

# Global Festival 2022

Be part of our biggest student led events



# Why sponsor Global Festival?

---

Global Festival is our biggest student led event, making it the perfect event for you to drive brand awareness and recognition to help inform purchasing through the rest of the year. Running from 21st - 25th March 2022, Global celebrates the diversity and culture amongst students through over 80 student-led events.

With footfall of over 5,000 students, Global has become an established part of the Kingston calendar. All promotional materials will be shared via all 6 sites and Union channels, reaching up to 16,000 students, 3,000 staff members and the general public.

## Helping students

All of the money you give us will go directly towards helping students. Every stall you book or flyer your purchase we'll be able to provide more academic support, better funding for societies and sports, and more opportunities for our students to develop themselves.

## At a glance

---

### When and where

#### Global Festival

- In the award winning Town House, across Penryhn Road, Kingston Hill, Knights Park and Roehampton Vale campuses, and at Not My Beautiful House, Fife Road.
- 21st-25th March 2022

## Your audience

---

Global is open and promoted to all 16,000 students, 3,000 staff members, and the general public. This means you'll get access to:

- 97 societies
- 2,000 students involved in organising Global
- 3,500 students involved in societies
- 6,000 students expected across all events
- over 16,000 students seeing promotional materials across all 6 sites
- 7,178 Facebook followers
- 3,187 Twitter followers
- 5,318 Instagram followers

## What you get

---

Your brand will be featured on our promotion, both print and digital. We advertise across all 5 sites, so you won't miss anyone.

This includes, but isn't limited to:

Material	How you'll be included	Individual cost for 3 weeks
Website banner	Your logo	£900
Website pages	Your content	£600
Posters over all 5 locations	Your logo	£600
Leaflets distributed over all 5 locations	Your logo	£600
Digital screens across whole university	Your logo	£1200
Physical banners	Your logo	£1200
All student emails	Your logo and link	£1200
Stall on campus for one day	All yours	£400
	Total	<del>£6700</del> <b>£2,500</b>
	<i>Total savings</i>	<i>£4,200</i>

If there's something bespoke you want, just ask, and we can easily sort it for you.

## Price

Our full Global sponsorship package is £2,500+VAT, saving you over £4,200. We ask for payment to be made in full 30 days prior to the event.

## Sponsor other key events

We offer a package to include sponsorship for our key Union events, including Varsity, Kingston Uni Sustainability Week, and Sports and Societies Awards for just £5,000+VAT. saving you over £8,000. You can find full details here.

# Terms

---

## Welcome!

You must agree to these terms to sponsor events with us. By sponsoring us, you'll agree to comply with all of these terms.

If you have any questions, please get in touch with Chelsea, our Senior Events and Sales Coordinator, [c.baker-tull@kingston.ac.uk](mailto:c.baker-tull@kingston.ac.uk).

## Securing your booking

We'll reserve the sponsorship once you've told us you want to sponsor Global.

Your sponsorship will be secured as soon as we receive payment for it. You can do this via invoice and BACS, or our payment link via our online platform (please request).

## Payment terms

All the prices you see listed are exclusive of vat.

## Late payment

All sponsorship must be paid for within 30 days of the date on the invoice, or by 2nd March when our materials are sent to print, whichever is sooner.

We will charge statutory interest on any late payments, which is 8% plus the Bank of England base rate for business to business transactions.

## Cancellation Refund terms

- 30 days or less: 50% refund of pre-VAT amount
- 20 days or less: no refund