

# MEDIA PACK & VENUE HIRE



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# ABOUT US

Imperial College London is unique. It is unlike any other university in the country.

**It is the #1 university in the UK and Europe, and ranked 2nd in the world.**

It is home to the greatest concentration of high-impact research of any major UK university.

It is also the only university in the UK focusing exclusively on STEM (science, technology, engineering, mathematics) as well as medicine and business.

**1st**  
**in the UK**  
**and Europe**

**2nd**  
**in the world**

We have a variety of exciting advertising opportunities to offer, helping you establish your brand within our diverse student community at Imperial College Union.

Our Welcome Fair is the event of the year, with over 9,000 students attending in central London. It allows you and your business the opportunity to directly engage with a vibrant and diverse population who are eager to discover new brands and services.

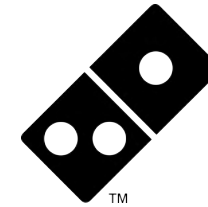
Book your place now so that you can enhance your brand awareness and presence within the leading student market!

**340+**  
**Clubs, Societies  
and Projects  
(CSPs)**

**Home to  
24k  
students**

**From  
125  
countries**

# OUR SPONSORS



JOHN LEWIS  
& PARTNERS

LOVESPACE®



**Deloitte.**



UmbertoGiannini





# WELCOME FAIR

A photograph of a group of young people at an outdoor event, likely a fair. In the foreground, a man with dark hair and glasses, wearing a red t-shirt, is smiling and waving his right hand. To his left, a woman with blonde hair and glasses, also in a red t-shirt, is smiling and pointing towards the camera. Further left, a person is wearing a blue and yellow sports helmet with a white pommel. In the background, other people are visible, some in blue shirts, and the scene is set outdoors with trees and a building in the distance.

# WELCOME FAIR

Our Welcome Fair takes place during the first week of term. It's a fantastic opportunity for our commercial partners to make a first and lasting impression to our student population!

We also have plenty of advertising opportunities to offer during Welcome Week outside of the fair. There's no better time to build your brand identity at Imperial than at the beginning of your student journey!

## COST

Charity  
**£700**

Standard  
**£1,400**  
6ft table

Premium  
**£2,300**  
12ft table

Premium  
Package  
**from**  
**£2,500**

# WELCOME FAIR

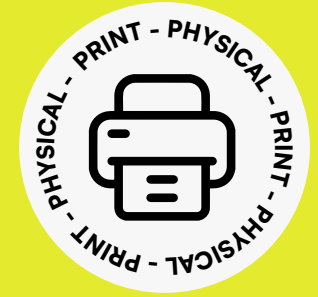
Our premium packages can include a range of marketing as per below:

Student handbook advert	—————	<b>£750</b>
Wall planner advert	—————	<b>£750</b>
Display cube advert	—————	<b>£750</b>
Till screen advert	—————	<b>£300</b>
Web square	—————	<b>£300</b>

**PREMIUM PACKAGE**  
**from £2,500**



# Student Handbook Advert

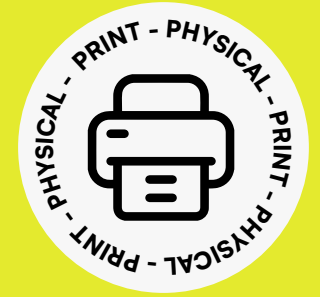


By placing an advert in a student handbook, businesses can directly reach students with their marketing messages, promoting products, services, events, or job opportunities.

**210mm  
x  
148mm**

**£700**

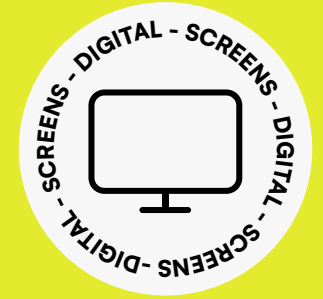
# Wall Planner Advert



A wall planner advert is a promotional space included in a large, printed calendar or planner that is designed to be hung on the walls of student accommodations, which is used throughout the academic year.

