



St Mary's
University
Students'
Union



Media Pack
2026 - 27



Why SMSU?

St Mary's Students' Union is a charitable organisation that exists to support and represent students at St Mary's University.

Based in our Twickenham campus in South West London, we are the hub of student life for more than 5000 students who study, live, socialise and take part in campus life every day.

Unlike larger London universities, almost every student regularly passes through our students' union venues and campus spaces, giving brands unrivalled visibility and engagement opportunities.

Throughout the year we create multiple opportunities to support building brand awareness, launch new products, promote services or recruit graduates. So whether you're a national brand or a local business, we have varied opportunities for you.

Why Students?

Students represent one of the UK's most influential consumer groups. They are developing life long purchasing habits, discovering new brands, choosing future employment routes, and sharing these recommendations with their peers.

Partnering with SMSU allows your organisation to become part of those everyday student experiences.

Our Stats



Over 5000 students
51% Female, 49% Male
83% Full Time, 17% Part Time



82% UK Students
4% EU Students
14% International



Over 4,000 followers on
Facebook



Over 5,400 followers on
Instagram

Event Attendance

We put on over 230 events a year, with over 15,000 attendees over the year. Here are some of our flagship events:

- 1500 attendance at Freshers Fayre
- 300 Freshers Wristbands sold.
- 250 Sports Dinner attendees.
- 600 Varsity attendees.



Exhibition spaces are limited and allocated on a first-come, first-served basis. Each exhibitor receives a dedicated indoor or outdoor exhibition space, strategically positioned along high-footfall routes to maximise visibility and encourage meaningful engagement with students throughout the day.

2m x 1m Stall	£150 Charity/Local
2m x 1m Stall	£450 National
3m x 2m Stall	£600 National
5m x 5m Stall	£800 Premium Activation

**All prices are exclusive of VAT*



On-Campus Activations

Bring your brand directly to students through on-campus activations. Located in the heart of campus, adjacent to our busy Students' Union bar and main pedestrian routes, our activation spaces benefit from consistent student footfall from morning through to late evening, ample power throughout, air conditioning, Wi-Fi, and flexible layouts with access to trestle tables and chairs.

5m x 5m Stall

£500 (8 hrs)

Entire Venue

£900 (8 hrs)

**+ Instagram
Story x 2**

£65

**All prices are exclusive of VAT*

Market Days

Our campus provides an excellent opportunity for independent retailers to trade directly with students through pop-up shops within our venues.

With straightforward vehicle access for loading and unloading, complimentary use of trestle tables, and large indoor spaces situated in one of the busiest areas of campus, it's an ideal location for retailers looking to reach a steady flow of students visiting throughout the day. Pricing is bespoke per stall requirements, so do get in touch!



Freshers Wall Planner

Our Freshers' Wall Planner is one of the first resources every new student receives during registration and is also distributed throughout our student accommodation. Designed to help students navigate Freshers' Week and the start of the academic year, it becomes a practical reference that many students keep on display throughout the first semester.

Advertising on the Wall Planner gives your brand long-lasting visibility, placing your message alongside key university dates, events and essential information that students refer back to time and time again. Ideal for businesses looking to promote student discounts, local services, retail, transport, fitness and graduate opportunities.

50mm x 50mm
(or equivalent)

£300

*All prices are exclusive of VAT

Campus Posters

Promote your brand in some of the busiest locations across campus with professionally displayed A1 posters.

Our network of poster sites is positioned in key student areas, ensuring your campaign is seen by students as they move between lectures, social spaces and the Students' Union throughout the day. With a six-week display period, poster advertising offers consistent, high-frequency exposure that's ideal for building brand awareness and promoting events, products or services.



