

# MANCHESTER METROPOLITAN UNIVERSITY STUDENTS' UNION



## MEDIA PACK 2017/18

[theunionmmu.org](http://theunionmmu.org)  
[facebook.com/theunionmmu](https://facebook.com/theunionmmu)  
[twitter.com/theunionmmu](https://twitter.com/theunionmmu)



THE UNION  
MANCHESTER  
METROPOLITAN  
UNIVERSITY



# 2

## ABOUT US

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## WHY THE UNION

We are one of the largest student unions in the country, representing 37,000 members across two campuses in Manchester and Cheshire.

Marketing with us gives you access to a huge student population, as well as the benefits to your

brand that positive associations of partnership with us can create.

Our dedicated media sales team will assist you through concept to delivery of your campaign to ensure that you gain the most from your experience at The Union.

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# FIVE REASONS WHY



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**1**

Online and offline promotional opportunities to suit all budgets.

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**2**

Access to one of the largest student populations in the country.

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**3**

A versatile space within a modern building for a range of face-to-face activity.

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**4**

Opportunities for one-off campaigns or long-term brand partnerships.

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**5**

Tailored packages to suit all marketing needs.

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# 4

## SHARED VALUES

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## WHO WE WORK WITH

Many organisations, from multinational brands to small traders, have run campaigns through The Union. We love working with organisations who share our values and offer useful products and services for students.

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### PRETTYLITTLETHING.COM

Online retailer PrettyLittleThing approached us as they wanted to promote their brand to new MMU students. After meeting face to face, we devised a campaign to run a sample sale in the building which was a huge success raising thousands for charity in a matter of hours.

"Throughout the whole process, from enquiring as a potential venue to the execution of the event we received complete support from The Union. This including tailoring media packs to the actual event space to meet our requirements. The sample sale was heavily promoted prior to launch and overall was a phenomenal success with girls queuing for up to two hours to enter! The team on the day were a great help and ensured everything ran smoothly. We will definitely be looking to run something again in the New Year."

PrettyLittleThing.com Representative



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### ODEON CINEMAS

When ODEON approached us, we knew their campaign would be a great addition to our Freshers Fair so we placed them in our marquee area where they ran a very successful event.

"I thought the MMU Freshers Fair was a well organised event, providing excellent value for money. A point of separation from similar events ODEON attended this year was that MMU used a queue snake, meaning every exhibitor was able to interact with every student. This meant that we distributed more free popcorn samples and more vouchers at our one day with MMU than two days at other events!"

ODEON Cinemas Representative





# OPPORTUNITIES



## PROMOTIONAL ACTIVITY / STANDS

The Union is a hub of campus activity with a high footfall to our commercial services. Promotional on-site activity is a great way to talk face-to-face with your target demographic, distribute product samples and bring new awareness to your brand.

### Locations:

- + Reception foyer
- + Main hall
- + The Union entrance (outside)

### Additional features:

- + Free access to Wi-Fi
- + Power supply available
- + Table and chairs provided

## DIGITAL SCREENS

We also provide exposure via digital screen media around the building. Your message will be displayed at various sites around the building in spaces with high levels of footfall.

We can offer use of our screens as part of a tailored promotional package. See rates section for more details.

## WEB BANNERS

Grab the attention of over 30,000 users per month with a prominent position on The Union website.

Top banner 468 x 60px

We accept artwork in PNG, jpeg and gif formats.

## SOCIAL

The Union social media channels are an ever-expanding platform to reach out to the MMU student population. Our Facebook page currently boasts over 17k likes while our Twitter has over 11k followers. We can post external content as part of a wider tailored package if your brand works well with our values and audience.

# PACKAGES AND RATES

We've collated our most popular offerings into packages that have everything you need.

1

## DIGITAL PACKAGE

One month of top banner, one email to Manchester and Cheshire students, one week of digital screens in The Union Building, Manchester.

**£800**

2

## PROMOTIONAL ACTIVITY PACKAGE

One day stand and flyering in The Union, Manchester, one social media post on the main Union Facebook and Twitter.

**£800**

3

## COMPLETE PACKAGE

One day stand and flyering in The Union, Manchester, one social media post on the main Union Facebook and Twitter, email advertisement in Manchester and Cheshire emails, and one month top web banner.

**£1,000**

### PROMOTIONAL ACTIVITY / STANDS

- + Standard stall £500 per day  
Need only an hour or two? Get in touch and we can discuss options
- + Several stalls in Main Hall  
Get in touch to discuss requirements

### WEB BANNERS

- + Top banner £500 per month

### EMAIL ADVERT

- + Both Manchester and Cheshire Student Email £450
- + Manchester Student Email £300
- + Cheshire Student Email £200

## BESPOKE ACTIVITY

If your campaign requirements are beyond the listed media then please contact [mediasales@mmu.ac.uk](mailto:mediasales@mmu.ac.uk) and we can discuss how to best accommodate your activity.



