The Students’ Union in Portland Building is at the heart of University Park campus. With busy food courts and vibrant social spaces, it is the main social hub on campus, offering huge opportunities to engage with thousands of students.

- **34,000 Students**
- **15K Twitter Followers**
- **28K Facebook Followers**
- **400 Clubs, Societies & More**

E-Newsletters sent to over 34,000 students with an average open rate of 23.6% with 3.1% average click rate.

**WHY ADVERTISE WITH UNIVERSITY OF NOTTINGHAM STUDENTS’ UNION?**

We bring the brightest and best students to Nottingham

- 30% of all international students attend East Midlands’ universities in 2013 / 2014. The 8th largest international student body in England and the largest in the region.
- 77% of our students were attracted to Nottingham by the University, or chose to stay here instead of moving away to study.
- 24,360 “additional” students learn, live, study and spend in the East Midlands because of The University of Nottingham.

Graduates: We provide the city, East Midlands and UK with the next generation of talent

- 42% of graduates in Medicine, Education, and associated courses will stay in Nottingham, compared to 20.5% of graduates on other courses.
- 37% of the University’s total impact in the city is made up of the off-campus spending of our student.
- 14,000 jobs supported in Nottingham annually by the University.
- 1 in 24 jobs in Nottingham is reliant in some part on the University of Nottingham.
- 30% of all international students attend East Midlands’ universities in 2013 / 2014. The 8th largest international student body in England and the largest in the region.
- 1/3 of our employed graduates have found jobs in the region six months after graduation.
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**The University economic impact on our city**

- **£677m** total economic impact generated by the University across Nottingham every year.
- **£10,933** per year of extra economic benefits to the Nottingham economy is delivered every year by every student.
- **14,000** jobs supported in Nottingham annually by the University.
- **5%** of Nottingham’s entire economy is driven by University activity.
- **830** graduates took up key worker roles in Nottingham and the East Midlands after graduation:
  - 390 became nurses
  - 240 became teachers
  - 141 became doctors
- **250,000** University of Nottingham Alumni now live in 195 countries across the world, providing the University and Nottingham with a global network of advocates and friends.
Welcome & Kickstart

Our Welcome and Kickstart Fairs are open to all students at the University of Nottingham. Taking over the Portland Building at the heart of University Park campus, both fairs offer unrivalled engagement with our students. This is a great way to enhance engagement with your brand and sustain brand image with students throughout the academic year.

We would be happy to discuss your needs and tailor a package to meet your requirements.

Sponsorship

A great way to keep your brand visible throughout the academic year – sponsorship provides an excellent platform from which to promote your values and keep your brand familiar with your target audience.

And with over 400 societies, clubs and student-run businesses an award-winning radio, magazine and nationally recognised theatre, not to mention our hugely successful annual events such as Graduation Ball, the opportunities for sponsorship are endless.

Whether you choose to sponsor a single event or activity, or one of our sports teams for the year, we have a number of attractive opportunities to suit your business needs and your budget.

Graduation Ball • Varsity • Sports Ball and many more...
THE ONLY THING WE DON’T USE ARE CARRIER PIGEONS

WEBSITE

We can direct students to your business online through the Students’ Union website – 24 hours a day, 7 days a week. Web banners are eye-catching and bold, and feature in a highly visible area on the homepage.

www.su.nottingham.ac.uk

DIGITAL DISPLAY SYSTEM

If you really want to get noticed, why not advertise on one of our numerous digital displays? We have 22 screens in lots of locations around our campuses and halls of residence where students meet and socialise. With either a static or animated advert, this is an excellent way to reach thousands of students every day.

SOCIAL MEDIA

Our student body is very engaged with our various social media channels, so tapping into this is a great way to get them talking about you. We can tailor a social media plan to suit your needs and your budget. Just contact us to discuss requirements and availability.

PROMOTIONAL STAND

This is a great opportunity to interact with students face-to-face. Whether you’re distributing literature or handing out samples, you have a real opportunity to leave a lasting impression on our students – especially if they leave with a freebie!

AMBENT MEDIA

Flyering, hanging adverts, pop-up banners and the new table vinyls are an effective means of showcasing your latest offers and products. They’re also a great way to keep your message current, and in the minds of your audience.

BESPOKE ACTIVITY

Our beautiful open campus provides the perfect location for your bespoke event. Whether it is an assault course, pop-up café, or a car in our Portland Building, we can tailor the package to match your creativity.

E-NEWSLETTER

Our E-Newsletter is a fortnightly publication sent out to our whole student body, which gives them a snapshot of upcoming events and activities. With an open rate of 23.6% and just one space allocated for commercial clients, this is a great way to get your message delivered right into thousands of inboxes, from a source they trust.

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But we’ll consider it, if it helps us reach more students
We have three unique spaces in the Portland Building available to hire for your event, for anything from conference meetings, to arts exhibitions and live events.

FOR MORE INFORMATION GET IN TOUCH!

MOOCH BAR

Mooch is our on-campus bar, open throughout the year and providing the perfect setting for your bespoke occasion. With a maximum capacity of 500, Mooch can host anything from casual lunches, to large arts events, and business meetings. Tea and Coffee can be made available as part of packages, and there is also a staffed, licensed bar open until 2am if required.

The Studie

Studio is our open-plan exhibition space providing facilities for meetings and conferences, arts events, and exhibitions. With a customisable layout and separate meeting room, Studio can be arranged according to your requirements, however formal or informal you would like your event to be.

The Studie LIVE

Studio Live is our 190 capacity performance space, next to the Studio. With a retractable stage and raised seating, Studio Live is ideal for arts performances, guest lectures, and audio visual events right in the heart of the University Park Campus, acting as the focal point for University-based events.
Need some professional printing? We offer an extensive printing service to businesses in and around Nottingham.

- Fast turn around
- High quality results
- Latest printing technology

Our professional team can produce anything from business cards to 10 metre banners. Get in touch to find out more.

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