



TRENT FRESHERS

2026

MEDIA PACK

THERE'S NO BETTER WAY TO CONNECT WITH STUDENTS THAN THROUGH NTSU

**JOIN US THIS SEPTEMBER AS WE WELCOME
14,000 NEW STUDENTS TO NOTTINGHAM TO
START ONE OF THE MOST EXCITING
CHAPTERS OF THEIR LIVES.**

Many will be living independently for the first time, discovering new tastes and developing brand loyalties that can last well beyond university, making this a unique opportunity to **MAXIMISE CUSTOMER LIFETIME VALUE.**

Freshers is an unforgettable experience and a crucial moment to introduce your brand and build an emotional connection. Whether through face-to-face activity or our digital platforms, we offer a range of options to help you **MAKE THE MOST OF THE FRESHERS PERIOD.**



THE BIGGEST ADVERTISING OPPORTUNITY OF THE YEAR

FRESHERS FAIRS

PUT YOUR BRAND IN FRONT OF NTU STUDENTS WITH A PERSONALISED, FACE-TO-FACE EXPERIENCE.

The academic year at NTU kicks off with the Freshers' Fairs. These exclusive events attract 16,000 students across three campuses, bringing sports clubs, societies and companies like yours together to give new students a real insight into university life.

YOU HAVE THE OPTION OF 2 DIFFERENT STALL TYPES AT THE CLIFTON AND CITY FAIRS

STANDARD STALL

Single 4ft. table with backing board

PREMIUM STALL

Two 4ft. tables with backing board

Each stall is provided with a trestle table, chairs, backing boards and access to electricity and Wi-Fi.



FRESHERS FAIR PRICES



CLIFTON CAMPUS

MONDAY 14TH SEPTEMBER

AVERAGE FOOTFALL: 3400

PREMIUM STALL: £600

STANDARD STALL: £400

CITY & CAMPUS

WEDNESDAY 16TH SEPTEMBER

THURSDAY 17TH SEPTEMBER

AVERAGE FOOTFALL: 6500 PER DAY

PREMIUM STALL: £1,350 (ONE DAY) / £2,200 (TWO DAYS)

STANDARD STALL: £850 (ONE DAY) / £1,450 (TWO DAYS)

BRACK CAMPUS

TUESDAY 15TH SEPTEMBER

AVERAGE FOOTFALL: 500

STANDARD STALL: £200

ALL PRICES ARE EXCLUSIVE OF VAT

GOT SOMETHING EXTRAORDINARY THAT WON'T FIT A STANDARD 4 FOOT STALL?

FRESHERS FAIRS BESPOKE SPACES

The bespoke spaces at City and Clifton campus are perfect for large activations and available for you during the Freshers Fairs.

PRICES ARE AVAILABLE UPON REQUEST.

REGISTERED CHARITY

We offer discounts for charities. You will be placed on a waiting list, and we will contact you in the 14 days before the event if there is space available.

CITY CAMPUS | 16TH & 17TH SEPTEMBER

Union Square (outdoor): up to 6m x 4m

The Stage (indoor): up to 5m x 5m

CLIFTON CAMPUS | 14TH SEPTEMBER

Clifton Car Park: 5m x 5m



STANDARD STALLS

Size: 1.2m x 2m



PREMIUM STALLS

Size: 2.4m x 2m



BESPOKE SPACES

Size: 3m+



BUILD A PACKAGE

MAXIMISE YOUR BRAND IMPACT WITH DIGITAL ADD-ONS

Book your stalls and customise your package.

*T&CS APPLY

THE MORE YOU ADD, THE MORE YOU SAVE

Get **5% OFF** when you add **2 PRODUCTS**.

Get **10% OFF** when you add **3 PRODUCTS**.

Get **15% OFF** when you add **4 OR MORE PRODUCTS**.

