



## Freshers' Week 2004

**Freshers' Week** is the week where we welcome new students to the University of Southampton. This year it will be held from 4th October to 8th October, 2004 with activities planned throughout the week providing a whole array of entertainment, information and fun as an introduction to the Students' Union. There are many ways outside companies can get involved during Freshers Week - the options are listed below.

### THE OPTIONS

#### Fresh Mailout...

How about placing your advertising material into our Freshers Mailout to be sent to the homes of all Freshers before they arrive in Southampton? 6000 packs will be sent out. Single sheets, up to A5 size will be accepted.

**£650.00** + VAT (6000 leaflets - up to A5 size)

**Delivered to SUSU by 11th August 2004**

#### Fresh Welcome Packs...

How about placing your product, booklet or flyer in our Union Goodie Bags to be placed in all rooms in halls of residence for when new students arrive? 6000 packs will be produced.

**£550.00** + VAT (6000 leaflets / booklet inserts)

**Delivered to SUSU by 11th August 2004**

#### Freshers Fayre...

A fantastic way to introduce students to your company by attending the one-day Freshers Fayre held in the Students' Union on Friday 8th October, 2004

**£400.00** (table and 2 chairs supplied by the Students' Union)

#### Leaflet / Product Distribution...

If you want us to distribute your promotional material or products by hand during the week, we can do this via our Union Stewards and Promotional Team.

**£150.00** + VAT (per 1000 items distributed)

#### Union Stewards Uniform...

150 Stewards will be on campus to help the new students throughout the Freshers Period and at various events throughout the year, elections, union and university tours, graduation, open days etc. They will conduct tours, provide information at stands, help with luggage at halls of residence, assist at the Freshers Fayre and the Bunfight, as well as work at evening events. We are looking for a sponsor to advertise on the t-shirts. This always proves to be a popular advertising medium as the stewards provide maximum publicity for the sponsor during Freshers Week and throughout the year.

**£700.00** + VAT

#### Union Officer Sponsorship...

The 15 Students' Union Officers wear a uniform in the form of polo shirts and sweaters around the Union and to University meetings and conferences etc. The clothing is open to sponsorship for the academic year.

This advertising medium always proves to be popular with companies as it is a high profile, year-long commitment.

**£650.00** + VAT

Artwork should be supplied as pdf, tiff, eps, jpeg (300dpi) files and sent on disc, by e-mail (see below for address details) Colour images should be CMYK.

### THE FACTS

Over 6000 new students

Options to attract before they arrive

Options to attract when they arrive



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