



# MEDIA PACK 26/27

# ABOUT US

Harper Adams Students' Union (HASU) is an independent charity run by students, for students, representing and supporting over 5,000 students at Harper Adams University. Our mission is to ensure every student feels like they belong and has an outstanding university experience through representation, support, opportunities, and unforgettable experiences.



**Harper Adams Students' Union**



**Harperadamssu**



**HASUEvents**



**[www.harpersu.com](http://www.harpersu.com)**



**Harperadamssu**



**HASU**



# DATA INSIGHTS

25/26



Students at  
Harper  
**5k**



Homepage Web  
Visits  
**89k**



Event Tickets  
Sold  
**23k**



Events Website  
Visits  
**232k**



Followers  
**7.7k**



Followers  
**8.9k**



Followers  
**1.9k**



Engagement  
Across ALL  
socials 25/26  
**43.7k**

# ACTIVATION & STALLS



## STANDARD STALL



6FT TRESTLE TABLE  
WIFI

Prices available on request

## PREMIUM STALL



12FT TRESTLE TABLE  
WIFI  
PREMIUM LOCATION

Prices available on request

Each year, we host our Freshers' Fair in September, giving new and returning students the chance to explore clubs, societies, and connect with a range of businesses and organisations. We also hold our annual Christmas Fair, featuring a variety of local and independent businesses.

Can't make one of our fairs?  
No problem!

We offer a range of stall and promotional spaces across campus throughout the year, providing plenty of opportunities to showcase your business to the Harper Adams community.





# ACTIVATION & STALLS



# DIGITAL MEDIA

Our digital media opportunities provide businesses with a powerful way to reach the Harper Adams community through website homepage banners, campus-wide digital screens, and featured advertising in our monthly all student President's e-newsletter



## WEBSITE HOMEPAGE BANNER

2000px x 455px

## DIGITAL SCREENS

1920px x 1080px (Landscape)

Images - PNG or JPG

Video - MP4, No sound, 20 second limit

## E-NEWSLETTER BANNER

600 px (width) x 250 px (height)

Prices available on request



Harper Adams Students' Union



harperadamssu



StudentsUnion@harper-adams.ac.uk



harperadamssu



hasuevents



www.harpersu.com



HASU

# SOCIAL MEDIA

Reach potential customers through our social media channels, using one of the most effective forms of communication to promote your business and boost engagement.

