



Warwick Students' Union

Welcome Week Media Pack 2025

Tap into the heart of student life at the University of Warwick with the ultimate campus experience.

Welcome Week, hosted by Warwick Students' Union, is the perfect opportunity to connect with our new and returning students, where they live, study, and build their communities.

Reach your audience directly in the most vibrant and engaging setting, and maximise your brand impact right where students are at their most active and engaged.

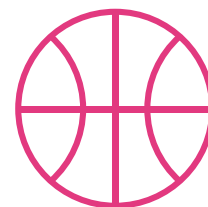


**Warwick SU Welcome Fair
on 29th & 30th September at
the University of Warwick
Central Campus.**



About Warwick SU

Warwick SU is one of the biggest and busiest in the country, with an **average footfall of 55,000 per week** through its buildings. Our expertise means high footfall, bespoke opportunities, and measurable engagement.



55,000

Average footfall per week
in WSU student spaces

300+

Clubs and
Societies

30,000

High calibre
students



Warwick SU Welcome Fair 29th & 30th September

We launch with a two-day Welcome Fair, where 250 societies, 60 sporting clubs, University of Warwick services, brands and commercial partners all come together to make it an experience to remember for our **16,000 students attending the fair over two days.**

The Welcome Fair is the most interactive opportunity we can offer brands and advertising partners to engage with our students. However, we limit commercial activations and stalls and reserve on a first-come, first-served basis.

WSU also offers access to our various digital comms channels, with an engaged 28,000+ student members checking out all they need to know about student events and the new year on Warwick campus.



The Atrium Foyer is the heart of campus, surrounded by SU restaurants, bars, food outlets, and our nightclub - The Copper Rooms. Warwick SU facilities are a significant part of student life, based in a natural semi-rural setting, nestled between the diverse city of Coventry and the affluent town of Royal Leamington Spa.

**250 societies,
60 sporting clubs,
University of Warwick
services, brands and
commercial partners all
come together to make
it an experience
to remember!**



What can you achieve by having a commercial stall at WSU Welcome Fair?

- **Grow brand awareness** and broaden your market reach to Gen-Zer's
- **Engage with the youth market** outside of the digital world
- **Build trust and loyalty**, and drive early adoption of your services and products
- **Make lasting impressions**, creating lifelong consumers
- **Capture a youth market** at the first stages of becoming independent shoppers
- **31% of the Warwick student community are international students** offering a significant consumer market demographic in the UK to **diversify brand image and recognition**
- Freshers' fairs are not just about attracting new customers; they can also be an **opportunity to recruit talented individuals or build a talent pipeline for internships**



Indoor commercial stall rates

- **Standard Stall** – Includes a trestle table with space for either a 2m-wide backdrop behind or a standard pull-up banner beside the table.
- **Premium Stall** – Perfect for large activations, interactive games, or branded setups like gazebo installations.

Standard stall – one day:

£800 + VAT

Standard stall – both days:

£1,300 + VAT

Premium stall – one day:

£850 + VAT

Outdoor commercial stall rates

Airstreams, gazebos, branded vans, and unsealed food & drink activations and sampling, ensuring maximum visibility and engagement.

If you have some “Bigger” ideas about what you want to bring to the event, we can tailor an exhibition area for you and offer a bespoke package solution. Contact: mediaopportunities@warwicksu.com



Outdoor standard stall:

£1,000 + VAT



Welcome Fair



Warwick changed the concept of the Welcome Fairs in 2024.

Day 1 is hosted in the historic SU Atrium Building and outside in the Piazza area.

Day 2 of Welcome Week isn't just big – it's **MASSIVE**. With carnival-style vibes that every student will be talking about over at the Warwick Sport and Wellness Hub.

Day 1: Monday 29th September

Central campus

Indoors venue: Main Atrium building

Limited Capacity. Due to high student footfall and crowd control we are limited to 14 stalls inside the Atrium building.

Outdoors area: Piazza Area

Warwick Welcome Week 2025 offers commercial stalls and activations to collaborate in the Piazza outdoors zones.

WSU aims to create a vibrant atmosphere outside the Atrium building, with displays from societies, music, games and commercial stalls.

Food & drink sampling and retail permitted (non pizza).

Bookings now open for indoors & prime outdoor zones.

Act quick to reserve!



8,000

Student footfall

Take a look!

Click the button below and have a look at WSU central campus

Day 2: Tuesday 30th September

Warwick Sports Hub

Indoors venue: Warwick Sports Hall, Zone D

Expect an electrifying atmosphere as campus transforms with fire eaters, stilt walkers, Welcome DJs plus interactive brand activations and chill-out tents - all before students even step into the Sports Hub!

