



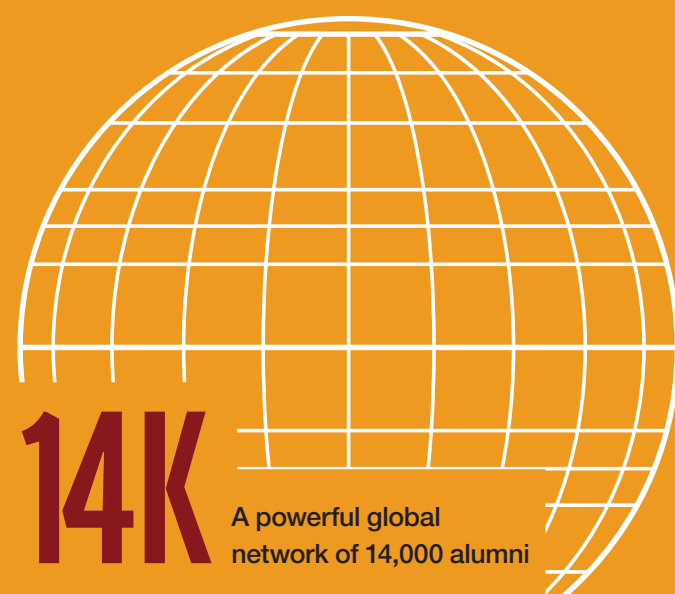
WORK
HARD
PLAY
HARD

RAU
SU

Royal Agricultural University Students' Union
Media Pack 2017/18
Registered Charity No: 1154402

MEDIA | PACK

RAU: AT A GLANCE



14K A powerful global network of 14,000 alumni



High graduate employability

96%

SCENIC

A picturesque campus nestled in 25 acres of beautiful Cotswold countryside

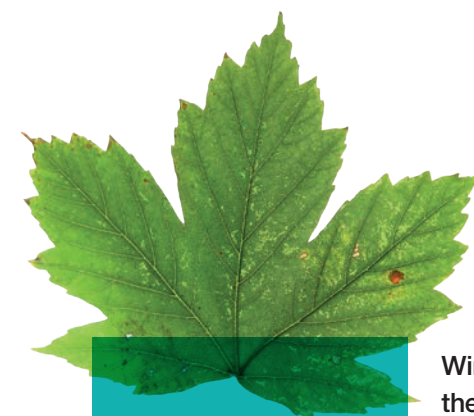


9 STUDENT BUSINESSES LAUNCHED 2015 /16

Award-winning enterprise programme providing tailored support at all levels of business start-up

INDUSTRY LINKS

Our graduates have careers with prestigious global companies



1ST FOR CARBON REDUCTION
TOP English university for carbon reduction in relation to income

Winner of the sustainability category at The Guardian University Awards 2016

The Guardian University Awards 2016

1ST

1845

Established in 1845, the first agricultural institution in the English-speaking world

Top 10 in the UK for facilities spend according to The Times and The Sunday Times Good University Guide 2017

TOP 10



PROACTIVE STUDENT UNION

Our Student Union has a packed schedule of activities and fundraising initiatives

4TH SAFEST

4th safest university in England and Wales



EXPERTS

Staff who are experts in their fields and visiting speakers who are captains of industry

A MESSAGE FROM THE STUDENTS' UNION

The Royal Agricultural University Students' Union is a charity that is run for the students by students.

We are committed to improving the lives of our members. All the revenue raised from sponsorship and advertising is spent directly on providing invaluable support and advice services to students as well as funding our many sports clubs and societies.

The following information outlines what opportunities are available to you when partnering with the Students' Union. Whether it's through raising your profile with a website banner advertisement or talking face to face to students at an exhibition stand at a Fresher's Fayre - there are different levels to suit a range of budgets.

Sarah

Sarah Tennant-Bell
Students' Union General Manager



ABOUT US

The Students' Union at the RAU is extremely active throughout the year. It is dedicated to representing each and every student academically, socially, and whilst out on the sports field. On the one hand, this involves assisting students with any problems that they may encounter, on the other; it involves maintaining the University's celebrated reputation for social and sporting activities.