A1 Poster
(Six Weeks)

£150

A5 Flyer
Distribution

£80

Website Banner
(Six Weeks)

£200

**Social Media
Post** (Six Weeks on Grid)

£80

**Social Media
Story** (24hrs)

£65

**Newsletter
Banner**
(5000 Students)

£150

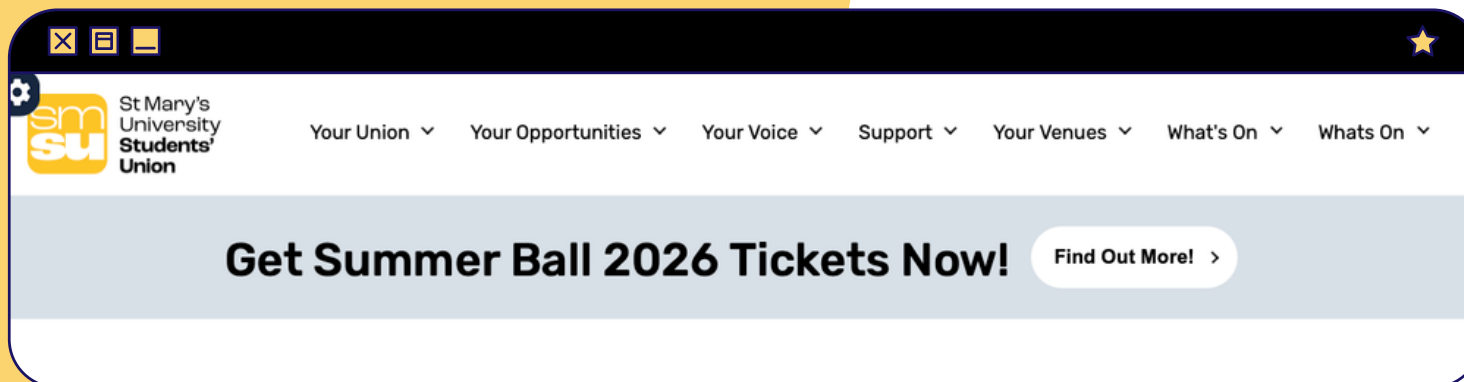
*All prices are exclusive of VAT

Digital Media

Our Digital Media packages provide a simple yet powerful way to connect with our diverse student community, helping you build brand awareness and grow your customer base.

We offer a range of opportunities, from promoting your content across our social media channels to featuring your brand on our website or within our email newsletters. With an average social media post reach of over 10,000 people, alongside a monthly email reaching over 5000 students, our platforms offer an effective way to reach a highly engaged student audience through multiple touch points.

Looking for something more tailored? Get in touch with us at sales.smsu@stmarys.ac.uk and we'll explore alternative marketing opportunities that better align with your objectives.



Sponsorship Opportunities

We offer various sponsorship opportunities across our flagship events throughout the year.

Partnering with our major events gives your brand the opportunity to engage directly with students and leave a lasting impression.

As every brand has different objectives, we can develop a tailored package for your goals, ensuring maximised impact.

Varsity

Every March, our sports clubs and select societies go head-to-head against Brunel University in the annual Varsity clash.

The hosting duties alternate each year, and in 2026, we're hosting on our campus for an action-packed day featuring over 400 student athletes and over 1200 passionate spectators.

Interested in Varsity sponsorship?

Check out our home and away packages in the next slide.



£1200 Home Varsity Package

Stalls

Chance to put up stall and create immersive interaction with students.

Event Signage

Branding on all event signage, physical printed assets and wristbands.

Video Intergration

Leading logo and product placement within our varsity event video.

Merchandise

Your logo featured on the t-shirts.

Digital

Logo on all digital assets, including website, social media and digital screens.

Social Media

Brand promotion across Instagram and Facebook

£400 Away Varsity Package

Website

Logo on the highest sales point that is the events place

Digital Screens

Leading logo sponsor on high footfall digital screens

Newsletter

Feature in our all-student email involving any varsity communication.

Social Media

Brand promotion across Instagram and Facebook

Photo Branding

Logo prominently displayed on creatives, including photos and videos

Merchandise

Your logo featured on the t-shirts

*All prices are exclusive of VAT

Sports Dinner

Every March, we host our annual Sports Dinner, celebrating the outstanding achievements of our student athletes and sports teams. With more than 300 students attending, this flagship event provides an excellent opportunity to connect your brand with high-achieving students and engage with the wider student community.

This sponsorship package is particularly well suited to businesses in the health, fitness, and wellbeing sectors, although we welcome interest from brands across all industries.

The Full Package

£500

- Sponsor logo included in all digital media involving Sports Dinner Communication
- Sponsored Award presented during the event
- Sponsor logo in all physical assets and award certificates.
- Logo and product placement within our wash up video.

*All prices are exclusive of VAT





Get in touch!

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