

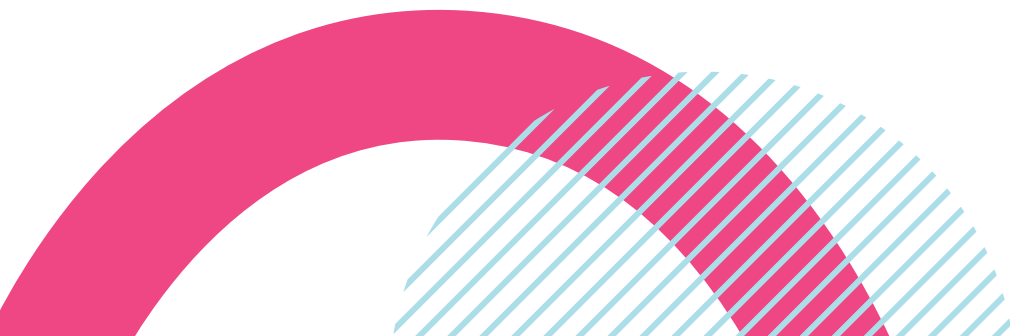
Cardiff University Students' Union
Undeb Myfyrwyr Prifysgol Caerdydd

The Students' Union has a packed schedule of events, get involved!

Find out how we can help you reach 31,000 students

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Cardiff University Students' Union Sponsorship Opportunities.

Cardiff University Students' Union is one of the largest and most successful student unions in the UK, offering an array of services to the 31,000 students studying at Cardiff University.

Throughout the year the Students' Union has a packed schedule of events where it is possible for your company to get involved. Event sponsorship is one of the best ways

to get your organisation recognised by Cardiff University's student population and offers your organisation the opportunity to establish a lasting association of your brand.

Opportunities are very limited so would suggest expressing your interest early to avoid disappointment.



Skills Development Service (SDS) – Annual Sponsorship

Throughout the academic year Skills and Development Service provide a variety of training courses to reflect the specific needs of all Cardiff University's 31,000 students. The sessions are designed to build confidence, improve transferable skills and increased employability for students who are looking to develop their future after graduation.

All attendees receive certificates which recognises the value of developing "soft" skills in areas such as leadership, presentations, networking etc. In addition, students wish to learn topics such as 1st Aid, Deaf Awareness, Mental Health Awareness, thereby learning opportunities which in turn develop their own personal skills, often moving outside their comfort zones in order to do so.

With weekly emails to all members, 4 adverts in the award winning student newspaper Gair Rhydd and 8 annual open / visit days and careers fairs, the courses attract around 70% undergrad and 30% post graduate students. SDS are pleased to offer companies the opportunity to support the department and in turn the development of students through offering the following sponsorship package:

SPONSORSHIP PACKAGE - £2,500 + VAT TO INCLUDE:

- All SDS slides to show your company logo
- All SDS lesson plans and exercises/ handouts would have footers with the company logo preceded by "The SDS Is supported by..."
- All publicity – posters, flyers etc. would bear the company logo
- Direct access URL to company website from SDS.
- Unlimited amount of emails of events sent to SDS database cohort
- Invitation to 2 company members to any awards ceremonies
- Unlimited promotional talks from the sponsor advertised across the University
- SDS clothing will contain the company logo
- Stall at any Employability/Freshers' fair organised by the Skills Hub



CUSU Transport – Vehicle Wrap and Annual Sponsorship

Securing new business is more difficult than ever so it is extremely important to make a good impression and one of a professional impact, stand out from the crowd and get noticed. A vehicle wrap is an investment in your business marketing and advertising. Cardiff University Students' Union offer companies the unique opportunity to transform their vehicles into striking mobile advertising billboards that will promote your company and its services every hour of the day, every day of the week.

Vehicles that are currently available for wrapping include both 9 & 15 seater mini buses. These are used by Cardiff University's 67 Sports Clubs and 200 Societies to travel across the UK and Europe throughout the academic year, as well as daily use to sporting fixtures, outdoor excursions, city breaks, theatre trips etc.

