MEDIA PACK
On the 6th and 7th of October 2021, we’ll be setting up in the iconic University Parks, which sits in central Oxford, to host the biggest Freshers’ Fair yet. Within a series of marquees, we’ll host over 500 stalls, as well as social spaces featuring entertainment and food trucks. Due to the COVID-19 pandemic, Oxford SU couldn’t host an in-person event last year, and because of this we’ll be opening the fair to both incoming students and the cohort from 2020, which means double the number of students compared to previous years. The fair is the best chance of the year to engage with University of Oxford students face to face and build lasting impressions.

Covid-19 Safety

We take the safety of our vendors and our students very seriously. Precautions will depend on local restrictions at the time, but are likely to include:

- Masks required
- Sanitation stations
- Staggered entry for students
- An alternative date for the event
Last year we hosted our Freshers’ Fair online and found that there were significant benefits for many students and stallholders. By having a virtual presence, as well as a physical one, you can reach and engage with every student, no matter where they are. This year we’re partnering with Ayda to create a bespoke Freshers’ app, which will work both independently and in harmony with our fair. See the next page for how Ayda could work for you as a stallholder:

Last year our virtual fair saw 7758 students register to attend from 41 different countries, and booths were visited in total over 290,000 times.
THE DIGITAL WELCOME

Features of Ayda

- A QR code at your stall can link to your digital showcase
- Measure and analyse student behaviour in real-time and achieve improved targeting
- Continue to engage with students beyond Freshers’ with mailing lists sign-ups & vouchers
- The platform is live 24/7 during Welcome Week and for the next 30 days
- Add video, images, links to your social channels & website to bring your student offer to life. Live stream, video chat and text chat options
Charity Stall
£805

Standard Stall
£2,575

Premium Stall
£4,000
The Premium package includes: Listing as a ‘Featured stall’ on our Freshers’ web page. Premium positioning in the fair and the largest stand. A free standard stall on Ayda. A brand takeover for a day of the Ayda main page, including a pinned top listing.

Catering
£1750
This year we have space to host food trucks and catering businesses on site, to cater to students throughout the day. If you’re interested in finding out more, please contact business@oxfordsu.ox.ac.uk

*All prices are for two days and exclude VAT. Every stall includes a standard stall on our digital platform Ayda, which will remain live 24/7 during Welcome Week. Stalls will have access to power outlets. Wifi will be available but signal may be weak as we are based outside
ADDITIONAL OPPORTUNITIES

**Digital Screens**

£750

We will have four digital screens in prime positions around the fair. Your advert will be shown for ten seconds every minute throughout the two days, and can be a still image or video.

**Digital Experience**

£250

Within the virtual fair, upgrade to bespoke micro-gamified interactions like virtual spin-to-win wheels, scratch screen to choose, shake phone to win & many more available.

**3D Model add on**

£300

Want to stand out from the crowd at the virtual fair? We can create a bespoke 3D model for your business. Enquire for examples.

**Partnerships**

Want to connect with students beyond Welcome Week? We advertise to students throughout the academic year and our partners get access to unique advertising opportunities, as well exclusivity in their sector and regular reports on engagement.
### PRINT

**Tote Bag Insert**
- Flyer Insert - £275
- Small Item - £400

2,000 tote bags will be distributed to students

**Welcome Handbook**
- Half page advert - £500
- Full page advert - £750

Our handbook will be sent to every incoming student

**Welcome Timetable**
- Half A5 page advert - £750

Our programme of Welcome Week events will be sent to every incoming student and used throughout the week.

**City Map**
- £100

Our map of Oxford gets sent to every incoming student and is your chance to highlight the location of your local business! Each pin drop also includes a presence on our website, and a short description of what you offer.
Over this past year we’ve seen the importance of the communities we live in and the local businesses within them. At Oxford SU, we want to do more to support these businesses and connect them with students.

This year, on Friday the 8th of October, we’ll be organising a day to celebrate our wonderful city and introduce students to their new home. As well as new opportunities to meet students face to face, we’ll be hosting a series of digital events and takeovers, and fun activities such as walking tours and a city-wide scavenger hunt - all designed to introduce them to your business and community.

Want to be involved or host an event? Get in touch at business@oxfordsu.ox.ac.uk
Social Media

Our Social media channels are continually growing, with nearly 50% of our students logging on and getting their updates through social media.

Facebook | Search ‘Oxford SU’ - £200
Twitter | Follow @oxfordstudents - £150
Instagram | Follow @oxfordstudents - £100

Bundle of all Three - £300

Web Banner - oxfordsu.org
Banner (regular) £500 for a month
Our website receives over 1 million hits annually
1500px by 400px

Door to Door Oxford Student Storage
Kit Keeper are an Award winning student services company
Official Oxford Students' Union Storage Partner

Sabbatical Officers
Student Media
The Oxford Student is our student newspaper, written by the students for the students. The Oxford Student provides its readers with current news from in and around Oxford University, with an estimated readership of 8,000 students weekly.

x 1 Full- and half-page adverts include a 1-week banner on the OxStu Online. Website | oxfordstudent.com

National Business
Full Page £750 | Half Page £475 | Quarter Page £200

Local Business
Full Page £500 | Half Page £300 | Quarter Page £150

Charity
Full Page £200 | Half Page £100 | Quarter Page £50

Email Campaigns | £600
Our Solus Emails allow you to send dedicated emails to 5000+ current students on our database, with an open rate of 25-30%. This is a specifically designed email by you with no information from other advertisers and a small lead time, with flexibility for last-minute advertising campaigns.
What is your Covid-19 policy?
In the event that the Fresher’s Fair has to be cancelled due to the Covid Pandemic, a full refund will be provided minus a 5% administration fee. We will be the only party able to decide if the event needs to be cancelled due to the Covid pandemic. If you, the customer, decide to cancel due to Covid Fears, no refund will be provided.

When does booking close?
Bookings for Freshers’ Fair 2021 close on the 1st of September 2021, but we recommend booking early as we have limited availability. We will not accept bookings after this date.

What is your cancellation policy?
If you wish to cancel your booking, you must provide notice within ten working days of the sales order being signed by your organisation. Any cancellations occurring after this period will not be eligible for a refund and the final settlement will still be issued, unless the event is unable to go ahead due to Covid-19 restrictions.
HOW TO BOOK

To book, please complete the following form. We will be in touch within 3 working days.

Click Here For The Form

If you have any immediate questions, please contact business@oxfordsu.ox.ac.uk

Oxford SU

oxfordsu.org

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