At Cirencester, many of the traditions and clubs are as old as the buildings themselves. This includes fantastic activities, societies, and some of the country's finest events and balls.

Students are supported throughout their time at Cirencester by lecturers, personal tutors, the student support services team, and a strong and proactive Student Union, who are all on hand to help students make the most of their time at the RAU.

Our students are incredibly well networked and make life-long friends whilst at the University. Students are life-long members of our 170 year strong alumni network which spans the globe. The small, collegiate family feel of the University makes it one of the friendliest and most supportive in the country.

WHY ADVERTISE WITH US?

The Reach

The Royal Agricultural University (RAU), previously the Royal Agricultural College (RAC) has been at the forefront of agricultural education since 1845 as a world-renowned provider of specialist education and research in agriculture, agri-business, equine, food,

and land and property management. Our students study a range of programmes from BSc to PhD level. Advertising with the Students' Union is an effective way of reaching over 1,100 undergraduate and postgraduate students in a range of different ways.

RAU BY NUMBERS:

80% 20%
UNDERGRADUATE POSTGRADUATE
LEVEL OF STUDY

1,169
TOTAL STUDENTS

96% 4%
FULL-TIME PART-TIME
MODE OF STUDY

WHERE DO STUDENTS COME FROM?

88% EU
4% OTHER



EMPLOYABILITY

96%
EMPLOYED AFTER SIX MONTHS AFTER GRADUATING



89%
OVERALL STUDENT SATISFACTION

STUDENT GENDER

55% 45%
MALE FEMALE



650+
FOLLOWERS
@RAUSU OFFICIAL

2500+ 2500+
LIKES LIKES
RAU STUDENTS' UNION



THE OPPORTUNITIES



The opportunities are diverse and wide ranging. The following gives you an idea of the type of advertising and sponsorship that is currently on offer. However, bespoke packages are available in discussion with the Student's Union.

Sports Kit Sponsorship

The University is passionate about its sporting activities and currently offers students a wide range of sports, clubs and societies.

The University, in conjunction with the Student Union, welcomes as many students as possible to gain the benefits of becoming a member of a University team. Sporting afternoon is on a Wednesday, when many of the teams compete against other universities. We have over 20 sports clubs and societies, many of which wear

official Students' Union sports kit which can be branded with your Company logo. We have the following BUCS (British Universities and College Sports) registered teams:

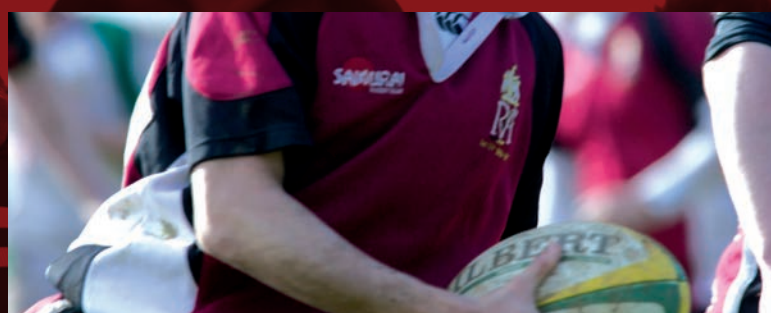
- Rugby
- Football
- Netball
- Lacrosse
- Men's Hockey
- Women's Hockey

Other successful and popular teams include Polo, Shooting (clay), Rowing, Brewers and Croquet.

DETAILS:

Branded sport kit sponsorship for one team.

JUST
£500 PA
(+VAT)



Website banner advertisement on homepage

DETAILS:

Website banner advertisement on homepage.

JUST
£100 PM
(+VAT) **OR** **JUST**
£1000 PA
(+VAT)

Artwork in 728/90 pixel size (jpeg, png or gif).

Social Media

DETAILS:

Facebook: Advert post including a website link and JPEG image.