In 2018, the Student Vehicles clocked in excess of 124,000 miles including several trips to Europe widening the target audience for the advertisement, whereby in 2015 the average public mileage for four wheeled vehicles on the road stood at 7,900 miles, which clearly shows the availability of the targeted advertising audience.

Some benefits of using vehicle graphics to advertise your business include:

1. Attention grabbing – Makes your company stand out from every other vehicle on the road.

2. Reach a wider audience – how far you travel could potentially reach tens of thousands of views per month

3. Non- Aggressive – unlike radio ads, for example, vehicle wraps attract attention without disturbance. Potential customers can easily spot your message without significant distraction from what they are doing.

4. Get Mobile – vehicle wraps travel into the view of the customers instead of waiting for them to see your press ad. As a business, you can non intrusively reach out to customers over all the road your vehicle(s) travel on.

5. Cost Effective – Unlike billboards and advertising that have a constant reoccurring cost for as long as you advertise, you can change your vehicle wrap as often or as little as you like.

6. Local Advertising – Vehicle wrap advertising is targeted because naturally you are advertising to your local market.

**PACKAGES START AT
£3,500 + VAT PER YEAR**

Athletics Union – A Variety of Sports Clubs and Annual Sponsorship

The Athletic Union (AU) is the body that supports all sporting activity at Cardiff University Students' Union, supporting students that run over 67 sports clubs (approx. 4,500 members) including individual and team sports, outdoor and water sports and martial arts, each competing in the weekly British Universities and Colleges Sport (BUCS) leagues. The Athletic Union believe that sport plays a significant role in the student experience, playing a role in helping to build social and support groups, keeping students active, and most importantly, offering a valuable opportunity for individuals.

The AU are seeking sponsors for the next academic year, an excellent opportunity to establish your company branding throughout the AU, not only by constantly being reminded of the sponsor's company but also via the various activities as ambassadors of your brand. These include;

PACKAGES START FROM £1,000 AND WOULD TYPICALLY INCLUDE.....

- Your company logo on all branding, communications, social media and newsletters circulated to AU and committee members
- Your company logo on all documents, forms and guides circulated to all club members and partners

Smaller club sponsorship is also available. If you would like more information on opportunities available and discuss options available to suit your budget please get in touch.

You can find a full list of Sports clubs here:
cardiffstudents.com/activities/au/list/



Men's Rugby – Annual Sponsorship



In September 2018 Cardiff University Men's Rugby team Cardiff University were excited to announce that the club became part of the British Universities and Colleges Sport (BUCS) Super League. It is a great honour for the Men's Rugby Team be part of this exciting league and was a massive profile raiser for the University, Men's rugby and sport as a whole. The league consists of just 10 institutions in the UK. (Exeter, Leeds Beckett, Bath, Loughborough, Durham, Cardiff Met, Nottingham Trent, Northumbria and Cardiff Universities and Hartpury University).

BUCS Super League games broadcast via social media and onto TV screens at University and College campuses across the UK, the 2016/17 league achieved total viewing figures of 163,000 via YouTube and Facebook Live, increasing to 720,000 for the first half of the 2017/18 season alone. The 2016/17 season also saw social media impressions of 250,000 per week across

Twitter and Facebook, rising sharply to 1.1 million per week for the 2017/18 season so far. In addition, Free Sport have now secured the rights to show a live Super Rugby fixture each week.

With such extensive exposure this is a very exciting time to sponsor Cardiff University Men's Rugby Club and delighted to offer a range of unique sponsorship packages for Varsity and BUCS Super League.

IN 2017/8-

- The games were televised 5 – 7 times on live TV (Free Sport)
- Logos on Performance analysis –training overviews on social media
- Clips shown on Scrum 5
- BUCS Super League facebook followers – 163,000
- Web site impressions 1.1 million per week

Give it a Go Booklet – September

Give it a Go is an incredibly successful headline initiative run by Cardiff University Students' Union aimed at providing exciting new opportunities available to students from its 250 clubs and societies.

