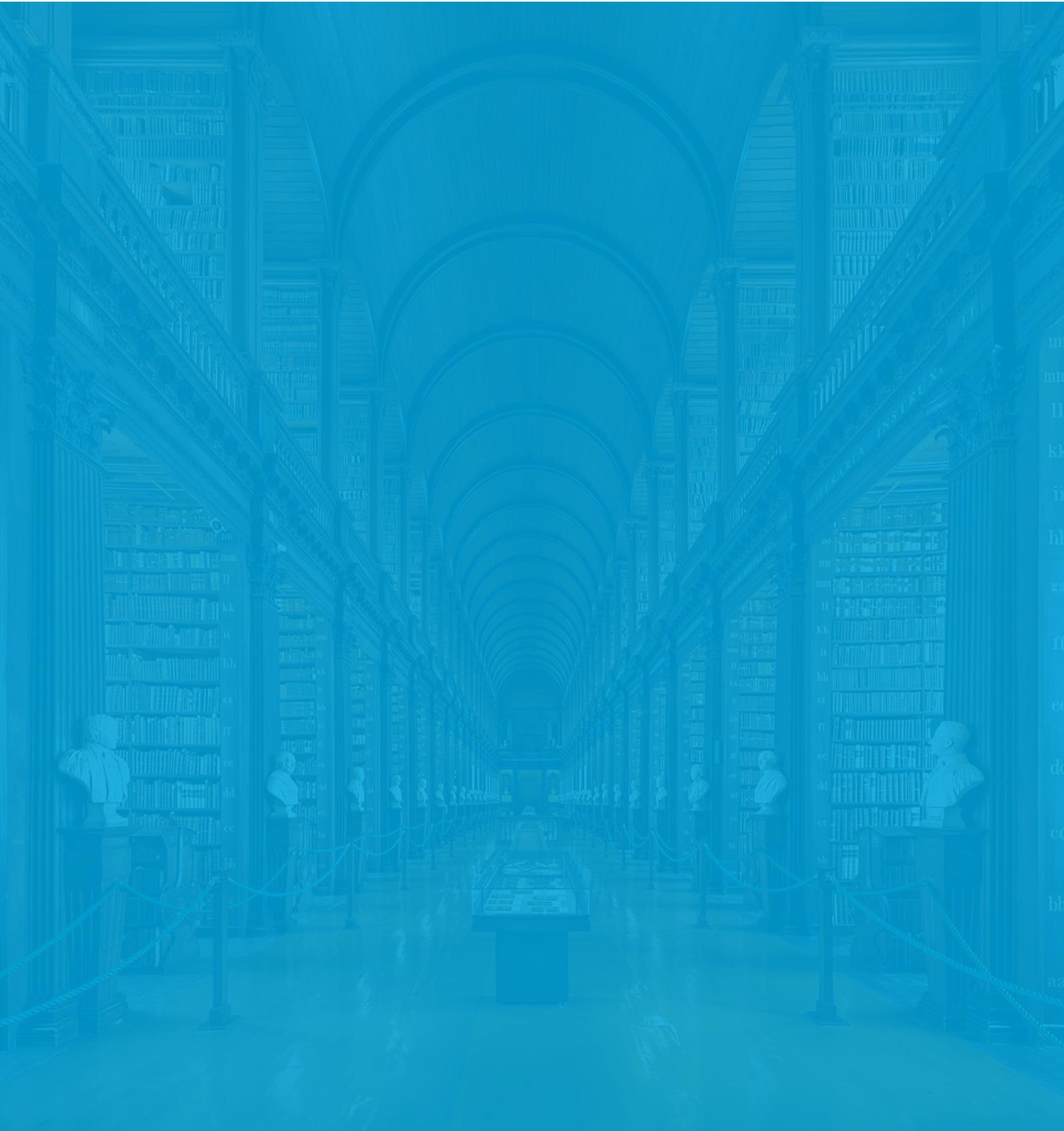




Trinity College Dublin Students' Union

# Sponsorship Guide





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# Why Us?

Trinity College Dublin Students' Union (TCDSU) is your direct line to over 20,000 students.

As Dublin's only city-centre university, Trinity provides a unique space for you to bring your brand to the thousands of students and tourists who pass through campus every day.

External advertisers are prohibited on campus, so sponsoring TCDSU is one of the best ways to bring your brand to our members.

Student welfare is our priority — from their first day of Freshers' Week until the day they graduate. We represent our members at college-level and provide a wide variety of entertainment, advice and services, maintaining a highly visible year-on-year campus presence. Whether you're seeking to promote a new product or prove your company's social responsibility by assisting in the expansion of our existing services, TCDSU is the only organisation connecting you with each and every student in Trinity College.

Your support helps us support our members. We pride ourselves on our competitive rates, commitment to sponsorship promises, and the strength of our own well-established branding.

If interested, please contact our Communications and Marketing Officer at [communications@tcdsu.org](mailto:communications@tcdsu.org).

# 20,000

TCDSU represents over 20,000 students.

We interact with these students on a daily basis providing services, facilities, and support.

