

# MAYNOOTH STUDENTS' UNION MARKETING & SPONSORSHIP 2017/18



# WELCOME TO THE STUDENT MARKET



Maynooth University is comprised of a diverse mix of over 11,000 students at both Undergrad and Post Grad levels.

Maynooth Students' Union (MSU) represents all these students and runs campaigns, events, services and gigs which cater to all their various needs.

The mix of students at Maynooth is diverse and while our core market would be aged 17-25, our numbers of mature and international students are growing every year.

All this means a multitude of options for engaging the student demographic.

**In this pack you will find all the details on how your company can access this vibrant market.**

## CONTACT:

Colin Maher.  
[msuevents@nuimsu.com](mailto:msuevents@nuimsu.com)



The banner features a stylized logo on the left consisting of four human figures in green, yellow, blue, and pink. To the right of the logo, the letters 'MSU' are displayed in large, bold, multi-colored font. Below the logo and letters, the text 'Maynooth Students' Union' is written in a green, sans-serif font. At the bottom of the banner, there are three QR codes, each with a label below it: 'MSU', 'MSU Ents', and 'MSU Life'.



# CAMPUS ACCESS

MSU can offer onsite access to companies and organisations to interact with students directly. Our SU building, which includes a Bar and Venue, is centrally located so access is direct and footfall is high.

We will work with you to choose the best location for your promotional activity and we will have staff onsite to help you.

As part of the rates, MSU will deal with all necessary paperwork required by the college authorities to gain access to the Student Body & buildings.

Our Promotional Crew is made up of current students who are available for hire as part of your marketing campaign. Please ask us about the options available.

Certain times of the year see a surge in demand for campus access, most notably during our Freshers' Week (Sept) and Charity Week (Feb/March).

We maintain strict control over the number of external organisations granted access, especially at these times, so as not to dilute the benefit for any one organisation.

Access can only be granted on production of adequate insurance details.



**11,000+**

**REGISTERED STUDENTS**



**PURPOSE BUILT STUDENT HUB**

**7+**

**WEEKLY EVENTS**

# SOCIAL MEDIA & WEBSITES

MSU takes Social Media seriously and it is one of our main forms of communication with our members.

We operate on a number of channels, the main ones being Facebook, Twitter and Snapchat.

The accounts are run by elected officers so are topical and relevant to our student body.

The main purpose of our social media accounts is to help us interact and communicate with our members.

However, from time to time, if interested parties have offers or deals that are of benefit to our students we can facilitate social networking support.

On completion of an online campaign we can provide you with an outline of the insights for your post as well as any necessary feedback.

MSU.ie is the main web presence of the Students' Union. With a wide range of essential student information such as accommodation, job listings, entertainments details, financial information etc, the website acts as a one-stop port of call for all student needs.

We can work with your organisation to provide sponsorship opportunities such as banner adverts, section sponsorship and annual partners.

- 
1. DUBLIN
  2. KILDARE
  3. GALWAY
  4. WEXFORD
  5. MEATH

**GEOGRAPHICAL  
ENGAGEMENT**

**143,000**

**CROSS  
CHANNEL  
REACH**

**60%**  
FEMALE

**40%**  
MALE

**ENGAGEMENT  
RATIO**

**31,552**

**FACEBOOK  
FOLLOWERS**

# EVENTS & ACTIVITIES

MSU organises a wide variety of Student Activities and Events over the academic year. The sole purpose of these events is to provide fun and entertainment, and we do this in a number of ways; from the huge to the small, the traditional to the zany!

We are always looking for sponsors to get on board during the year, either with one of our pre-planned events or to run an event they would like to see.

All our events are bespoke, and as such cannot be priced without consultation, however we can work with most budgets so if you would like to get involved please contact us for more details.

The following are just a sample of the Events we plan on hosting this year:

- Freshers' Fortnight
- Halloween Ball
- Frostival (Xmas Ball)
- Spring Break Ball
- Summer Ball

We also host a number of campaigns throughout the year including:

- Orientation (inc. Student Diary)
- SU Elections
- Welfare Campaigns
- Education Campaigns



**43,930**

**SUMMER BALL  
VIDEO FB  
REACH**



**10,000+**

**TICKETS SOLD  
2016/17**

**7+**

**WEEKLY  
EVENTS**

# PRINT MEDIA & CLOTHING

During the course of each academic year, MSU brands clothing to be worn by the Officers and staff of the Students' Union.

Whether it's making class addresses or announcements, running events or just being on campus, our Elected Officers are always highly visible.

We offer the opportunity for you to have your logo on this clothing ensuring your brand is seen in and around the colleges at all times.

We sometimes provide clothing for different events and campaigns, if you are interested in a particular activity please contact us for more details.

We also produce a number of print materials during the year including Student Diaries, Calenders, Magazines and Newspapers. Various options are available for Title Sponsorship- just ask us for details.



**4000**

**STUDENT  
DIARIES**



**500+**

**CLASS  
ADDRESSES**

# FRESHERS' WEEK

There is no better time to showcase your company and your services to students than during Freshers' Week!

It's the one time when the most people will be in the same place and most receptive to marketing sales, so we in MSU provide a range of options to suit every type of business and every size of budget.

Marketing options range from the much anticipated Freshers' Festival to the SU Diary, Wallplanner, Freshers' Bags, Social Media and our new all-inclusive Sponsorship Packages.

The possibilities are endless and they're not just confined to Freshers Week either. Talk to us to see what options are available to suit your budget.



**31,552**

**FACEBOOK  
FOLLOWERS**



**3,000+**

**FRESHERS  
2017/18**



# CLUBS & SOCIETIES

There are currently over 100 Clubs and Societies catering to the varied needs and interests of the Maynooth University student body.

From developing existing skills, trying something different and making new friends, joining a club or society is highly recommended to all students.

Clubs and Societies are student run and are a vital part of the student experience here in Maynooth University.

Opportunities exist to sponsor a Club or Society, or their events, for the entire year or on a case by case event basis.



**100+**

**CLUBS &  
SOCIETIES**



**PURPOSE BUILT  
STUDENT HUB**

# MAYNOOTH STUDENTS' UNION MARKETING & SPONSORSHIP 2017/18

A photograph of a night event. In the foreground, large, illuminated letters spell out 'MNSU'. The letters are white with a grid of small lights inside. To the left, a glowing purple ring is visible. In the background, a crowd of people is gathered under a dark sky with some ambient lighting.

**CONTACT:**

Colin Maher.  
[msuevents@nuimsu.com](mailto:msuevents@nuimsu.com)