

# Welcome Fair

# 2025

Connect  
with 30,000  
students at the  
University of Bristol

27 September 2025



# Welcome overview

This September we welcome 10,000 new students to start life at University of Bristol.

Welcome is a crucial time for students, most new students are discovering life outside their family home and finding a new home in Bristol. They will be developing brand loyalties that will last throughout University and beyond. Those returning are rediscovering the city and solidifying their affiliation with brands they love, or discovering new ones.

We're situated at the heart of students' University experience, meaning we're perfectly placed to recommend your business.



**30,600**  
total students



**16,000**  
footfall at  
Welcome Fair '24



**1,700,000**  
web views during  
welcome month

# Welcome Fair

**27 September 2025**

The event of the year! Our Welcome Fair (aka Freshers Fair), provides the perfect opportunity to interact and engage face to face with students, right at the beginning of their university experience. With a footfall of over 16,000 in 2024, it is the ideal event to build awareness and forge long-lasting advocacy with students.

The Welcome Fair, held on Saturday 27 September 2025 on Durdham Downs, is a fantastic opportunity to promote your exclusive student offer, hand out freebies and vouchers, and engage with enthusiastic new students. **Curious by our outdoors spaces? Watch here!**

## Indoor

Our commercial tent is full of local and national brand stalls. All indoor stalls include optional table, chairs, backboard and access to power.

**Standard**  
2m x 3m  
**£1,300**

**Premium**  
2m x 4m  
Larger size & pre-event promotion  
**£1,700**

**Double**  
2m x 6m  
Double size & pre-event promotion  
**£2,100**

## Outdoor

Our outdoor pitches are placed for optimum engagement from students. As the stalls are located outside of our marquee, brands should bring their own marquee and bespoke display. Stalls have optional access to power.

**Standard**  
3m x 3m  
**£2,600**

**Premium**  
Larger than 3m  
**£Dependent on size required**

“Not only did we increase our talent pool for our Front of House team, every year we’ve **increased our social following and newsletter subscribers by over 1,000.** Wake The Tiger is super happy with the work Bristol SU do.”

**- Wake The Tiger**

All prices ex. VAT



Bristol SU Welcome 2025

| [bristolsu-media@bristol.ac.uk](mailto:bristolsu-media@bristol.ac.uk)





“8,500 samples given away to students - it's the **best** welcome fair that we attend throughout the region!”

- Repeat Commercial stall



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# SU Marketplace

Back and better for 2025 Welcome Fair, is the SU Marketplace. The Marketplace will provide students with everything they need to buy to start their new lives in Bristol.

As well as promotion to new students at the fair, you'll also have the opportunity for **a direct return on investment** via sales during the event. The brands involved in this area at the Welcome Fair will be promoted across our channels before the event to encourage purchases.

All stalls include optional table and chair. Rails and other display units are not provided. Optional power will be charged at an additional rate.

## Small

2m x 1.5m  
(1x table OR 1x rail)  
**£600**

## Medium

2m x 3m  
(1x table + 1x rail/display item OR 2x rail)  
**£1,200**

## Large

4m x 4m  
(Multiple display options)  
**£1,800**

All prices ex. VAT

Limited number of sales pitches available.



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“The students are brilliant. No matter how many plants we take **we always sell out.** It's a great event for us to meet thousands of potential new customers and we always have a lot of fun.”  
- Fancy Plants





It's important for us to engage with the local student community and the Welcome Fair is the perfect opportunity to do that. **We increased our social media following and had encouraging talks** with the future generation of travellers.

- KILROY



# Welcome opportunities

During Welcome there is a hive of activity on campus. We have ample opportunities to get your brand in front of new students.

## Wall planner advert

Distributed to 2,000 students, get year-round recognition for your brand with an ad in the SU wall planner.

Only 4 spaces available

Artwork deadline: Thurs 31 July 2025

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£500

## Welcome guide advert

Distributed to 10,000 students, get year-round recognition for your brand with an ad within our Welcome Guide.

Only 2 spaces available

Artwork deadline: Thurs 31 July 2025

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£800

## Welcome Fair fence banner

With prime location on Clifton Downs, our Welcome Fair fences provides premium promotional opportunity to both students and locals.

1 week display

Artwork deadline: Thurs 28 August 2025

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£500

All prices ex. VAT.

For year-round opportunities,  
see our 2024/25  
**Advertising Pack.**





# Refreshers Fair

Refreshers Fair takes place every year in January as an opportunity for students who may have missed the festivities during Welcome.

With a footfall of over **1,400 students** in January 2025, our Refreshers has been growing each year and proves to be a fantastic opportunity to promote your **new exclusive student offer** at the beginning of term 2. Hand out freebies and vouchers and engage with over 1,000 enthusiastic new and returning students at the Anson Rooms.

**Standard**  
2m x 3m  
**£650**

**Double**  
2m x 4m  
**£950**

All prices ex. VAT



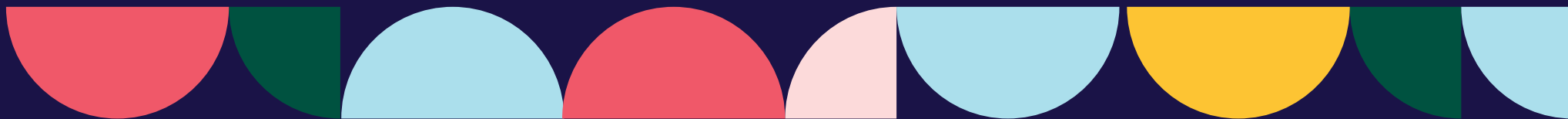
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Get a **10% discount** for booking **Welcome + Refreshers Fair** stall together







# Get in touch

Advertise with Bristol SU

**[bristolsu-media@bristol.ac.uk](mailto:bristolsu-media@bristol.ac.uk)**

0117 331 8661

Interested?  
Complete an  
**Enquiry**  
**Form here.**