Two editions of the booklet per year are filled with events run by student groups with the aim of encouraging students to try something new at university. As well as the booklet produced for the autumn semester distributed over Freshers' week, a second edition is also produced and distributed in the Spring 'Re-freshers' period. These booklets are also available in digital copy, which all students can access via Cardiff Students Website.

Every student moving into halls of residence each year receive a copy of the Give it a Go Autumn Semester booklet and a further 3,000 booklets are printed in English and bilingually in Welsh & English and distributed around all campus, university buildings, multiple occupancy student housing, library's and local businesses.

Given all of the above we believe this is a fantastic opportunity for you to advertise your company to a vast and diverse student population.

GIVE IT A GO T-SHIRTS – ANNUAL SPONSORSHIP

During the Freshers' period, approximately 50 student volunteers are recruited to join the GIAG Team, enabling the running of almost 100 events over the 10 day period. In this role, volunteers come into contact with thousands of students entering the SU to pick up ID cards, attend the societies & club fairs, and see what an incredible UK top-4 Students' Union has to offer. Of these volunteers, over 25 of them stay on through the academic year to facilitate the running of weekend Day Trips, travelling around Wales, the UK, and further afield to European destinations for Cardiff University students.

An essential part of the role of a volunteer is to be a staunch brand ambassador for Give it a Go. They are noticeable by their striking Give it a Go t-shirts, displaying the sponsor's logo, and feel this is a fantastic opportunity for companies to advertise to a vast and diverse student population and indeed in all travel destinations.

**FRESHERS' EDITION BOOKLET -
FROM £450+VAT**

**RE-FRESHERS BOOKLET -
FROM £250+VAT**

T-SHIRT SPONSORSHIP – £150+VAT



Student Union Freshers' Welcome Team – September

The Students' Union Freshers' Team is a team of 500+ student volunteers each acting as a Students' Union ambassador throughout Freshers' period. The team will be responsible for having conversations with new and current students, introducing them to the University experience here at Cardiff. Groups of volunteers will be placed in key locations around the Students' Union and the University, including the reception areas of all 23 academic schools. They are an essential part of the Freshers' experience, helping welcome, support and advise 10,000 new students who enrol in Cardiff University each year.

The Students' Union Freshers' Team will have exclusive access to university halls of residence, there to provide a helping hand for those moving in, offering advice, directions and support. They will also be working on various exciting queue capitalisation projects, such as tours of the students' union and surrounding area, as well as supporting all 10,000 new students when picking up their ID card form the Students' Union.

We are incredibly proud of this project and hope you agree that this is a perfect opportunity for you to promote your brand through sponsorship. All contributed finances will be invested into the operations of this exciting and innovative not-for-profit initiative.

HEADLINE SPONSOR –£2,500 + VAT

- Branded digital media displayed through the Students' Union building.
- Branded hard media distributed through the 23 academic school buildings of the University.
- Branded social media info-graphics shared from the main Students' Union Facebook, Snapchat and Twitter platforms.
- Logo feature on a Micro-site hosted on the 'cardiffstudents' website, with 10 pages of brand-able content.
- Bright brand-able t-shirt, lanyard and printed brand-able FAQ quick guide.
- A standard size stand in Freshers' Fair
- Advert in the weekly newsletter that is distributed to all new and current students.
- One month's Plasma screen advertising during term 3 of the academic year
- Advert in the autumn 'Give it a Go' booklet that is distributed to 12,000 students and freshers'.
- Magnetised logos displayed on mini-buses used to transport students during

Academic Advice Booklet – February

- Student Advice is a central and visible service provided by the Students' Union. The department supports, guide and advises students on a range of issues during their time at Cardiff University, as well as campaigning to improve the student experience
- This Academic Advice Booklet will be handed in print form to 5,000 students in University halls of residence. It will be widely distributed through digital media over the Christmas and Spring revision periods as part of the Students' Union 'Academic Week / Revision Aid' campaigns led by the President of the Students' Union. A print version of booklet will be permanently available in key support offices through the academic year – particularly the Advice Centre which has a footfall of over 4,300 students. A copy of the publication will be made available through the Students' Union website through the online ISSU software. A link to the online digital copy will be emailed to the entire Students' Union mailing list during the 'Academic Week / Revision Aid' campaigns.

