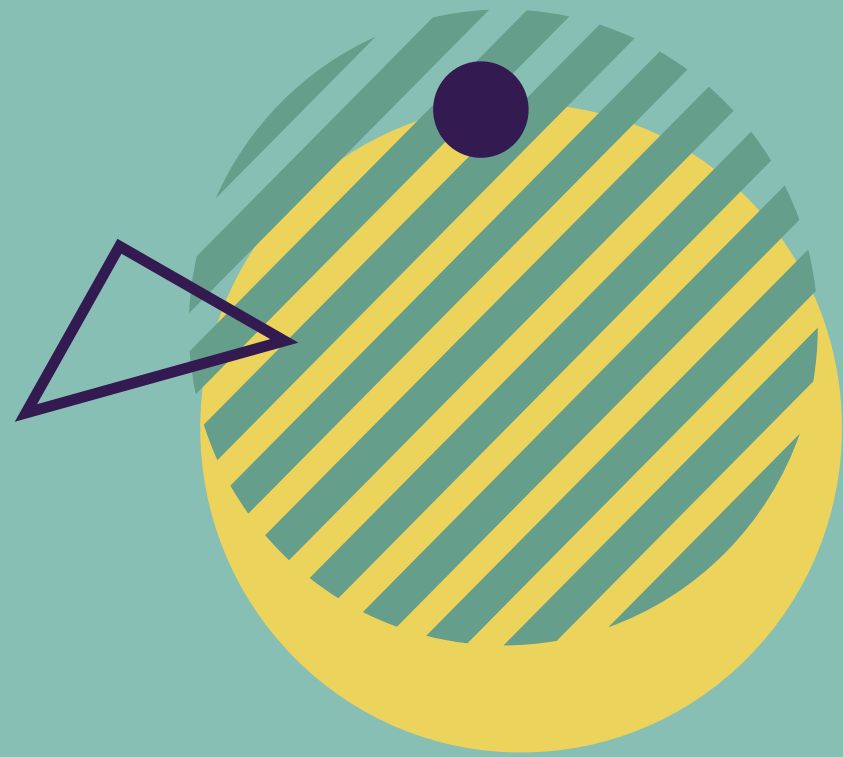


**LSU**  
LOUGHBOROUGH  
STUDENTS'  
UNION



LOUGHBOROUGH STUDENTS' UNION

# MEDIA GUIDE

[lsu.co.uk/advertise](http://lsu.co.uk/advertise) | [partnerships@lsu.co.uk](mailto:partnerships@lsu.co.uk) |    LoughboroughSU

# WELCOME TO LSU

If you want to engage with the 18,500 strong student community in Loughborough, you've come to the right place.

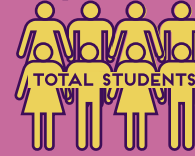
With such a huge proportion of your target market sitting right on our doorstep, LSU is an ideal gateway to promote your business and services to our students.

Loughborough University's reputation has sky-rocketed over recent years, ranking 6th in the Complete University Guide 2021 and repeatedly ranking at the top of the tables for sport and student experience.

Student experience is at the heart of everything we do, from our student support and opportunities to our nightclub and extensive calendar of social events.

With a wide range of digital and physical advertising options available, plus sponsorship or bespoke packages, we've got the expertise and opportunities to enable you to achieve your objectives through engaging with Loughborough University students.

18,500



15,000



3,500



200+



60%



40%



66%



15,700



2,800



2020  
University of the Year



2020  
Best for Societies  
and Sports



2020  
Best for University Facilities



1978-2020  
Overall winners  
40 years running



2021  
Ranked 6th in the Complete  
University Guide



2020  
Ranked 5th in the  
'Table of Tables'



4 YEARS IN A ROW  
Best University in the world  
for Sports-related subjects

# ADVERTISE WITH US

## PROMOTION STALLS

A physical space in the heart of the Students' Union, a perfect way to interact with our students face to face.

## DIGITAL SCREENS

Your content displayed on screens throughout high footfall areas of the LSU building.

## WEB BANNERS

Highly visible web banners on the LSU homepage are a great way to direct students to your brand.

## BESPOKE ACTIVITY

We've got the space & the skill to bring your brand vision to life. Share your ideas with us and we'll help with the details of how we can make it a reality at LSU.

## E-NEWSLETTER

Our email newsletters are sent straight to the inboxes of 18,500 students.

## SOCIAL MEDIA

Facebook, Instagram, Instagram Stories & Twitter, high engagement with potentially unlimited reach.

  
10K+

  
16K+

  
30K+

# EVEN MORE WAYS TO BE INVOLVED

LSU Partnerships is here to support you all year round. We're committed to pushing the boundaries and we aim to continue delivering the best student experience. You can be a part of this in more ways than one.

## FRESHERS

Our biggest event of the year is a must attend for most brands. You can be involved through digital advertising or by joining us at our Freshers Bazaars and showcasing your brand to our students in person.

