



CHESTER
STUDENTS'
UNION

SPONSORSHIP PACK



WELCOME TO CHESTER

Chester Students' Union represents every student at the University of Chester, with our reach currently covering over 15,000 students across Chester, Birkenhead, and Warrington.

13,000+
STUDENTS

7,000+
FOLLOWERS

80+
**STUDENT
GROUPS**



Our events programme offers brands a natural way to connect with students at key moments in their university experience - from headline Freshers activities, to large-scale celebrations in the academic year.

These sponsorship opportunities include in-person & digital engagement, giving your brand a visible and relevant presence within student life. As a student-led charity, our events are shaped by what students want and value, bringing people together and creating partnerships that feel genuine and worthwhile for everyone involved.

In this pack, you will find the packages on offer for Chester's biggest student events.

If you have any questions or want to discuss the details about any of the packages, please contact csumarketing@chester.ac.uk





Freshers Fair is the **biggest** event of the year, and we have an exciting package for a brand to become the **headline** sponsor.

WHAT'S INCLUDED?

- Custom size stall at the fair (+ power, parking and no limit on staffing)
- Fair roaming
- Logo on all fair promotional material (posters, social media posts, emails etc.)
- Promotional material/products in all welcome bags

FRESHERS FAIR

CONT.

- Dedicated Instagram story to over 7,000 followers
- Dedicated solus email to over 12,000 students
- Outdoor A0 display for 1 month (September – October)

Package offer - £4,000 + VAT



CHESTER
STUDENTS'
UNION



WELLBEING WEEK

Kicking the second semester off, we welcome returning students and new students to the university with a week full of events. **Wellbeing Week** is essentially Refreshers Week but with a focus on activities that boost student wellbeing and enhance a sense of belonging.

For this package, we'd look for a brand that fits into a theme of wellbeing. this can range from fitness, health products or even social experiences like cafes, leisure activities and more!

What's included?

- Campus stall during Wellbeing Week OR Refreshers Fair stall
- Campus roaming
- Logo on all Wellbeing Week promotional material (posters, social media posts, emails etc.)
- Outdoor A0 display for 1 month (January – February)
- Dedicated Instagram story to over 7,000 followers

Package offer - £1,500 + VAT



CHESTIVAL

Our big annual festival, where hundreds of students come to celebrate their hard work through a variety of fun activities and entertainment. Each year has a different theme and students help lead this project.

Join us for our outdoor sunny celebrations.

What's included?

- Activation/Promotional Stall at event
- Logo on all Chestival promotional material (posters, social media posts, emails etc.)
- Dedicated Instagram story to over 7,000 followers
- Branded official event photos
- Post-event branded social media content

Package offer - £3,000 + VAT



CSU AWARDS

In 2026, we combined our 1839 Awards & Society Awards together for one big celebration. This event puts the spotlight on students who have gone above and beyond in creating incredible experiences for other students at Chester. It also is a great way for all students to celebrate the end of the academic year.

This sponsorship is a way to support the work our students do and joining CSU in celebrating their achievements.

What's included?

- 2 X tickets for the event
- Present an award on the night
- Promotional materials for event attendees
- Logo on all CSU Awards promotional material (posters, social media posts, emails, website articles)
- Outdoor A0 display for 3 months (April - June)
- Dedicated solus email to over 12,000 students
- 3 X Dedicated Instagram stories to over 7,000 followers

Package offer - £3,000 + VAT

CONTACT US

If you're interested, or want to discuss any of our options in more detail, please email csumarketing@chester.ac.uk.



**CHESTER
STUDENTS'
UNION**

WWW.CHESTERSU.COM

