



A Top 10 Students' Union

Marketing Pack

2026-27

Let's Work Together

The Guild is at the heart of student life at UCB. We support over 12,500 students every year to make the most of their studies and everything Birmingham & the West Midlands has to offer!

By advertising with us, you'll be helping our mission to enrich students' lives, funding work to represent their views, engage them in social activities, and help when times are hard.

Students voted the Guild a top-10 students' union in the 2026 National Student Survey. 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



50,000
Social Media
views monthly



1,400+
Fair visitors daily



And ...



15,000+
Student
Interactions



26,000
Website Users
annually

We reached

10 637

Students in 2025–26!

Our Students at UCB

UCB is a **skills-first** university here to put knowledge to work through courses in:

- Business, aesthetics, and hospitality (54%)
- Health and life sciences (22%)
- Computing, engineering, and built environment (24%)

We recruit strongly from Birmingham and the West Midlands, with international students joining from markets across South Asia.

We're proud that UCB serves many students who are the first in their family to study, and many are parents themselves. Our students are most interested in:

- Work opportunities (especially within hospitality)
- Transport and automotive services
- Healthcare and beauty
- Local hangouts
- Sports and fitness



12,500+
Total
enrollment



5,800
New students
per year



73%
Students under 25
years old



800
On-site
residents



35%
International
students

Welcome Fairs

Thousands of students join UCB from across the West Midlands and overseas every year. Connect with them at Freshers Fairs in September and February.

Promotional fair stalls are the best way to reach students at the start of their UCB journey. Join 30+ regular partners for these 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.

£395+VAT per Fair
(Charity discounts available)



Campus Advertising

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

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 socials across 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)

£400+VAT (4 week rotation)

News or Events Listing

Promote opportunities with shortform placements on our newsfeed and weekly newsletter

£85+VAT

3 for £220+VAT

Social Media Posting

Reach our students immediately through our social media pages.

£95+VAT

3 for £250+VAT

Newsletter Banner

Make a splash in our weekly all-student newsletter with a prominent banner image.

£125+VAT

3 for £300+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

£1,145+VAT

Or

**Include a Welcome Fair
for £1,295+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

£1,395+VAT

Or

**Include 2 Newsletter
Banners for £1,545+VAT**



Want to know more?

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

We look forward to working with you!