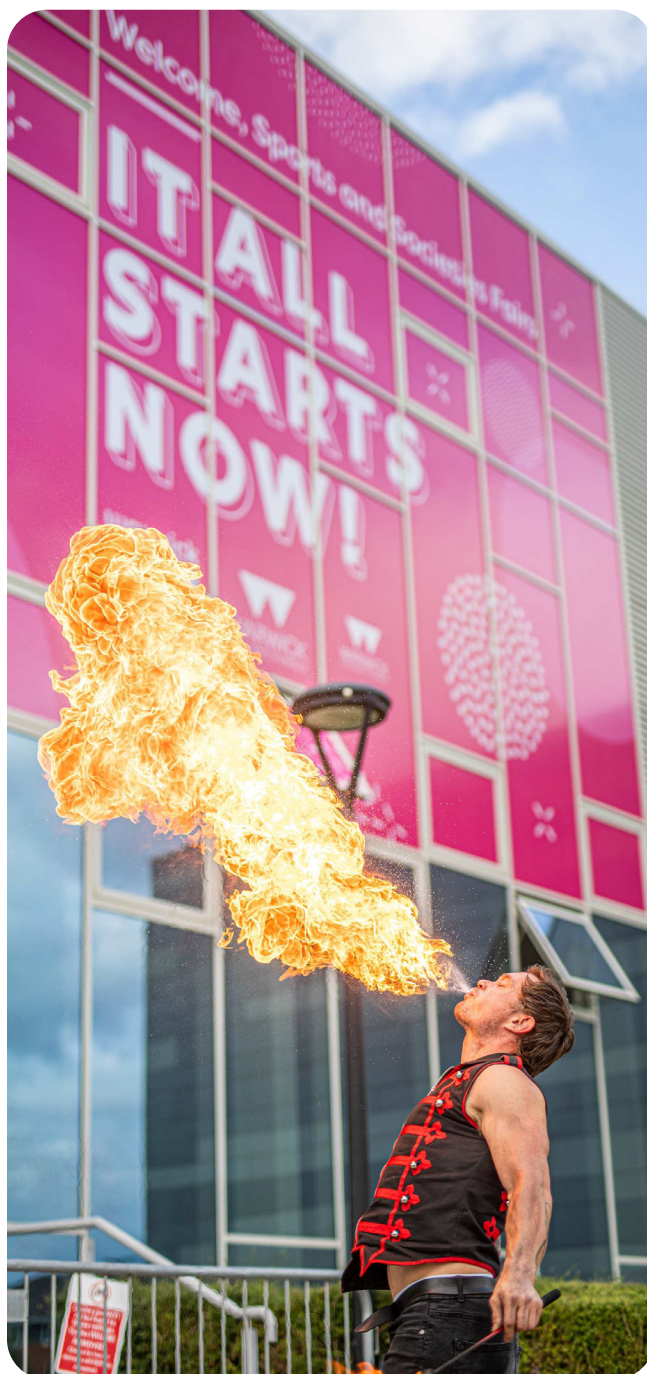
Inside, over **60+ sports clubs** put on thrilling demos, sign up new members, and bring the energy in the main hall. Every student must pass through the bustling Welcome Week Fair, where your indoor stall will be perfectly placed to engage them on their way to the action. Get ready for maximum footfall and high-impact exposure!

20+ Commercial activations and Welcome Week stalls will be permitted.

Food and drink sampling permitted indoors for sealed products only.

Hot and unsealed sampling of food and drink must be booked in the outdoor stall and activation locations.

Bookings now open for indoors & prime outdoor zones.



8,000+

Student footfall

Take a look!

Click the button below and have a look at Warwick Sports Hub

Welcome Week & Campus zone sponsorship

Warwick: Where brands get remembered!

As we welcome 10,000+ new students, you can make a lasting impact with immersive brand experiences for bold, unforgettable student marketing.

Bigger brands. Bigger moments.

- **LYNX**
Custom deodorant dispensers in WSU restrooms for high-impact sampling all through Welcome Week & October 2025.
- **Red Bull Gaming Container**
A fully branded Campus Zone takeover, putting Red Bull at the centre of Warwick student gaming culture with a premium sampling activation.
- **Oatly**
Curiositea Cafe brand takeover with an Oatly special menu and student discounts.
- **NatWest Floor Sticker Branding**
High-visibility brand placement where students engage in the pool & snooker room.
- **IKEA Retail Collaborative**
Sponsored coach trips, exclusive discounts & a seamless student shopping experience. We deliver students to your store.
- **VK (Vodka Kick) at the Copper Rooms**
Take over venue brand up, VK prizes and exclusive drink specials! VK didn't just brand a club night - they created Freshers' memories.

Freshers' Club Nights at The Copper Rooms – The legendary venue that's hosted The Who, U2, Oasis & more!

