

LBSU

Leeds Beckett
Students' Union



Freshers Media Pack 2024/25

LBSU Freshers Media Pack 2024

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Who We Are

Leeds Beckett University is one of the largest universities in Europe.

Leeds Beckett Students' Union represents all students here at Leeds Beckett University, and we're an important part of student life on campus. We're led by students for students! Our aim is to make the student experience the best it can be and help all Beckett students fulfill their potential by making the most of their time at uni.

From supporting communities, connecting societies, hosting exciting events and gigs, facilitating development opportunities, leading campaigns and offering all LBU students free, confidential and independent advice, there's loads to get involved in! We even have our own bar and restaurant, The Hive at City Campus. This is our social space where all students can grab some lunch, get a coffee, study or relax between lectures!

We have 26,000 students enrolled at any one time - 7,000 of whom are "Freshers", and new to the city of Leeds.

We also have an ever-growing number of international students enrolling with us, in both September and January. Students in Leeds spend over £14 million in Freshers Week alone, and we know them better than anyone.

Interested? Visit lbsu.co.uk/media-sales to book.



Our Freshers Fairs

Rated one of the highest in the country for both stallholder and student satisfaction, our Freshers Fairs are the biggest events of the year. Our city centre campus fairs see approximately 7500 students per day, and our Headingley campus fair sees approximately 3500 students. This year we've extended to hosting four massive fairs, after selling out stalls year-on-year.

Freshers Sponsorship

Make your brand the name on everyone's lips on campus by sponsoring the biggest Freshers Week in Leeds! We can tailor a sponsorship deal to your budget, with options such as:

Your logo on Leeds Beckett Freshers Week marketing assets

Full suite of digital marketing opportunities from our media pack

Freshers Fair stalls and other campus pop-up opportunities

Student accommodation activations and pop-up opportunities

Social media promo of your brand and activities on campus

Any other opportunities available from our media packs

Interested? Visit lbsu.co.uk/media-sales to book.

Packages

Standard Freshers Fair Package:

Package Includes	Date	Stall Info	Standalone Price
City Campus Standard Freshers Fair Stall	Choice of one date between 17th-19th September 2024	1x2m - 1 table + 1 chair	£1200
Headingley Campus Standard Freshers Fair Stall	16th September 2024	1x2m - 1 table + 1 chair	£1000
City Campus Standard Winter Freshers Fair Stall	W/C 27th January 2025	1x2m - 1 table + 1 chair	£600

Package Price: £2500

Add additional City Campus dates for £900 per day!

Save up to £1000 with a standard package deal!!

Premium Freshers Fair Package:

Package Includes	Date	Stall Info	Standalone Price
City Campus Premium Freshers Fair Stall	Choice of one date between 17th-19th September 2024	3x3m- table(s) + chair(s) on request	£1700
Headingley Campus Premium Freshers Fair Stall	16th September 2024	3x3m- table(s) + chair(s) on request	£1500
City Campus Premium Standard Winter Freshers Fair Stall	W/C 27th January 2025	3x3m- table(s) + chair(s) on request	£900

Package Price: £3500

Add additional City Campus dates for £1250 per day!

Save up to £1200 with a premium package deal!!

Bolt-on media options for packages:

Media Type	Standard Price	Discounted Price for Package Holders
Social media post	£300	£200
Solus email	£850	£600
Plasma screens	£250 per month	£200 per month



Freshers Fair Stalls

Freshers Fair Stalls Prices:

Headingley Campus - Monday 16th September 2024

Stall Type	Stall Size	Price
Standard Stall	1x2m – 1 table + 1 chair	£1000
Premium Stall	3x3m – table(s) + chair(s) on request	£1500
Custom Stall	Sized on request	Price on request

City Campus - Tuesday 17th, Wednesday 18th, Thursday 19th September 2024

Stall Type	Stall Size	Price
Standard Stall	1x2m – 1 table + 1 chair	£1200
Premium Stall	3x3m – table(s) + chair(s) on request	£1700
Custom Stall	Sized on request	Price on request
Outdoor Stall	Sized on request	From £2000

We can build bespoke packages to include your Freshers Fair stall(s) with inbuilt discounts.
 We reserve a limited amount of Freshers Fair stalls at a discounted rate for local and independent businesses.

Interested? Visit lbsu.co.uk/media-sales to book.

Practical Information

Waste Management

All of our stalls are provided with a bin-bag to dispose of general waste from their stall.

If your stall will generate large amounts of waste on your stall (e.g. large quantities of stock) please make us aware of this at the time of booking so we can ensure arrangements are in place to support you.

Unloading and Parking

At our Headingley Campus we are able to unload at the entrance to the venue when arranged in advance. Parking is available for stallholders on campus, but capped when limit of vehicles is reached.

At our City Centre Campus there is a loading bay on Portland Way. We do not have any parking dedicated to this event due to the nature of the city. Nearest parking for standard vehicles is Woodhouse Lane car park. Nearest parking for HSVs is the Rose Bowl car park.

Electrical Power

All of our indoor stalls come with one plug to provide electrical power for devices such as chargers for laptops, tablets and phones.

If you require power for a larger device, or for an outdoor stall, please ask about this in advance of booking and include details in your booking form.

Wi-Fi

Our campus network Eduroam is available for all stallholders and campus guests to use, however due to the nature of demand on the network during Freshers Week we do recommend that if smooth uninterrupted connection is imperative to your stall, that stallholders bring alternative provision.

Accessible Requirements

If any of your stallholder staff have accessible requirements that you would like us to accommodate, please let us know of this at the time of booking. We will accommodate wherever is reasonably possible.

Agency Clients

Unfortunately we cannot give final confirmation of any bookings until agencies are able to share details of their client presenting at our Freshers event(s) and their activity

Terms and Conditions

All invoices must be paid either 30 days after receipt or two weeks prior to the event, whichever date comes first.

Stalls which are not fully paid for in advance of the event may be cancelled or refused entry on the day of the event, and may still be charged for booking the space.

In the event of a Freshers event or any other media opportunity being unable to go ahead as planned, we will initially make attempts to reschedule your stall for an alternative date.

This may affect the location. Credit for alternative media will be offered in the first instance for stallholders who cannot make the alternative date.

Leeds Beckett Students' Union is not responsible for any costs incurred to you as a stallholder for this event. This includes in the event of cancellation, rearrangement, or refusal of entry.

In the event that your stall requires a larger plot in order to be accommodated at one of our Freshers events, you may be charged for this extra space after the event.



Contact us for more info:

lbsu-mediasales@leedsbeckett.ac.uk

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Get in touch!