## INSTAGRAM & FACEBOOK POSTS/REEL

1080px x 1350px - image  
1080px(w) x 1920px(h) - reel



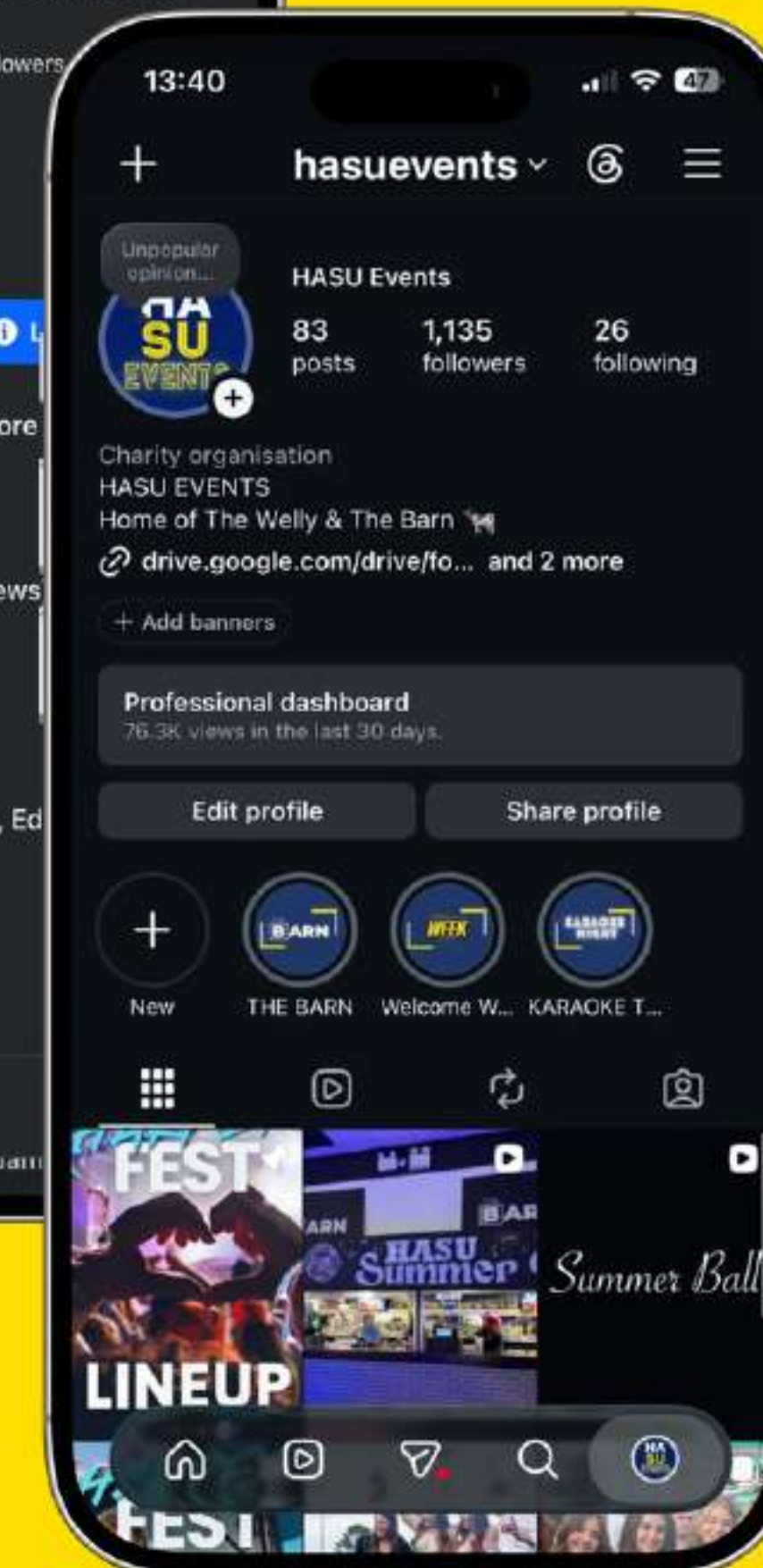
Prices available on request

## INSTAGRAM & FACEBOOK STORIES

1080px(w) x 1920px(h)  
image or video.



Prices available on request



# FLYERS/ POSTERS

Take advantage and promote yourself across areas of high footfall on our campus! We have a number of permanent display boards across campus, including our offices and the SU Bar as well as spaces to place flyers.

## A4/A3 POSTER



4X IN HIGH FOOTFALL AREAS

## A1 POSTER



1X IN OUR ONSITE PUB  
THE WELLY

## A5 FLYERS



FLYERS PLACED ACROSS  
HIGH FOOTFALL AREAS

Prices available on request



# EVENT SPONSORSHIP



Total Welcome  
Week Night  
Time  
Attendance  
**2.1k**

Total  
Christmas Ball  
25/26  
Attendance  
**1.6k**

Total Paddys  
Ball 25/26  
Attendance  
**1.6k**

Total Summer  
Ball 25/26  
Attendance  
**1.3k**

Event sponsorship provides an excellent opportunity for businesses to engage directly with our student audience through some of the largest and most anticipated events in the Harper Adams calendar. Sponsorship packages offer guaranteed exposure and a variety of branding and engagement opportunities.

Our annual events programme includes Christmas Ball, Paddy's Ball, and our biggest event of the year, Summer Ball. We also host major events throughout the year, including Big Weekend, Varsity against the Royal Agricultural University, and Hobgoblins, our current students versus alumni sporting event, which concludes with a large celebration in our on-campus nightclub.

These events provide sponsors with a unique platform to build brand awareness and create meaningful connections with our student community. Please contact us for more information about these events and our bespoke sponsorship packages to support your business.

**BESPOKE  
PACKAGES  
AVAILABLE**



Contact us  
[h.dawson@harper-adams.ac.uk](mailto:h.dawson@harper-adams.ac.uk)

**EVENT DATES -**



Welcome Week - 20<sup>th</sup> - 27<sup>th</sup> Sept  
Big Weekend - 30<sup>th</sup> - 31<sup>st</sup> Oct  
Christmas Ball - 4<sup>th</sup> December  
Hobgoblins - 20<sup>th</sup> February  
Paddys Ball - 12<sup>th</sup> March  
Awards - 21<sup>st</sup> May  
Summer Ball - 12<sup>th</sup> June (TBC)



# EVENT SPONSORSHIP

# CONTACT & NEXT STEPS

Feel free to contact us about any enquires you have and we're here to help!

Partnership contact :



07584030051



hdawson@harper-adams.ac.uk



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**ADVERTISE  
WITH HARPER  
ADAMS  
STUDENTS'  
UNION!**



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