8 SELL-OUT NIGHTS | 2,000 STUDENTS PER NIGHT:

- Branded ticketing & venue takeovers (bars, DJ booth, chill zones)
- On-the-night activations and giveaways
- High-energy brand exposure where students make memories
- All Welcome Week Copper Rooms club events are ticketed events only, meaning guaranteed exposure and student attendance.

Why Warwick?

Campus-wide brand integration – Beyond sponsorship, **we create experiences.**

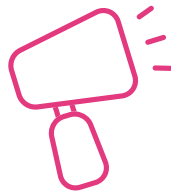
WSU drives the buzz – Our team builds the hype, maximises footfall, and ensures your brand gets the attention it deserves.

Let's make your brand part of Warwick's story. Email to get the conversation started: mediaopportunities@warwicksu.com

WSU insights: Term 1 (2024/25)

29,400

tickets and passes bought by Warwick students for SU events.



30,000+

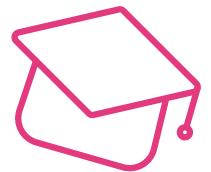
University students are studying on campus

14,000+

students attended Warwick Societies Fair during welcome week 2024.

28,000+

Warwick SU members



20,800

shots served in WSU entertainment venues.

16,000+

British students are Warwick SU members

12,000+

International students are Warwick SU members

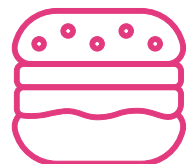
53%

of UK students believe that food, drink and restaurant choices are a big part of their identity.

Gen Z are spending more time in their university spaces than in 2023; the new UK average comes in at **18.4 hours per week**.

12,000+

Sports club and student society members



Climbing, racket sports and Thai boxing have the most student sports club members.



Engaged marketing channels to reach Warwick students



WSU has a captive student membership audience. We have the data, the insights, the reach and engagement. **You just need to provide the content!**

Welcome Week website

The WSU Welcome Week microsite saw a massive **89.6K page views from 28.3K+ unique users in Welcome Week 2024!**

New students flood the site for essential info, event tickets, and all things sports & societies—making it a prime digital hotspot for brand visibility and engagement!

Virtual goody bag!

Direct access to 30,000 students! The Warwick Virtual Welcome Week Goody Bag is the most opened email in the entire WSU Welcome Week campaign!

Sent just days before students arrive, **this exclusive email reaches 12,000 new students and 18,000 returning students**, giving your brand a prime opportunity to engage them early. Feature a welcome message, student incentive, or discount, with an image, 100 words of content, and a direct link to your website—**driving high-intent student traffic straight to you before they even set foot on campus!**

The Boar newspaper

Welcome Week Edition – The Boar is the University of Warwick’s award-winning student newspaper.

Social media

Reach & engage with Warwick students instantly! WSU’s social media is a prime platform for student-focused brands.

25K+ on Facebook. Reach Warwick alumni and current student parents.

With 17K+ highly engaged Instagram followers, WSU engagement rates are above industry average. Warwick SU IG Story Broadcasts put your brand front and centre – directly into the feeds of thousands of current Warwick students.

High visibility, instant impact, and real engagement.

Welcome Week digital screens

6 high-impact digital screens live for student arrivals & Welcome Week (Sept 25 – Oct 4, 2025).

Prime campus locations: Study areas, food & drink outlets, Atrium Foyer, and entertainment hub.

55,000+ weekly footfall during term time – maximum student visibility.



Media rates



Welcome Week microsite:

Welcome site sponsorship	Value
Per week	£200 + VAT
Per month	£500 + VAT

Email marketing: Two weeks before Welcome Week, we will send a welcome email to all Warwick students, which features the Welcome Week virtual goody bag.

Feature in the WSU virtual goody bag	Value
Email sent to all new and returning Warwick students (30,000+)	£385 + VAT

Discount of £200

Social media: We encourage video content up to 60 seconds max. – provided in MP4 format and can accommodate static images and banners.

Social posts	Value
Facebook post – static / video	£200 + VAT
Instagram story – static / video (live for 24 hrs)	£200 + VAT

Digital screens: In high footfall areas around the Union and food & drink outlets.

Digital screens	Value
Arrivals and Welcome Week, live 25/09/25 to 04/10/25 <small>*Local businesses (CV postcode) discount available*</small>	£500 + VAT

The Boar: Student-run editorial, with the “Freshers” issue distributed free on campus.