THIS BOOKLET WILL BE DISTRIBUTED AS FOLLOWS:

- Print copy handed out to 5,000 first year students in February – June each year
- Digital copy made available on Students' Union Academic Advice webpage (10,000 hits per year).
- Link to digital copy distributed to entire Students' Union mailing list as part of the January Academic Week / Revision Aid campaign (15,000+ students).
- 1,000 print copies available year-round in prominent position of Student Advice department.

Student Advice are offering organisations and businesses the opportunity to advertise in the Academic Advice booklet from just £250 + VAT per year.



Jailbreak – March

Cardiff volunteering is a service supporting students who wish to volunteer within the local community by supporting an array of different projects. A key event in the Cardiff Volunteering calendar is Jailbreak. This is an opportunity for you to support a charity which is enabling over a thousand volunteers to engage with the community every year and to advertise your services to our students.

Jailbreak is a challenge event, whereby students have to get as far away from Cardiff University as possible and back within 52 hours. The catch is that they cannot spend their own money or use their own transport. The current record for our students is Cyprus, over 2000 thousand miles away. The event also raised over £5000 for charity last year alone. We normally have around 30 participants who take part in the event, however, it is watched by all of the university as teams compete to win the challenge. Their progress is updated to all of the students across Cardiff Volunteering, Cardiff Students Union and Cardiff University's social media platforms with videos and clips of the teams completing challenges all over the world. The Student Union Facebook alone has over 30,000 followers so these platforms are fantastic ways of advertising your brand to students.

Cardiff Volunteering are looking for organisations and businesses that would be interested in sponsoring this event or donating prizes for the winners of the event and offer the following packages:

GOLD SPONSORSHIP PACKAGE - £750, INCLUDES

- Distribution of promotional material provided by the sponsor, to include items as flyers and, branded items – these will be distributed by the Jailbreak team at awareness and promotional events on your behalf
- An invitation as our guest to a launch event – typically taking place the Friday before the event. This will provide an opportunity to present to all those in attendance to promote your service or brand
- You will be the official sponsor of either the Jailbreak winner's trophy or 'The Most Successful Fundraiser' trophy and would be invited to present the award. This will also be announced across all Facebook, Instagram and Snapchat social media channels.
- Your branding on Jailbreak promotional materials, this includes; flyers and leaflets distributed to attract participants, posters displayed throughout the building, the custom webpage hosting the event, as well as instructions and information distributed to all participants and supporters. Further to this your logo would be featured on all certificates awarded at the prize presentation.
- A social media post at the time of confirming the sponsorship, during and after the event. This will be put on all of Cardiff Volunteering social media channels including, Facebook, Instagram and Snapchat. To further support you Cardiff Volunteering would be happy to feature your chosen service or offer, just tell us what services to promote and we can tag your various social media accounts.

STANDARD SPONSORSHIP PACKAGE – £400

This Includes :

- Sponsors branding on Jailbreak promotional materials, including; flyers, posters and leaflets distributed to attract participants, posters displayed throughout the building, the custom webpage hosting the event, as well as documentation distributed to participants and supporters. Further to this your logo would also be featured on certificates featuring as part of awards presented

- A social media post once the sponsorship is confirmed, during and after the event. This will be put on all Cardiff Volunteering channels of our social media channels, Facebook, Instagram, Snapchat, you can tell us what services to promote in the post and we can tag your various social media accounts in the post.

