



Marketing Pack

2025–26

Why work together?

The Guild is the heart of student life at University College Birmingham. We support over 10,700 students to achieve their potential and discover the West Midlands.

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 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 students of Birmingham, we would love to work together!

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



Our Engagement



10,700+
Students



1,300+
Fair visitors daily



64,000
Website Hits



3,900
Social Media
Followers



10,000+
Recorded Interactions

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 30+ regular partners to meet our students at these events that mark real highlights of the academic year.

Package includes: stall placement, listing by name in our promotion of 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.

£275+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

Reach students on desktop and mobile through the Guild's main source of online engagement.

£250+VAT (2 week rotation)

News or Events Listing

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

£75+VAT

Social Media Posting

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

£75+VAT

Newsletter Banner

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

£110+VAT

Premium Packages

Digital Spotlight

Reach students wherever they are by spotlighting your brand across the Guild's online presence.

Includes:

- 4 Social Media Posts
- 3 Fortnight-long Web Banners
- 4 Newsletter banners

£1,095+VAT

Or

**Include a Welcome Fair
for £1,245+VAT**

Elevate On-site

Make a lasting impression and showcase your brand through premium in-person engagement.

Includes:

- 2 Welcome Fairs
- 3 Campus-wide Digital Signage Placements
- 2 Term-time onsite activations

£1,295+VAT

Or

**Include 2 Newsletter
Banners for £1,495+VAT**



Want to know more?

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

We look forward to working with you!