

Worcester Students' Union

Media Pack

Your guide to capturing the student market
at the University of Worcester

2026-27

Digital - Print - Onsite - Welcome Festival - Varsity





Why advertise with us?

Worcester Students' Union is the ideal place for you to advertise your services to the student population in Worcestershire. We know our students inside and out, and we have a fantastic range of advertising opportunities to ensure our partners receive maximum exposure.



The University of Worcester has a student population of 9,000. This includes full-time undergraduates, part-time postgraduates, and student studying professional courses such as Nursing and PGCE. All students at the University are members of the Students' Union, meaning we have direct access to this diverse customer base. By advertising with us, you will have access to a vibrant student community through an organisation that they trust.

We have a wide range of opportunities for you to promote your business. This pack gives a summary of the advertising opportunities available to you, but if you have an idea of how to get your brand out there that isn't included in this pack, please get in touch and we can discuss your ideas further.



Welcome Festival 2026

Our Welcome Fair is one of the biggest events in the university calendar, where we welcome all of our new and returning students to the University ahead of the new academic year.

Book a promotional stall at our 2026 Welcome Fair and you'll be able to catch all of our students in one place. We had 3,000 students attend our 2025 Fair, making this a great opportunity to build brand awareness and loyalty with our students right at the start of their university journey.

Our 2026 Welcome Fair will be taking place on Wednesday 16th September at the University of Worcester Arena. The price for a standard stall starts at £400+VAT, with a number of bespoke packages available depending on your budget and requirements.



Premium Stall - £750+VAT

2 x 6ft tables, electricity guaranteed, high footfall position



Standard Stall - £400+VAT

11 x 6ft table, electricity available on first come first served basis



Bespoke packages - prices negotiable



Are you a charity, not-for-profit, or smaller independent business? We can offer discounted stalls and packages based on your requirements. Just get in touch to let us know what you need.



Social media

Our social media platforms are one of our most effective methods for communicating with our students, and they are continually growing and reaching more students each day. Through our social media, we can interact with our students in real-time and react to their needs and interests.

By advertising through our social media channels, you will have direct access to thousands of students in an ever-growing market.



Worcester Students' Union Instagram

@worcsu - 6,250 followers

1 post + 1 story - £150+VAT



The Hangar Instagram

@thehangarsu - 2,700 followers

1 post + 1 story - £100+VAT



Worcester Students' Union TikTok

@worcsu - 1,250 followers

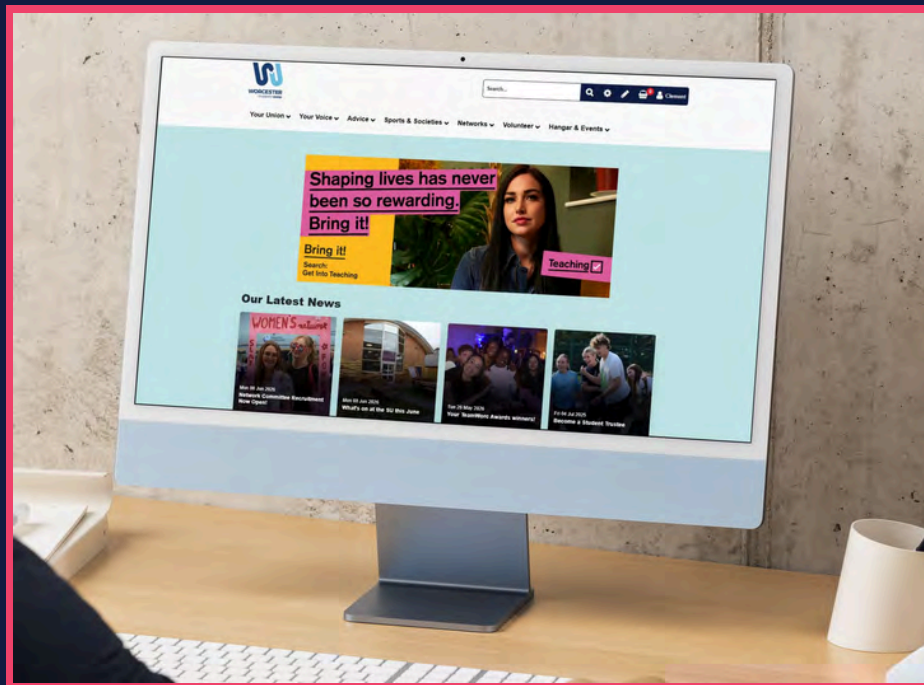
Get in touch!



Website advertising

Our website – www.worcsu.com – is one of the main points of information for our students. We have an average of 40,000 page views from 6,000 users each month, with even higher use and engagement during key periods of the academic year.

You can use this engagement to your advantage by placing a banner advert on our homepage for all our existing and prospective students to see. You can also take advantage of high traffic to specific areas of our website during key periods of the academic year, such as Welcome Festival and Varsity.