**Your business** can reach this student population by working alongside TCDSU.

# 10+

TCDSU organises 10+ campus-wide campaigns each week, which tackle major societal issues.

**Your business** can reach thousands of students each week by supporting our campaigns.

# 100+

TCDSU organises 100+ unique events each year.

This offers a diverse choice in promotional opportunities for **your business**, with events that are sure to suit your business' aims or target audience.

# 30,000+

Our events have a footfall of over 30,000 people annually.

Sponsoring or advertising with TCDSU is one of the most effective ways for **your business** to reach thousands of people quickly and effectively.

# Online Presence



**21,000+** Facebook page likes

Prices from €150



**11,000+** Instagram Followers

Prices from €150



Inclusion in the SU Weekly Email sent to all **20,000** students

Prices from €600



**8,000+** Twitter Followers

Prices from €150

The social lives of Trinity College students are as active online as they are on campus.

We boast one of the strongest social media presences in the country, with over 21,000 likes on Facebook, over 11,000 Instagram followers, over 8,000 Twitter followers, and a post-reach of more than 50,000 people.

We are also one of the only Students' Unions in the country to offer a 'weekly email' service, sent to all the 20,000 students we represent, but also including staff of the College. Choosing to advertise with us online is choosing to commit to bringing your brand to the community of Trinity.

Your company can advertise on our website ([tcdsu.org](http://tcdsu.org)) which attracts hundreds of student visitors. It provides students with essential information on Union activities, support services, the accommodation advisory service, Ents events, and more.

Mix and match from our social media platforms to create your preferred advertising package!

Please contact **[communications@tcdsu.org](mailto:communications@tcdsu.org)** for more information.

# Freshers' Week

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Freshers' Week is perhaps the most exciting week of the year at Trinity. Whether they're a fresher stepping through Front Arch for the first time, or a final-year returning to campus for the last time, these five days offer students a chance to fall back into the rhythm of college life after a summer of work or travel.

This September we can help your brand connect with thousands of students over the course of just five days. Whether they're new to Dublin or seasoned city-dwellers, the first week is crucial for connecting with students and leaving lasting impressions.

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## Events

Freshers' Week is jam-packed with events, from late club nights to day-time film screenings, city-wide scavenger hunts, and live music. These events present a range of promotional and advertising opportunities.

For information on how your brand can be part of these experiences, contact [ents@tcdsu.org](mailto:ents@tcdsu.org)

## Freshers' Packs

Each year we hand out in excess of 5,000 Freshers' Packs to students. Our canvas tote bags are the perfect place for your business to place their logo as they are reusable and will be seen by thousands throughout the year. Offer students a chance to sample your produce, or provide some information on your brand - our volunteers pack and hand out each bag at our Freshers' Fair stand over the course of the week.

If you would like to facilitate TCDSU in acquiring or filling tote bags for Freshers' Packs please contact [communications@tcdsu.org](mailto:communications@tcdsu.org). Prices for Welcome Packs advertising start from **€600**.

# Campus Presence

## Providing Products:

### On-Campus Activation

Students love free stuff. As a Union we want to provide the very best for our members throughout their college experience. If you think you can help us do that, we would love to hear from you.

The cost of on-campus activation is **€700** for one day, and **€2000** for one week.

### Event Sponsorship

You can also promote your products at an event, a campaign week, or at our monthly TCDSU Council meetings which convene hundreds of class representatives.

The cost of sponsorship of an event is **€700**. This package includes the distribution of your product at the event and the inclusion of your company's logo on any promotional materials. If you are interested in sponsoring one of our events please contact [communications@tcdsu.org](mailto:communications@tcdsu.org).

# Noticeboards:

## Physical & Digital

TCDSU also owns a number of noticeboards around college located in prominent locations such as the Arts Block and Hamilton but also in every major off-campus faculty building such as St. James' Hospital and Tallaght Hospital.

Recently we have had some new digital screens installed on campus in the Hamilton and in Goldsmith Hall with plans on introducing more throughout the year!

For a small fee, we'll ensure your posters are kept on our noticeboards for a period of time to advertise to students. But if you'd prefer to go digital that can also be arranged!

The cost of advertising on our noticeboards is as followed:

- €150** - ONE WEEK
- €280** - TWO WEEKS (€140 PER WEEK)
- €330** - THREE WEEKS (€110 PER WEEK)
- €360** - FOUR WEEKS (€90 PER WEEK)

If you are looking for a longer period of advertising, or to have a mixture of both physical and digital, please contact **[communications@tcdsu.org](mailto:communications@tcdsu.org)**.

# Publications

## TCDSU DIARY

The SU Diary is an annual publication, and is designed to be the first port-of-call for freshers when they're looking for information about TCDSU's and Trinity's student services. Each year we print 12,000 copies and distribute them to students. It is completely **free** for students, but advertising in the SU Diary ensures that your brand is quite literally in the hands of every student on campus.

A full page advertisement in the diary costs **€1500** while a half page costs **€1000**. If you are interested in advertising in the TCDSU diary please contact **communications@tcdsu.org**.

## Exam Success Guide

This guide is produced by our Education Officer and distributed to our student hubs ahead of Christmas and Summer exam periods. It is also available on the 'Publications' section of our website year-round. A full page advertisement costs **€800**.