**1000px  
x  
1000px**

**£700**

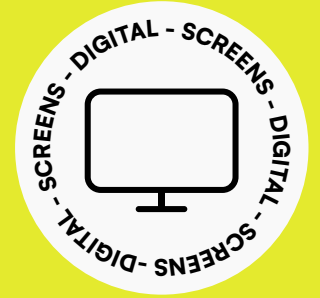


# Web Square Advert

A web square ad is a digital advertisement typically found on websites. This is particularly effective for reaching tech-savvy students who spend significant time online, providing businesses with a way to promote their products, services, or events directly to a digital audience.

**800px  
x  
800px**

**£350**



# Till Screen Ads

Till screen ads can promote a variety of messages, such as special offers, upcoming events, new products, or services, making them an effective tool for reaching students at a key point of their purchasing experience.

**1280px**  
**x**  
**847px**

**£350**

# DIGITAL ADS



# DIGITAL SCREENS

## 6 Digital Screens

### Benefits of a digital screen:

- INCREASED VISIBILITY/BRAND AWARENESS
- DYNAMIC CONTENT
- TARGETED TO STUDENTS
- ELEVATED ENGAGEMENT

**2K FOOTFALL  
PER DAY**

**£500  
per month**

**£900  
per term**

**1080px  
x  
1920px**



# WEB SQUARE

## Benefits of a web square:

- 1.1 MILLION UNIQUE VISITORS
- 4.3 MILLION WEBSITE VISITS
- TRUSTED BRAND RECOGNITION
- BRAND EXPOSURE



**1.1M**



# E-NEWSLETTER

An e-newsletter advert is a promotional placement within an electronic newsletter. These newsletters often contain key information for students, with your advert and URL link included.

## Benefits:

- WIDE REACH - OVER 33K STUDENTS
- 35% OPEN RATE
- MEASURABLE RESULTS
- INSTANT DELIVERY

**650px X 365px**

(up to 75 words + URL link)

**£500  
per month**

# SOCIAL MEDIA

Imperial students are highly engaged online and our social media channels reflect this, with over **40,000** followers combined across our channels. A post to one of our channels is a great cost-effective way to put your message out to our students.

We offer posts and stories on Instagram, X and Facebook.

**40K<sup>+</sup>**  
**FOLLOWERS**



**17k followers**

specs: (up to 75 words + URL link)

**£200  
per post**



**17k followers**

specs: (1080px X 1920px)

**£250  
per story**



**9k followers**

specs: (up to 75 words + URL link)