## REFRESHERS

After the Christmas break we welcome students back to campus with a week celebrating the start of Term 2. Join in the excitement and reintroduce students to your brand.

## EVENTS

From International Day to Grad Ball, we've got a full annual calendar of events that our Partners are welcome to be involved in.

## SPONSORSHIP

With over 250 student groups plus weekly club nights and large scale events throughout the year, whatever your needs we've got the perfect sponsorship opportunity for you.

## PRINT

Posters, vinyls and more! We'll explore print options that give your brand a fixed place on campus.

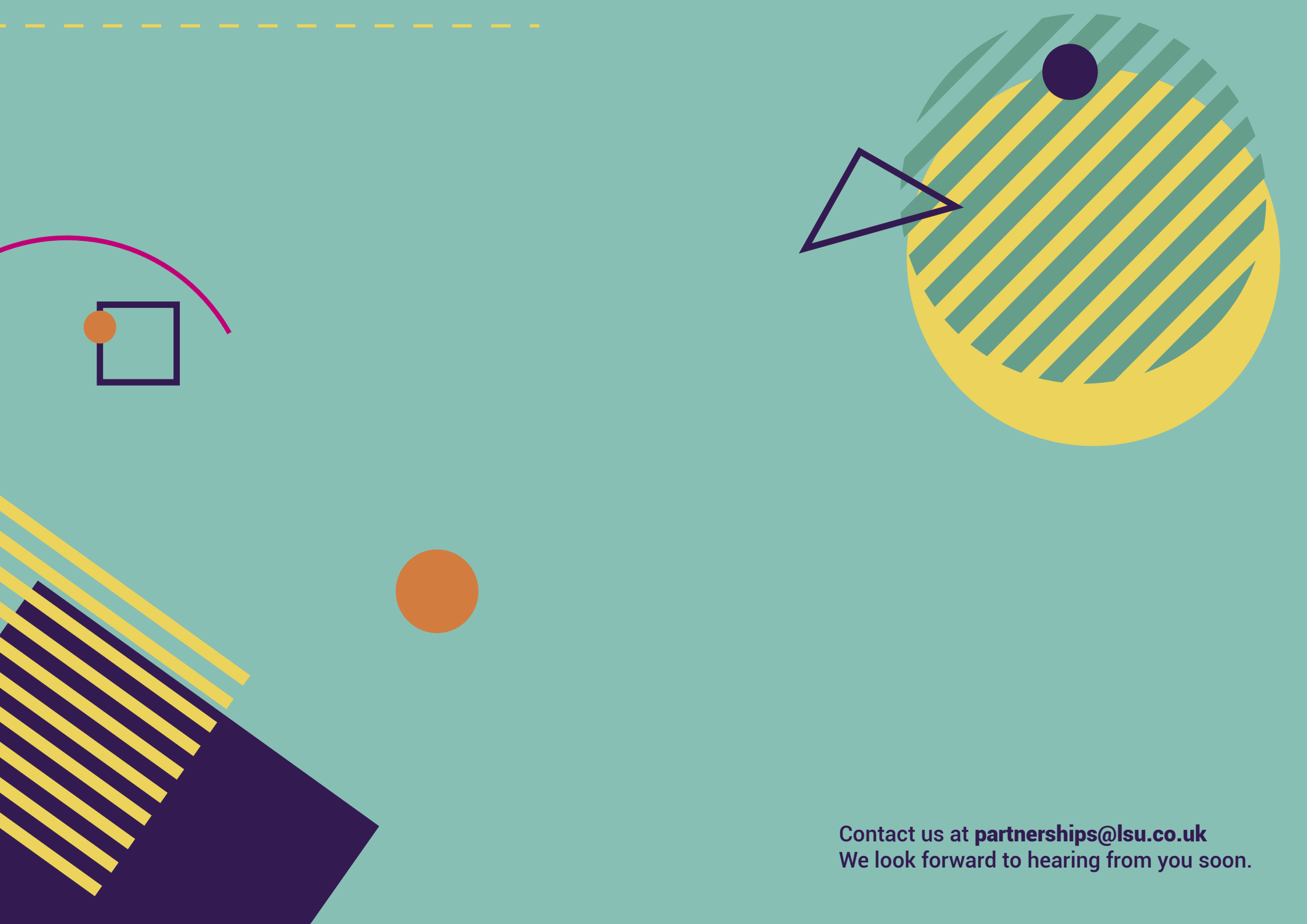
## VENUE

Our venue spaces are hubs of activity. Your brand can be a prominent feature in this space.

## BESPOKE

We've got the space & the skill to bring your brand vision to life. Share your ideas with us and we'll help with the details of how we can make it a reality at LSU.





Contact us at [partnerships@lsu.co.uk](mailto:partnerships@lsu.co.uk)  
We look forward to hearing from you soon.