If you feel that you could offer a prize to the winning team of around equivalent value to one of the sponsorship packages then please let us know to discuss this possibility further.

Welsh Varsity – April

Welsh Varsity is the highlight of every student's year and has become Wales' biggest event in the University calendar. Typically hosted in April, the hugely anticipated, all day sporting competition with long term rivals Swansea University, see thousands of students getting together to support their teams from across 30 sports in the battle to take home the coveted Welsh Varsity Cup, culminating with the showcase Ladies and Men's rugby fixtures with typical crowds of around 15,000 to 20,000 in a major stadium – typically Principality in Cardiff or the Liberty Stadium in Swansea.

There are many opportunities to be part of this growing event with a variety of benefits to reach the student market. Packages have typically included front of shirt, sleeve and short sponsorship for both Men's and Ladies rugby teams, digital screen advertising, programme feature, as well as further advertising opportunities across varsity specific communications.

With students present from both Swansea and Cardiff, this is a fantastic opportunity to broaden your advertising and promotional message across the two University sites.

Sponsorship packages from **£4,000** and will be on a first come first served basis.

Advertising packages available from **£800**.



End of Year Award Ceremonies – May

To celebrate the end of the academic year, Cardiff University Students' Union host a number of Award Ceremonies to recognise the amazing achievements of those involved with Clubs and Societies, whether this be raising incredible amounts of money for charity, winning various competitions, and/or improving the quality of services and opportunities their society offers to their members. These are key events in the students' calendar and a great opportunity for companies to engage with the 300 – 450 in attendance at each event



Athletic Union Awards Ball – May

The Athletic Union (AU) is the body that supports all sporting activity at Cardiff University Students' Union, with 67 sports clubs including individual and team sports, outdoor, water sports and martial arts. Towards the end of each academic year the AU host the Athletic Union Awards Ball in the Students' Union Great Hall. This is a chance to recognise the achievements of all Sports Clubs, their influential committee members and up to 30 VIPs from across the Students' Union and University.

During the ceremony the AU present a number of awards which include:

Sports Persons of the Year; Team of the Year; Club of the Year; Fresher of the Year; Most Improved Sports Persons; Coach of the Year; President's Award for Outstanding Achievement, as well as a number of honours and colours to outstanding individuals in the Athletic Union.

We believe this event offers companies the opportunity to engage with a large group of influential students across a range of demographics and offer the following packages.

HEADLINE SPONSOR OF THE EVENT. - £2500

- 2 x VIP tickets to the event.
- The opportunity to present a selection of the Awards.
- An agreed number of 'mentions' on all Athletic Union social media channels leading up to the event – Facebook, Twitter and Instagram.

SPONSOR'S LOGO WILL BE INCLUDED ON THE FOLLOWING:

- The ticket sales on the union website.
- All advertising of the event on the Students' Union website.

- The event programme / menu.
- The PowerPoint display used throughout the evening's event.
- Plasma screen advertising the event around the Students' Union.
- Announcement at the award ceremony who the sponsors are.
- The Seating Plan.

OTHER PACKAGES AVAILABLE FROM £500

Students' Union Societies Ball – May

The Guild of Societies is the body that support all society activity at Cardiff University Students' Union, assisting the students that run the 200+ societies, covering all manner of activity and interest, from A cappella to Psychology, from Robotics to Yoga, and everything in between! The Guild firmly believe that being part of a society during a students' time at university can have a significant positive impact on their student experience, playing an integral part in helping to build social and support groups, and most importantly, providing key skills and opportunities for individuals to develop themselves.

At the end of each academic year, the Guild host the Societies Ball in the Students' Union

Great Hall. This is a chance to recognise the amazing achievements of all societies and committee members, whether this be raising incredible amounts of money for charity, winning various competitions, and/or improving the quality of services and opportunities the Society offer their members.

With approximately 370 committee members present, who will have been nominated by their peers for their hard work and commitment to their Societies and the Students' Union at large, as well as up to 30 VIP's from across the Students' Union and University.