JUST
£150 PA
(+VAT)

DETAILS:

Twitter: Up to 140 characters plus a website link and JPEG image.

JUST
£150 PA
(+VAT)

To include up to 12 posts and / or tweets per annum to be agreed and scheduled with the Students' Union.



THE OPPORTUNITIES



Students' Union Minibus

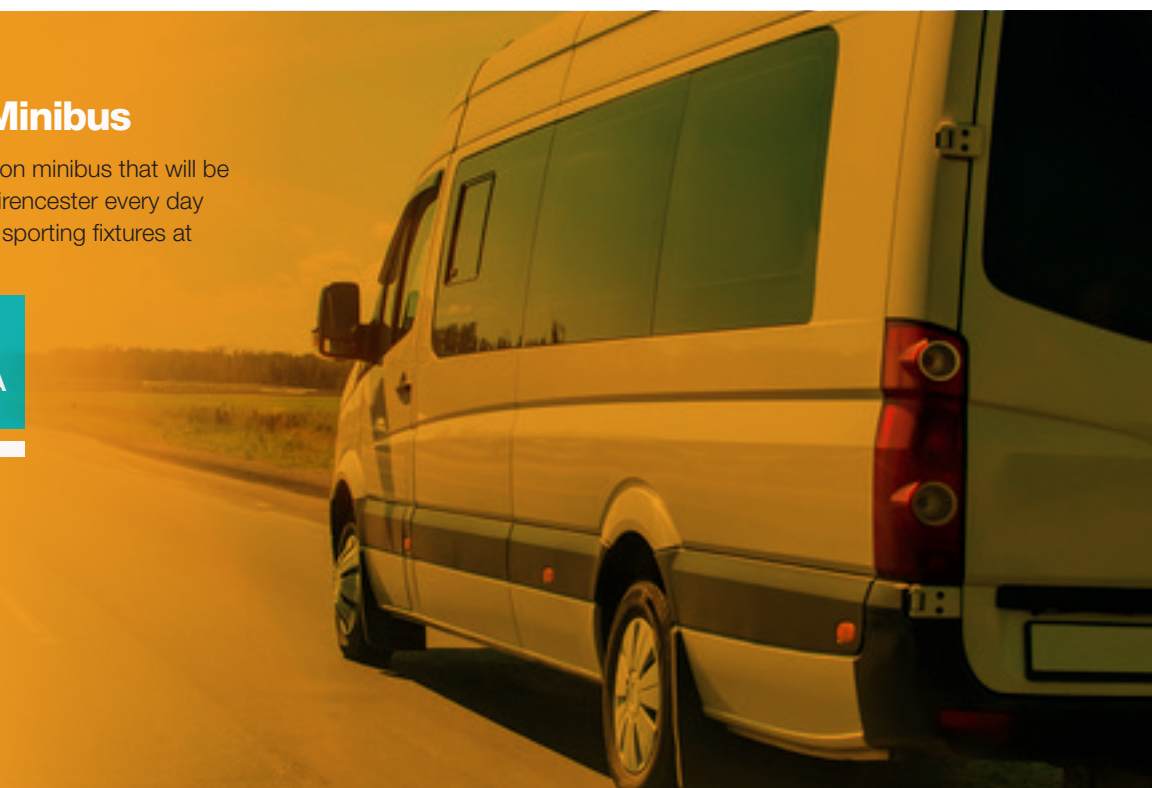
Sponsor our new Students' Union minibus that will be transporting students all over Cirencester every day 24/7 and delivering students to sporting fixtures at Universities across the UK.

DETAILS:

Company logo on new Students' Union minibus.

JUST
£2500 PA
(+VAT)

NB: There is only one official sponsorship opportunity.



FRESH IDEAS FOR YOUR PROMOTION



THE OPPORTUNITIES

Fresher's Fayre

Become an official sponsor of the RAU Students' Union Fresher's Fayre. This one day event held each year in the first week of term is the perfect opportunity for you to connect with both new students and second and third year returning students.

