARD STALL

Approximately 1m x 1.5m with table & two chairs provided.

### Carlisle or Lancaster

National Business: **£50**

Local Small Business: **£20**

Not-for-profit Organisation: **£10**

### Ambleside

National Business: **£30**

Local Small Business: **£25**

Not-for-profit Organisation: **£5**



## Premium Stall (5 Available)

A standard stall but with electrical supply or two tables. +£10 on base cost

## Premium Zone

Need more space? Approximately 3m x 3m with no table or chairs so you can organise your own space to suit you! **£100**

## WELCOME SPONSOR

Bag a bargain with our mega bundle! Have your logo on all Welcome print & digital media, an advert on our welcome event promotion and either a social media post or article about your business or organisation on the UCSU website.

**All campuses: £100**

**All artwork must be submitted before 31st July.**



## DIGITAL WEB BANNER

Display your digital web banner on our Welcome Week line-up page.

**Carlisle Line-up: £15**  
**Ambleside Line-up: £15**  
**Lancaster Line-up: £15**  
**Or £40 for all line-up pages.**

**All artwork must be submitted before 31st July.**



## BUGS SPORTS TEAM SPONSOR

Have you always dreamed of seeing your logo on a sports team kit but never thought it'd be affordable? Exclusive offer for one team per purchaser to have their logo added to a new kit for the 26/27 season!

**Lancaster £400**

**All artwork must be submitted before 31st July.**

## ON-SITE STALL OUTSIDE WELCOME WEEK

UCSU can offer on-site stalls (9-5pm) during term time. **£20 per day & location**

### **Carlisle Fair**

15th Sep 11:30 - 14:30 TBC

### **Ambleside Fair**

16th Sep 13:30 - 15:30

### **Lancaster Fair**

17th Sep 11:30 - 14:30



# DIGITAL OPPORTUNITIES

Students use electronic devices for many aspects of their learning, socialising and shopping. Working with UCSU can help extend your digital reach through access to exclusive networks, direct mailings and positive coverage within our social media.



## UCSU NEWSLETTER

UCSU sends nine newsletters a year to all students at the University, updating them on our activities. We are able to include three commercial adverts in these newsletters, which can be targeted at one or more campuses and can be traditional advert or a feature article.

One advert/article at one Campus **£15**

One advert/article at all students **£50**

Nine adverts/articles at one Campus **£105**

Nine adverts/articles at all students **£375**

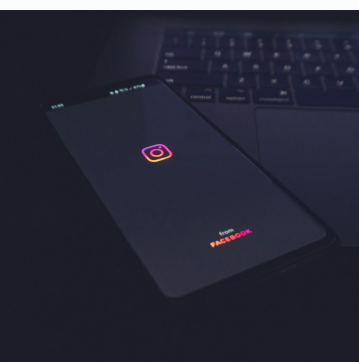
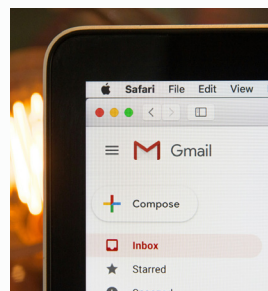
## COMMERCIAL EMAIL

UCSU is able to send commercial emails to those students who have opted in to receive such communications, providing fast and easy access to the inboxes of potentially interested customers.

1 commercial advert to Ambleside or London students **£20**

1 commercial advert to Carlisle or Lancaster students **£35**

1 commercial advert to all opted-in students **£75**



## SOCIAL MEDIA

Our student community are highly active on social media. This is one of UCSU's primary methods of communicating with our members.

Facebook **£20 per post**

Instagram **£20 per post**

# SPONSORSHIPS

As an active member of our local communities, UCSU is always keen to establish relationships with businesses and organisations that offer great quality, value and opportunities that enhance the experience of our members or align with our own values and goals.

We offer the following sponsorships and are always happy to discuss other options, including exclusivity and bespoke B2B arrangements, by email via [students.union@cumbria.ac.uk](mailto:students.union@cumbria.ac.uk)



## CAMPAIGN SPONSORSHIP

UCSU runs various campaigns each year and is committed to providing crisis food support and free period products under our Cost of Living and Red Spots Campaigns. Sponsor these or other campaigns to get your logo on all printed and digital material related to that activity.

Sponsorship **£200**

## LANYARD SPONSORSHIP

UCSU provides free branded lanyards to all new student's so they don't lose their library cards! There is space to include the logo of one sponsor alongside the UCSU logo on this essential item which many students carry with them practically every day.

Lanyard Sponsorship **£200**

**All artwork must be submitted before 30th June.**



## BESPOKE PACKAGE

We are always happy to discuss original ideas and bespoke options so feel free to get in touch at [students.union@cumbria.ac.uk](mailto:students.union@cumbria.ac.uk) and we can discuss how to best accommodate your idea.

**Welcome Fair Booking Form**

**Media Pack Booking Form**

**We are always happy to discuss original ideas  
and bespoke options so feel free to get in touch**

**[students.union@cumbria.ac.uk](mailto:students.union@cumbria.ac.uk)**

UCSU is a registered charity (1191885) run by and for the benefit of the students of the University of Cumbria. Booking advertising opportunities with UCSU helps us deliver our core objectives of representing and supporting our members, who in turn set the policy and direction of the Students' Union. UCSU reserves the right to accept or reject bookings based in line with the direction of our student leadership as defined in the UCSU Constitution.

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