The presentation of 8 main awards, include:

Association of the Year; SLS of the Year; Most Improved Society; Best Small Society of the Year; Best Medium Society of the Year; Best Large Society of the Year; Best Committee of the Year; Best Committee Member of the Year

The Guild believe this event offers companies the chance to engage with a large group of influential students across a range of demographics and offer the following sponsorship packages:

EXCLUSIVE SOLE HEADLINE SPONSOR - £2,500 + VAT

A unique opportunity to be the sole headline sponsor of the Societies Awards.

Packages include:

- Headline Sponsor of the event.
- 2 x VIP tickets to the event.
- The opportunity to present a selection of the Awards.
- An agreed number of 'mentions' on all Societies social media channels leading up to the event – Facebook, Twitter and Instagram.

THE SPONSOR'S LOGO CAN BE INCLUDED ON THE FOLLOWING:

- The ticket sales on the union website.
- All advertising of the event on the Students' Union website.
- The event programme / menu.
- The PowerPoint display used throughout the evening's event.

- Plasma screen advertising the event around the Students' Union.
- Announcement at the award ceremony who the sponsors are.
- The Seating Plan.

If your company can offer something unique or you have another brilliant idea of how you can get involved, we're more than happy to add feasible ideas to the list. **Other packages available from £500**



Cardiff University Students' Union Media Awards – May

Cardiff Student Media provide the student body with a one-stop information point for student life in Cardiff, giving comprehensive news coverage, igniting debate and discussion, and capturing the essence of student lifestyle in the city. A dedicated team of 350 student volunteers produce weekly newspapers, Gair Rhydd and Quench and a radio station, Xpress and TV station, CUTV and are proud to have won a number of awards from various publishing and broadcast associations across the country

Cardiff Student Media Awards is held in May each year to recognise the creative talents and achievements of the volunteers involved with the four media channels and is the highlight of the Student Media calendar. Student Union Media Awards offer sponsorship packages starting from just £400 + VAT and include you logo on:

STUDENT UNION MEDIA AWARDS OFFER SPONSORSHIP PACKAGES STARTING FROM JUST £400 + VAT AND INCLUDE YOU LOGO ON:

- The ticket sales webpages of the Students' Union website
- Students' Union website advertising for the awards
- Media Awards program
- Power point display used throughout the actual award ceremony
- Sponsors announced at the Media Awards
- Advertising on the Cardiff Student Media Website
- One weeks advertising on the 20 plasma screens that are positioned in high footfall area of the Students' Union building.

SEE WHAT PREVIOUS SPONSOR'S SAY ABOUT SPONSORSHIP EVENTS AT CARDIFF UNIVERSITY STUDENTS UNION'

'We are delighted to be the sponsors for men's rugby this coming season. We had the great honour of sponsoring the women's team last year so it will be great to be able to work with the University again. David (Bridge Street Exchange 2019)'

Have you heard of an opportunity or are looking to support a specific area relevant to your cause or company? Get in touch today and we will can discuss a variety of opportunities.

SUSales@Cardiff.ac.uk
02920 781403

Venue Hire

Cardiff Union Services Ltd manage a purpose built facility in the centre of Cardiff, operating cafes, shops, bars, events and venue hire. Whatever your event, CUSU offer first class, versatile facilities for hire. Our experienced

events team have a wealth of knowledge to ensure the highest standards of quality, service and presentation from initial contact through to the day itself.

Advertising Opportunities

Advertising through Cardiff University Students' Union is the official and most effective way of reaching Cardiff students.

Cardiff University Students' Union is the best place to promote your product / services to the student population. We have a comprehensive knowledge of our student audience and our advertising opportunities ensure our clients receive maximum exposure.

Advertising through Cardiff University Students' Union gives you access

to this vibrant customer base through an organisation that they trust.

To discuss all opportunities; get in touch:

SUSales@Cardiff.ac.uk
02920 781 430





**For bookings
& enquiries
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