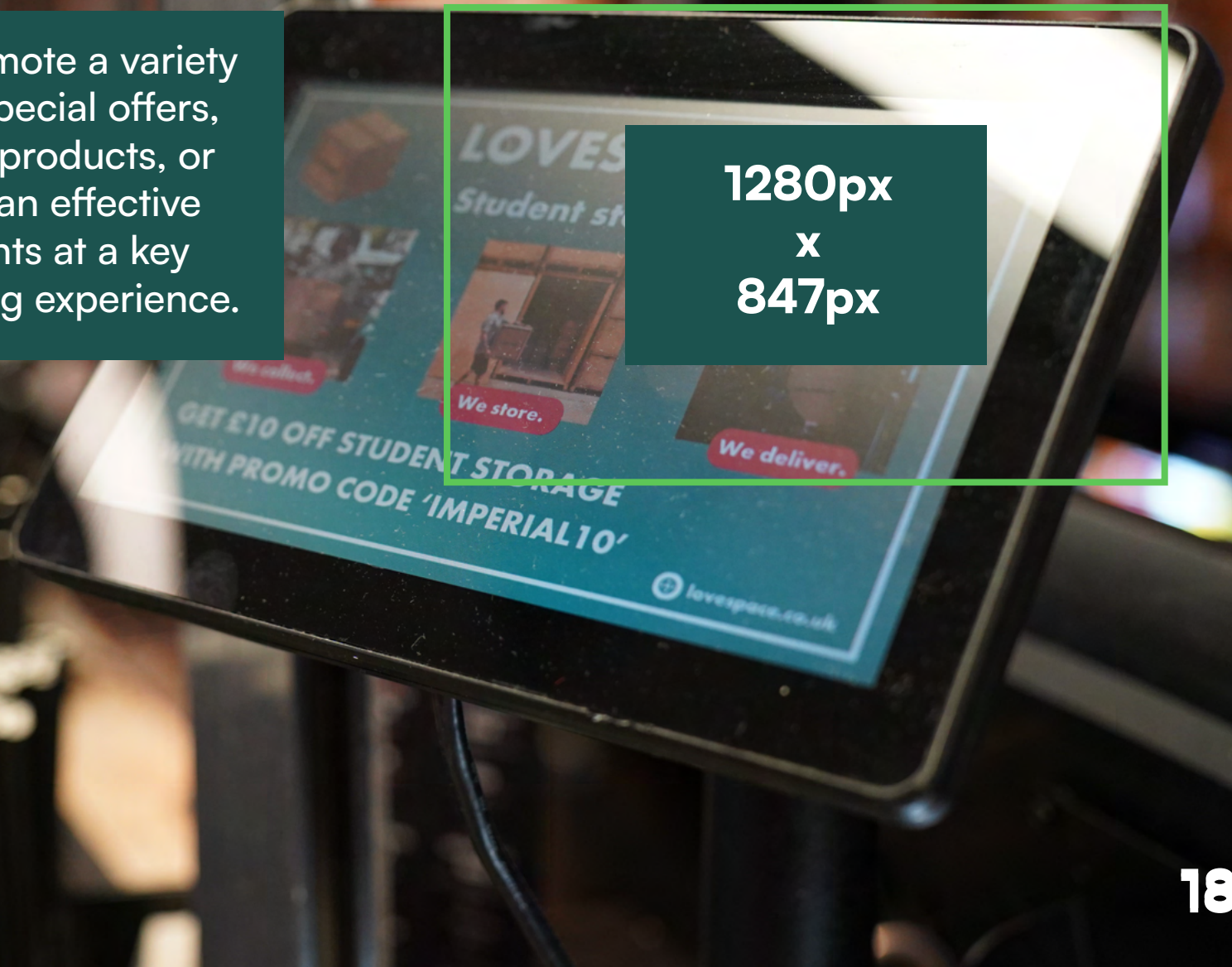
**£150  
per post**

# TILL SCREEN ADS

Till screen ads can promote a variety of messages, such as special offers, upcoming events, new products, or services, making them an effective tool for reaching students at a key point of their purchasing experience.

**1280px  
x  
847px**

**£500  
per month**





# VENUE HIRE





# WHY HIRE WITH US?

**Get ready to take your brand to the next level by partnering with Imperial College Union.**

We are based in South Kensington, next to London's most iconic venues — the Royal Albert Hall, Natural History Museum, V&A and Hyde Park.

Our venue spaces are exactly what you need to host exciting and inclusive events!

Whether you need catering, a fully stocked bar, or have special requirements, we've got you covered.

Just get in touch and let us know how we can help.

# RATES & FACILITIES

**All our spaces are available for hire throughout the year.**

We require bookings to be made between **6 to 8 weeks** in advance, but we can take on late bookings on a case-to-case basis.

Please note that our spaces are used by student groups primarily in the afternoons and evenings on weekdays throughout term-time so availability may be low.

All additional activity and add-ons will be quoted separately at the time of enquiry.

Please note that all prices are subject to VAT.



# VENUE CAPACITY RATE

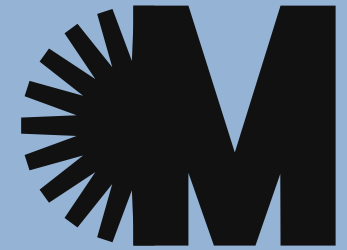
	STANDING	SEATED	HALF DAY	FULL DAY
Metric	400	150	£750	£1250
The Union Bar	80	40	£400	£750
Union Dining Hall	150	100	£400	£750
Union Concert Hall	180	200	£500	£950
Activity Space 1&2	130	60	£400	£750
Meeting Rooms 1&2	60	24	£300	£575
Gym	110	N/A	£325	£625

**+VAT**





# METRIC



Metric is our biggest and boldest venue. It is the Union's most versatile space, with a fully stocked bar, dance floor and a recently upgraded sound and lighting system.

It is the perfect place for live performances, DJs and group events of any kind, plus it has easy access to outdoor seating in the quad. We've hosted many events such as pottery painting, vintage fairs, awards shows and club nights at Metric!

## CAPACITY RATE

---

**400**  
STANDING

**£750**  
HALF DAY

**150**  
SEATED

**£1250**  
FULL DAY







# THE UNION BAR



Our Union Bar is a historic space with a traditional pub feel. It has been left relatively unchanged since the union's founding in 1957! It includes a dartboard and displays the union's legendary pewter tankard collection.