Full page	£550 + VAT
Half page	£350 + VAT
Quarter page	£220 + VAT

- **The Boar’s booking deadline:** Friday 22nd August 2025 (subject to availability)
- **The Boar’s artwork deadline:** Monday 1st September 2025 (please contact for dimensions)

Artwork specifications



520 x 312 px

Virtual Welcome Week

goody bag: 520 x 312 px image or logo, attached link and 50 - 100 words (to include a student discount, incentive, or welcome message)

1920 x 1080 px

Facebook: 1920 x 1080 px image or MP4 video (max. 45 seconds), supporting text and link

1080 x 1920 px

Sponsored emails: web link and 545 x 120 px image

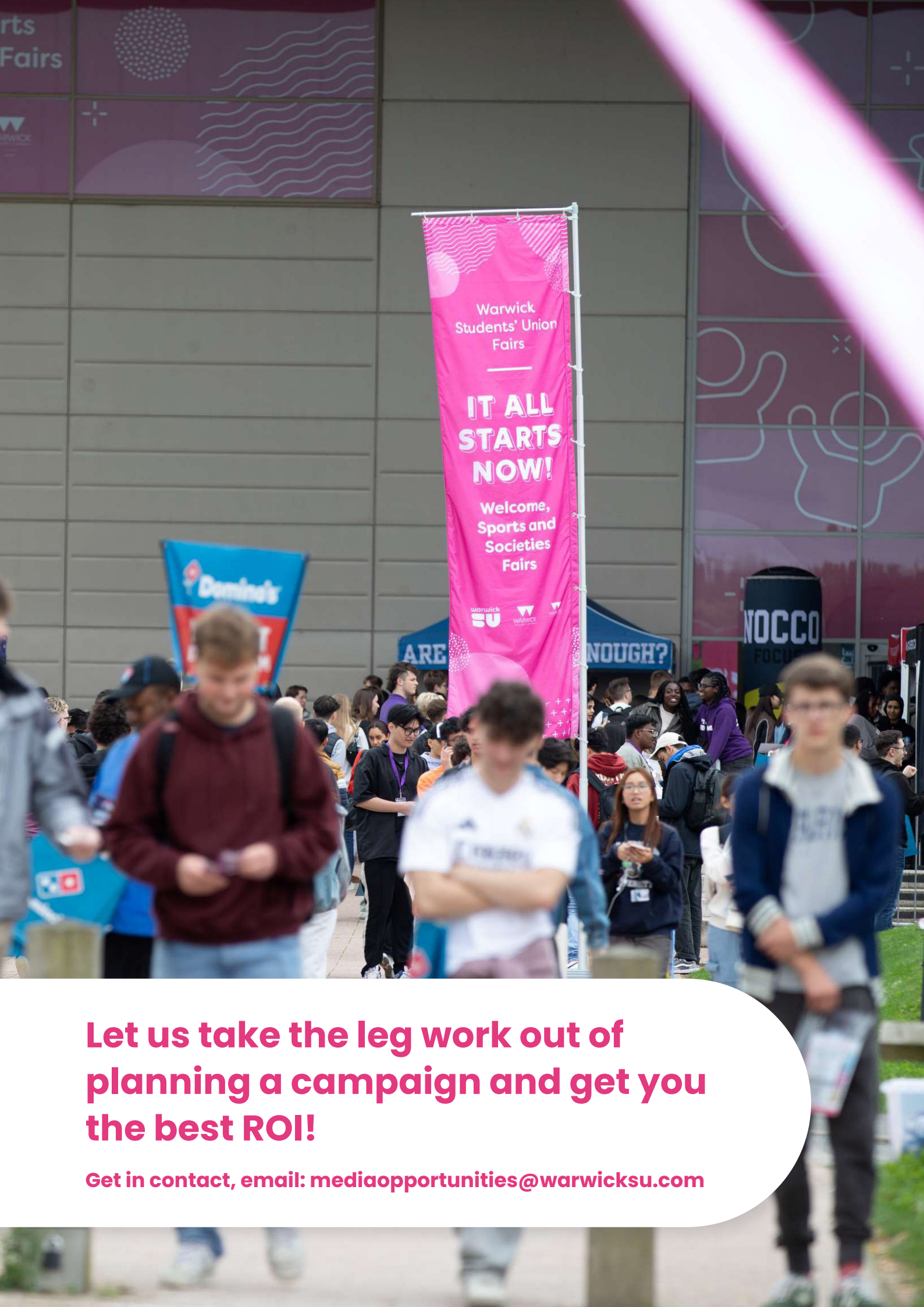
545 x 120 px

Welcome website ad banner: 545 x 70 px image with minimal text and web link

545 x 70 px

Digital screens: 1080 x 1920 px image, supplied in JPEG format

Instagram story: 1080 x 1920 px image or MP4 video (max. 45 seconds), supporting text and link



**Let us take the leg work out of
planning a campaign and get you
the best ROI!**

Get in contact, email: mediaopportunities@warwicksu.com



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