As part of official sponsorship package there are opportunities to place your Company logo on our Angels

and Halls clothing and to include items i.e. samples in Fresher's Goodie Bags.

DETAILS:

Sponsor package includes:

- A stall at the fair (approx. 2m x 2m) plus two chairs
- A full page advert in the Fresher's Fair Guide
- Promotion on all student e-communications before and during the event

- Promotion on RAU Students' Union social media channels before and during the event
- Logo on advertising

JUST
£2750 PA
(+VAT)

NB: There is only one official sponsorship opportunity at the Fresher's Fayre.

Fresher's Fayre Stall Hire

Talk face to face with students, promote your business or gain useful market research from talking direct to students.

DETAILS:

- A stall at the fair (approx. 2m x 2m) plus two chairs
- A full page advert in the Fresher's Fair Guide
- Branded item to be placed in Goodie Bags

JUST
£150 PA
(+VAT)

Fresher's Ball

Become an official sponsor of the RAU Students' Union black tie Fresher's Ball attended by over 700 first, second and third year students.

DETAILS:

- Event banner x 2
- Logo on tickets
- Logo on advertising
- Logo on event literature
- Product placement where appropriate

JUST
£2500 PA
(+VAT)

Christmas Ball

Baubles at the ready! The black tie Christmas Ball held in our traditional Tithe Barn and bar with guest acts and DJs is attended by over 800 first, second and third year students.

DETAILS:

- Event banner x 2
- Logo on tickets
- Logo on advertising
- Logo on event literature
- Product placement where appropriate

JUST
£2500 PA
(+VAT)

Poster Panels

This year, we are offering a new poster service. Within high level exposure areas of the University where footfall by students is continuous. We offer up to three A3 sized fixed poster boards for Company use. Positions are limited and available on a first come first served basis.

DETAILS:

One month A3 poster board.

JUST
£50 PA
(+VAT)

NB: Company to supply printed A3 posters.

Digital Screens

In addition, we are installing a digital screen in our newly refurbished offices, giving you the opportunity to raise your brand and offer as part of a rolling digital presentation. Watch this space. Call us for more information 01285 889916.



Raising and Giving

Every year, students enthusiastically take part in activities such as Tractor Pull through Cirencester and infamous RAG Rally for the University RAG (Raise and Give) – raising huge sums for local and national charities.

One of the highlights is the Auction attended by over 700 students. This entertaining event raises thousands of pounds each year from bidding and selling auction lots.

RAG Auction – Lot Donation

We are always looking for 'lot' donations and the more luxurious or wacky the better! Offering a 'lot' in the auction is a great way to profile your brand or product with students and staff at the RAU. Auctioned items are well publicised throughout the student and staff body both prior to and during the event.

Recent examples include holidays, clothing, country sports wear and unique day experiences.



TO DONATE A LOT:

Call the Students' Union team on 01285 889916



Sponsor the May Ball

This event is the highlight in the Students' Union calendar. Our picturesque grounds become home to a wonderland of entertainment complete with big top stage, fairground rides and guest acts and DJs. Recent May Ball examples include Moulin Rouge and Willy Wonka and the Chocolate Factory.

DETAILS:

- Table for sponsors at the Students' Union VIP black tie dinner
- Event banner x2
- Logo on tickets
- Logo on advertising
- Logo on event literature
- Promotion on all student e-communications before and during the event
- Promotion on RAU Students' Union social media channels during the event
- Logo on resident letters (approx. 5,000)

JUST
£5000 PA
(+VAT)

Subject to terms and conditions

THE OPPORTUNITIES





Help fund our student services as well as over 30 clubs, societies and volunteering activities.

The Royal Agricultural University Students' Union is a not for profit charity (Charity Number 1154402). That means that all of the income we generate through sponsorship or advertising goes back into improving the lives of our members.

Interested?

To book or to discuss our media opportunities, please contact Sarah Tennant-Bell, Students' Union General Manager on 01285 889916 or email – sarah.tennantbell@rausu.co.uk



Information and pricing listed in this brochure was accurate at time of publication but may be subject to change.



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