CHECK OUT THE DIGITAL MEDIA PAGE FOR MORE INFO ON THESE PRODUCTS

DIGITAL SCREENS

7 DAYS DURING FRESHERS WEEK
ONLY £250

1 MONTH (SEPTEMBER)
ONLY £600

SOLUS EMAIL

DURING FRESHERS (SEPTEMBER)
ONLY £700

POST FRESHERS (OCTOBER)
ONLY £600

WEB BANNER

FIRST TERM (15TH SEPTEMBER - 12TH DECEMBER)
ONLY £1000

SOCIAL MEDIA

@TRENTSU
14.5K FOLLOWERS

ON THE DAY FAIR HIGHLIGHT INSTAGRAM STORY
ONLY £100

YOUR CONTENT ON OUR STORIES (FIRST 2 WEEKS OF FRESHERS)
ONLY £300

*SOCIAL MEDIA IS EXCLUSIVE TO BUILDING A PACKAGE

**GET YOUR BRAND IN FRONT OF
THOUSANDS OF ENGAGED NTU
STUDENTS WITH OUR TARGETED
DIGITAL ADVERTISING OPTIONS**

DIGITAL MEDIA

From high-performing email marketing and website banners to eye-catching digital screens, our packages are designed to deliver maximum impact.

DIGITAL SCREENS

With over 50 screens and a combined footfall of over 16,000 across our City, Clifton and Brackenhurst campuses during Freshers Week, these are a high-impact way to connect with our students every day.

7-DAYS: £250
DURING FRESHERS WEEK

10-DAYS: £350
DURING FRESHERS WEEK

1 MONTH: £600

1 TERM: £900

WEBSITE BANNER

Over 24,000 unique students visit our website every month, and a banner with a live link at the top of our official Students' Union homepage is a perfect way to draw their attention to your brand.

RESULTS/ENROLMENT PERIOD: £600
1 MONTH FROM A-LEVEL RESULTS DAY

EXTENDED ENTRY PERIOD: £800
2 MONTHS FROM A-LEVEL RESULTS DAY

FIRST TERM: £1,000
A-LEVEL RESULTS DAY UNTIL END OF TERM ONE

EMAIL MARKETING

Reach the inbox of over 11,000 NTU students with an email. Our students opt-in to receive commercial emails, so you know they are interested in your message. (Our average email open rate stands at 37%, way above average.)

Emails are the ideal way to communicate specific messages about your product and provide online CTAs.

DURING FRESHERS: £700
SEPTEMBER

POST FRESHERS: £600
OCTOBER

WITH LIMITED AVAILABILITY AND HIGH DEMAND, SECURE YOUR SPOT EARLY TO AVOID MISSING OUT.



EVENTS AND VENUE HIRE

VENUE HIRE

The Level Nottingham is home to our iconic weekly club nights, live music events, clothing fairs, pop-ups and more. A versatile and high-footfall space, it's ideal for brands looking to connect with students in an engaging environment.

GET IN TOUCH WITH US VIA EMAIL AT THELEVEL@SU.NTU.AC.UK

EVENT SPONSORSHIPS

NTSU delivers one of the UK's largest Freshers' event programmes, with over 40 events across 10 days. These events offer a range of sponsorship opportunities, from venue and bar branding to product sampling and late-night activations. We're always open to collaborating on creative ideas to help your brand stand out.

GET IN TOUCH WITH US VIA EMAIL AT ADVERTISE@SU.NTU.AC.UK



LIMITED AVAILABILITY - GET IN TOUCH EARLY TO AVOID DISAPPOINTMENT.

PREVIOUS CLIENTS

TAKE A SNEAK PEAK AT SOME OF THE CLIENTS WE'VE WORKED WITH:



CONTACT

ADVERTISING
advertise@su.ntu.ac.uk

EVENTS
thelevel@su.ntu.ac.uk

By contacting NTSU for the purpose of advertising you
agree to our Privacy Statement found here:
www.trentstudents.org/privacy-statement

All prices are exclusive of VAT.

NTSU

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