This is a great space for smaller gatherings. If you are looking to host a reunion or meet-up somewhere unique, the Union Bar is the perfect place for you.

## CAPACITY RATE

---

**80**

STANDING

**£400**

HALF DAY

**40**

SEATED

**£750**

FULL DAY





REYNOLDS  
BAR



# REYNOLDS BAR



**REYNOLDS  
BAR**

Reynolds Bar has been recently fully refurbished to the highest standard, serving as the social hub for our students over at Charing Cross hospital. It offers comfy seating for daytime relaxing and studying before opening up into a bar in the evenings.

You can find AR darts, pool tables and shuffleboards as well as some of the cheapest drinks in Hammersmith!

## CAPACITY RATE

---

**50**  
PEOPLE

**£1400**  
5 HOUR  
AVERAGE

**100**  
PEOPLE

**£1600**  
5 HOUR  
AVERAGE

**200**  
PEOPLE

**£2300**  
5 HOUR  
AVERAGE



# UNION DINING HALL

# UNION DINING HALL

Once a dining hall, this space with wooden panel walls is steeped in history.

It still has a functioning kitchen in the back and our union president's names and dates on the plaques around the room. It can be used as an events space or an activity room.

## CAPACITY RATE

---

**150**

STANDING

**£400**

HALF DAY

**100**

SEATED

**£750**

FULL DAY

# UNION CONCERT HALL

Our concert hall is a versatile performance space with a stage and retractable auditorium seating, and can be hired for seated or standing performances.

There's a box office space by the entrance of the room and tech is also available to hire.

## CAPACITY RATE

---

**200**  
STANDING

**£500**  
HALF DAY

**200**  
SEATED

**£950**  
FULL DAY

# ACTIVITY SPACE 1&2

Our largest activity space, including a room divider so you can host more than one activity at a time.

## CAPACITY RATE

---

**130**

STANDING

**£325**

HALF DAY

**60**

SEATED

**£600**

FULL DAY



# MEETING ROOMS

We have two sets of meeting rooms available for hire, all available with tables, chairs, and projectors on request.

ROOMS 1&2 CAPACITY RATE

---

**60**

STANDING

**£300**

HALF DAY

**24**

SEATED

**£575**

FULL DAY



# GYM

Our gym can be used for a variety of sports activities.

During term-time it is used by numerous student societies, from gymnastics to judo. The soft wooden flooring and full-wall mirror suits movement classes of all kinds and works as a fantastic rehearsal space.

## CAPACITY RATE

---

**110**

STANDING

**£325**

HALF DAY

**N/A**

SEATED

**£625**

FULL DAY



# ADDITONAL SERVICES

# EQUIPMENT FULL DAY HIRE

PORTABLE  
PA SYSTEM

**£150**  
A DAY

MICROPHONE

**£25**  
A DAY

SCREEN  
HIRE

**£80**  
A DAY

DJ DECKS

**£200**  
A DAY

# ADDITIONAL SERVICES

## STAFFING\* - COST PER HOUR

<b>BAR SUPERVISOR</b>	<b>£25</b>
<b>BAR STAFF</b>	<b>£21</b>
<b>TECH STAFF</b>	<b>£25</b>
<b>CLOAKROOM STAFF</b>	<b>£21</b>
<b>SIA MANAGER</b>	<b>£27</b>
<b>SIA STAFF</b>	<b>£25</b>

\*Please note, that for all events using the bar and above 90 people, there is a minimum staffing requirement to ensure your event is run safely and efficiently.

# ADD-ONS

## CATERING

A range of catering options, from BBQs, street food vendors or canapes/small bites

## DRINK VOUCHERS

£4 per person and can be exchanged for one of the following options:

- A house pint
- A pint of Pravha
- A single spirit and mixer
- A small glass of wine
- 2x soft drinks



# GET IN TOUCH:



## **Advertising**

icu.partnerships@imperial.ac.uk

## **Events & Venue hire**

icu.events@imperial.ac.uk

**[imperialcollegeunion.org/partnerships](https://imperialcollegeunion.org/partnerships)**

Instagram: @icunion @icunionvenues

**Address:** Imperial College Union, Beit Quad,  
Prince Consort Road, London, SW7 2BB