## Living in Dublin Guide

Our Accommodation Advisory Service produces an annual guide to help students find a safe place to live which includes information on renting, transport, banking, broadband, energy, and postal services as well as food/drink spots. It is featured on the 'Publications' section of our website, inserted into our Freshers' Packs, and distributed across student hubs.

A full page advertisement in our small publications costs **€1000**.

# Class Rep Training

Class Rep. Training is one of our premier events. We take over 300 students to an off-campus location for training in leadership, promotion, strategy, and event planning.

Class Rep. Training is a landmark annual event in the SU's calendar, offering a unique opportunity to engage with students at the very start of the academic year. Whether it's Junior Freshers starting out on their college journey or Senior Sophister students looking to the future, Class Rep. Training gathers a diverse range of people who want to make a change on campus and support one another.

Partnering with the Students' Union gives you access to this training weekend:

- Your name and logo on all presentation slides given at Class Rep. Training, all event-related advertising, as well as prominent placement of any banners, pop-ups, and publicity materials you wish to provide for the duration of the event.
- The event will be called "TCDSU Class Rep. Training sponsored by [Your Company Name]".
- It also includes an inside-cover advert in the Class Rep. Training manual, used as a reference point for all class representatives during the year and distributed to every class representative whether or not they attend Class Rep. Training, in addition to a company presentation at Class Rep. Training to all attendees.

The cost of this package is **€15,000**. If you are interested in sponsoring Class Rep Training please get in contact with [communications@tcdsu.org](mailto:communications@tcdsu.org).

# Campaign Weeks

TCDSU runs a number of campaigns throughout the academic year. If you choose to sponsor one of these weeks, you'll work with our team of five dedicated Sabbatical Officers to bring the spirit of the campaign, and your brand, to the student body.

These campaigns are aimed at raising awareness, gathering students to lobby for change, or celebrating aspects of our college. TCDSU has always been at the forefront of tackling issues affecting society, and these weeks aim to build on that. They usually feature in excess of 20 events a week, including activism workshops, fun daytime events, on-and-off campus nights out, speakers from around the globe, and more.

Our campaign weeks that we have planned for the upcoming year are as follows:

- Rainbow Week
- RAG (Raise & Give) Week
- Éigse (The Irish Language Week)
- Disability Awareness Week
- Anti-racism Week
- Women and Gender Minorities Week
- Green Week
- Health and Sports Week
- Anti-apartheid week
- Fit2Sit Weeks

Please contact [communications@tcdsu.org](mailto:communications@tcdsu.org) to find more information on how you can sponsor one or more of TCDSU's campaigns.

# The University Times

The University Times is Ireland's largest student newspaper, and is the current Student Publication of the Year, an award which it has won four years running. For the past four years, our journalists have won the Student Journalist of the Year award. It is also currently the best all-around non-daily student newspaper in the world, as judged by the US-based Society of Professional Journalists.

Founded in 2009 by Robert Donohoe, The University Times was created to allow the unhindered exchange of ideas between its peers. The University Times aims to be the place that our readers can come to be informed about the issues that matter, and the issues that may not matter so much, but are of interest to them.

By doing this, The University Times ends up becoming a publication at the centre of a community – at the intersection of student life in Trinity, of the academic life of its teachers, where debate about student issues, higher education issues and the things that are happening converge.

If you are interested in learning more about partnership opportunities with the paper, please contact [editor@universitytimes.ie](mailto:editor@universitytimes.ie)



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# TRINITY ENTS

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Trinity Ents is the entertainments branch of TCDSU.

It exists to make sure that Trinity College students have fun during college. With hundreds of events each year, there is a diverse range of advertising and branding opportunities for you to avail of.

## Event Sponsorship

Trinity Ents run events throughout the academic year, from Freshers' Week right through to the end-of-exams parties. We run several large-scale music events, as well as mystery tours, scavenger hunts, and film festivals.

Sponsorship of an Ents event includes:

- Your name and logo on all promotional material, all event-related advertising, as well as prominent placement of any banners, pop ups, and publicity material you wish to provide for the event.
- The event name will include your company's name.
- Inclusion of your company's logo on any photographs from the event or promotional videos for the event.

For more information on event sponsorship please contact [ents@tcdsu.org](mailto:ents@tcdsu.org).

# Title Sponsorship

A title sponsorship package includes prominent logo display on all posters, tickets and flyers produced by Trinity Ents, as well as hoodies and jackets.

This also gives you the opportunity to avail of multiple advertising/branding opportunities across our online and print media outlets.

Title sponsorship for Ents includes:

- Your name and logo on all promotional material, all event-related advertising, as well as prominent placement of any banners, pop-ups, and publicity materials you wish to provide for the event.
- Names for Ents events will include "Sponsored/Supported by [Your Company]".
- Inclusion of your company's logo on any photographs from events or promotional videos for events.
- Inclusion of you name and logo in the large TCDSU publications such as the TCDSU Diary.

To discuss a title sponsorship with Trinity Ents please contact [ents@tcdsu.org](mailto:ents@tcdsu.org).