## CONTACT US

For more information on advertising  
with The Union please get in touch:

t: 0161 247 1162

e: [mediasales@mmu.ac.uk](mailto:mediasales@mmu.ac.uk)

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**Manchester site:**  
The Union, 21 Higher  
Cambridge Street,  
Manchester, M15 6AD

**Cheshire site:**  
The Union, Crewe  
Green Road, Crewe,  
Cheshire, CW1 5DU

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## TERMS AND CONDITIONS

1. Full payment will be due 30 days after confirmation of booking has been received. Full payment will be required immediately for all bookings received within three weeks of activity date. Failure to pay in full will risk loss of the media in question. Any media lost through non-payment will be invoiced as cancelled bookings (see (02) below).
2. Any media booking may be cancelled provided that written notice is received by The Union no less than 28 days prior to the campaign/event/media start date. Cancellations made within 14 days of the start date will be charged at full price. Cancellations made within 15-28 days of the start date will be charged at 50%. Cancellation charges are calculated from the day that written confirmation is received by The Union.
3. Failure to comply with any aspect of these Terms and Conditions will result in the removal of permission to advertise. The Union will not refund any payments under these circumstances.
4. In the event that for any reason The Union shall cancel all or any part of a publication or event, or be unable to perform their obligation under this agreement, the liability of The Union shall be limited to the refund of any payments made by the exhibitor to the Students' Union under this agreement.
5. The Union shall accept no liability with regards to attendance figures to any event.
6. We reserve the right to refuse distribution of any material we deem to be unsuitable. This includes, but is not limited to material that contravenes our Equal Opportunities policy, which is available on request. Our decision is final.
7. If you are unsure about the suitability of your promotion or any material, please send a copy of the material or an outline of the promotion to mediasales@mmu.ac.uk.
8. If you have booked advertising and your material is deemed unsuitable for distribution, no refunds will be given.
9. The Union take no responsibility for the content of any advertisements or promotions, and will not be held liable for any transactions that may be completed as a result of the promotion or advertisement at The Union.
10. Passageways, stairways and fire exits shall be kept free of obstruction and will be clearly marked. Additional direction and information signs may be required for complex layouts; these will be provided by The Union.
11. Exhibitors are required to provide information on all displays involving moving equipment before The Union will accept the booking.
12. Displays involving equipment which moves shall not be left unsupervised.
13. All electrical fittings, wiring and appliances shall be constructed and maintained in safe condition. Particular attention must be paid to the nature of temporary wiring and the need not to overload electrical sockets. All exhibitor electrical equipment must have appropriate PAT testing certification.
14. The use of compressed gas cylinders (e.g. CO2, LPG) or of other explosive or highly flammable substances is not permitted.
15. Loose packages must be removed once exhibition stands have been assembled. The packaging should be deposited in a designated area notified in advance.
16. Exhibitors should ensure that all exhibition material such as fabric panels, exhibition stands etc. are made from fire retardant materials, or have been treated so as to provide a fire retardant surface finish.
17. The Union operates a strict no-smoking and no vaping policy within all its buildings.
18. Exhibitors must indemnify The Union against all costs, claims and liabilities sustained by any persons or to any property as a result of their actions.
19. Exhibitors exhibit entirely at their own risk. The Union is not liable for any losses or damage to persons or property which may occur. Insurance against such contingencies is recommended.
20. No exhibitor may take or receive monies by cheque, cash or credit card payment or otherwise from any visitor on the day unless previously agreed by The Union.
21. Any information collected by exhibitors may only be used for that exhibitor and may not be passed on to any third party. Exhibitors are required to comply with the Data Protection Act in relation to any data collected or obtained on The Union's premises.
22. Large sound systems are not permitted. Any music provided by stall holders must be agreed by The Union prior to the activity. The volume level of music played on the day is at the discretion of The Union.
23. Any exhibitor planning on giving away food or drink must inform The Union prior to the event and provide evidence of all relevant licences and permits.
24. Exhibitors are not permitted to sell any food or drink. Alcohol cannot be sold by any exhibitor under any circumstance.
25. The Union discourages exhibitors from giving away plastic bags, sustainable alternatives are preferred.
26. All suppliers must comply with their allocated space. Failure to do so may result in additional charges or result in removal from the event at The Union's discretion.
27. The Union will not provide additional storage for goods outside of the allocated stall space.
28. Under no circumstance will The Union allow the promotion of pizza products or food delivery companies, as these do not comply with established, existing agreements. Any bookings which subsequently are shown to promote a pizza product or food delivery company will be asked to leave the premises. In this event no refund will be given. If you are unsure about your eligibility to advertise, please get in touch with mediasales@mmu.ac.uk..
29. Multiple business cannot be promoted under one booking. Any bookings booked under one business name which subsequently are shown to promote multiple businesses will be asked to leave the premise. In this event no refund will be given.