



Marketing Pack

2024-25

Why work together?

The Guild is the heart of student life at University College Birmingham. Every year, we support over 9,700 students to achieve their potential and find out what the Midlands have to offer.

As a charity, our mission is to ensure our students make the most of their time at UCB. We represent their views, engage them in social activities, and help them when times are hard.

UCB is a leading provider of college and university skills-based courses. If you want to access the student market, build your profile, or get to know the young people of Birmingham, we would love to work together!

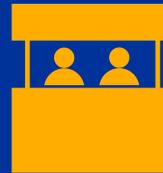
**If you want to know more, get in touch:
mike@ucbguild.co.uk**



Our Engagement



9,700
Students



2000+
Fair visitors



128,000
WEBSITE HITS



3,900
Social Media Followers



68%
Email Open Rate

Welcome Fairs

Every year, thousands of students join UCB from across the West Midlands and overseas. We welcome them with Freshers Fairs every September and February.

If you represent a business nearby or online, a spot at our fair is the best way to reach students at the start of their UCB journey. Join over 30 other regular partners to meet our students at these events that mark real highlights of the academic year.

Package includes a stall placement, listing by name in our comms promoting the fairs, and social media coverage across the day.

£350+VAT per Fair
(Charity discounts available)



Campus Advertising

Meet our students for yourself with on-campus activations

Choose from three locations:

- **Maltings Quad** located within our student accommodation
- **Campus Lobbies** located in one of our Jewellery Quarter facilities
- **The Courtyard** our outdoor spot between campus restaurants – perfect for larger promotions

Unsure which suits you? Let us know and we'll find the best spot for you.

£250+VAT per day

Get seen across campus with digital signage

Build recognition with your own visuals shown in every campus building.

£250+VAT (2 week rotation)

Sponsor an activity

With hundreds of sports club & society members plus activities throughout the year, speak to us about sponsoring an activity.

Starting from £300+VAT

Online Advertising

Website Banner

With our brand new site launching 2024, reach students on desktop and mobile.

£250+VAT (2 week rotation)

News or Events Listing

Promote opportunities live on our website homepage. Includes a short feature in our weekly newsletter.

£70+VAT

Social Media Posting

Reach our students immediately through our social media pages (price includes Facebook and Instagram)

£50+VAT

Newsletter Banner

Make a splash in our weekly all-student newsletter with a prominent banner image and your choice of text.

£110+VAT



Want to know more?

Contact Mike Towl, Head of Operations direct on mike@ucbguild.co.uk

We look forward to working with you!