- **Homepage banner advert - £100+VAT per week**
- **Subpage banner advert - £50+VAT per week**

Discounted packages are available when booking adverts for multiple weeks or across multiple pages

Digital screens

The Students' Union has four RedBus and eight SubTV digital screens throughout the building, along with our own screen located in our reception area. These screens are a great way for you to share your messages with the students and staff that use our building throughout the day, and with the students using our bar, The Hangar, in the evenings.

- RedBus - £100+VAT per week
- SubTV - £100+VAT per week
- SU screen - £100+VAT per week
- All screens - £250+VAT per week

Please note, there are some restrictions for national advertisers on our RedBus and SubTV screens. Please get in touch for more details.



Flyer and poster drop

We have over 1,000 University of Worcester students living in halls of residence across our campuses. Our team can distribute your posters and flyers across all of our halls, directly to the students themselves. We also have spaces within the SU building and our bar where you can display your printed media.

- Distribution of 500 flyers and 30 A3 posters - £250+VAT

Wallplanner adverts

Each academic year, we print 2,500 A2 wallplanners to distribute during the Welcome Festival period. These are hugely popular with both our students and University staff, meaning your advert will be on their walls throughout the entire year.

- **Logo single-sided - £50+VAT**
- **Logo double-sided - £75+VAT**
- **Small advert single-sided - £100+VAT**
- **Small advert double-sided - £150+VAT**
- **Large advert single-sided - £200+VAT**
- **Large advert double-sided - £300+VAT**

Onsite promotion

The Students' Union building has a footfall of approximately 650 students and staff per day. Our main social space and bar is The Hangar, one of the most popular spaces on campus for students and staff to come and socialise.

You can capitalise on this footfall by booking a promotional stall inside the SU and interacting with our students face-to-face. Space is available in the welcome area of the SU, downstairs in The Hangar, or outside in our garden area.

- **On-site promotional stall - £200+VAT**
- **Daytime venue hire - £400+VAT**
- **Evening venue hire - £600+VAT**

Not seeing anything within your budget? We can be flexible on prices to suit your requirements. Just get in touch and let us know what you need.

Venue hire

Located right in the centre of our St John's Campus, The Hangar is our on-campus bar and is the place for students to go when they want to relax and unwind, day and night. Our dedicated Venue and Events team take pride in making every event at The Hangar a special experience, whilst providing excellent value for money.

The Hangar is available for private hire, whether it's for a large-scale promotion or activation, pop-up shop or sale, club night takeover, private party, and everything in between. In the past we've hosted clothing and poster sales, sip and paint evenings, product giveaways, takeovers of the bar, and a whole lot more.

Our downstairs space measures 38 feet by 40 feet and we can offer great flexibility in terms of layout when it comes to setting up your event. We enjoy going the extra mile to make your event the best it can be and our team will work with you every step of the way to help deliver exactly what you need.

If you have an idea for an event, but aren't sure where to start, let us know and we can arrange a meeting to help you plan your event.



To enquire about prices, make a booking, or find out more, please email us at WSUcommercial@worc.ac.uk



Varsity 2027

Every year our sports clubs take part in the Varsity competition with the University of Gloucestershire. This is one of our most popular and well-attended events, and typically takes place at the beginning of April each year.

Varsity is a great opportunity to get your brand in front of the student audience, with 2,000 students attending fixtures in 2026. Our showcase events, both hosted at Worcester, are Varsity Darts Night held in The Hangar and Worcester Wednesday held at the University of Worcester Arena. Almost 1,000 students attended these two events in 2026, with an incredible atmosphere at both.

- Full sponsorship - £3,000+VAT
- Darts Night sponsorship- £500+VAT
- Worcester Wednesday sponsorship - £1,500+VAT
- Bespoke packages available depending on your requirements

Varsity promotion includes:

- Your logo on printed and digital materials
- Additional social media promotion
- Promotional stall at selected fixtures
- Promotional displays and banners at selected fixtures

Club and Society Sponsorship

The Students' Union currently supports over 35 sports clubs and 35 general interest societies, with close to 1,500 student members in these groups.

Sponsorship of a club or society is a great way for you to connect directly with our students and promote your brand within the Worcester community.

Sponsorship agreements are tailored to each specific student group, and you can view a full list of our clubs and societies on the [Students' Union website](#).

To find out more about opportunities to sponsor our clubs and societies, please email WSUcommercial@worc.ac.uk



Partner Packages

Want to reach our students all year round? Our Partner Packages are the perfect opportunity to advertise everything you have to offer across the entire academic year, whilst making a big saving on the total cost of your promotion.

Gold Package - £2,000+VAT

- Premium Welcome Fair stall
- One week of digital promotion per semester
- Two Instagram posts per semester
- One onsite promotional stall per semester
- One poster drop per semester
- One large wallplanner advert

Silver Package - £1,000+VAT

- Standard Welcome Fair stall
- One week of digital promotion per year
- Two Instagram posts per year
- One onsite promotional stall per year
- One small wallplanner advert

Bronze Package - £500+VAT

- Standard Welcome Fair stall
- Two Instagram posts per year
- One wallplanner logo





Contact us



Email
WSUcommercial@worc.ac.uk



Call
01905 543210



Visit online
www.worcsu.com



Instagram
[@worcsu](https://www.instagram.com/worcsu)