



## Marketing & Sponsorship Opportunities

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NASES (National Association of Student Employment Services) is the representative body that supports student employment service professionals for the 110 services that operate within Universities and colleges throughout the UK.

University & FE campus based Student Employment Services take the responsibility for identifying suitable part-time jobs for students with local employers, they can provide you with access to 1.2 million students.

NASES arose from the desire of practitioners to share expertise, provide mutual support and participate in national agendas. It incorporates an infrastructure of regional and e-networks, enabling swift and efficient communication with its membership.

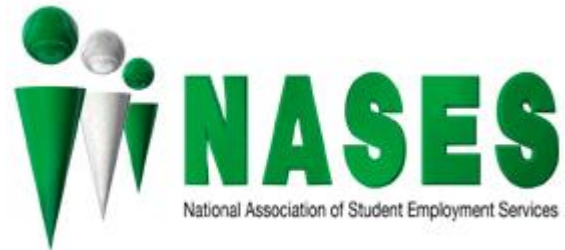
The majority of students now take some form of paid employment while they are studying. Term time work provides them with the ideal opportunity to develop the quality of their CV, to increase the level of their work experience and to develop a whole host of transferable skills that all contributes towards enhancing a student's future employability within the graduate market.

Outlined in this pack are a number of ways that you can advertise promote and sell to practitioners and students via their student employment services. There are also a range of sponsorship opportunities available.

**To discuss your individual requirements and further information is available from:**

NASES National Office  
Careers & Employability Service  
University of Liverpool  
Student Services Centre  
150 Mount Pleasant  
Liverpool L69 3GD

T: 0151 794 4629/5847 F: 0151 794 5871  
E: [nases@liv.ac.uk](mailto:nases@liv.ac.uk)  
W: [www.nases.org.uk](http://www.nases.org.uk)



## Student Employee of the Year Awards

The NASES Student Employee of the Year (SEOTY) Awards were launched in 2002 to recognise and promote the outstanding contributions and achievements of students who effectively combine part-time work with their study commitments. Our current sponsor is Endsleigh Insurance. As a sponsor of SEOTY you will have the opportunity to attract quality students who have the potential to become skilled graduates of your future workforce:

- Association with the UK's nationally recognised professional body for student employment service professionals
- The only national award that exists to recognise students who combine part-time work with study commitments
- Raised profile & product awareness to students across 110 university/college campuses
- The process incorporates a series of planned activities at local, regional & national level directed to a more diverse range of students than typically found via one-off promotions

### SEOTY Publicity includes:

- 40,000 A6 postcards and 10,000 A3 posters circulated across student
- Advertorial carried in one issue of NASES Newsletter (electronic)
- Sponsors web link on home page of NASES webpage ([www.nases.org.uk](http://www.nases.org.uk))
- Sponsors web link on SEOTY web page ([www.nases.org.uk/seoty](http://www.nases.org.uk/seoty))
- Credit given in media coverage and press releases throughout the award process includes:
- Multiple Communications to VCs, Corporate Communications Office, SU Manager, SU President, Head of Careers, Job Shop, Student Nominations
- Opportunity to promote products at local, regional and National SEOTY events
- Distribution of Sponsors information to Student Employment Services
- Opportunity to be on the NASES National SEOTY judging panel
- Exhibition stand at the NASES Annual Conference
- Presentation of the Awards at national final the NASES Annual Conference
- Sponsors logo carried on all SEOTY publicity material and on-line nomination form

### **SEOTY Sponsorship Packages**

### **Cost**

**2013 is £6000**

**2013 and 2014 combined is £10,000**



## National Student Employment Week

National Student Employment Week (NSEW) is an annual event designed to celebrate the positive aspects of students working and is also used to acknowledge the important contribution employers make in shaping the employability of our future graduates, through part-time work.

NASES organises national activity during the week and work at a local and regional level is co-ordinated by SES. SES organise a variety of events that include Recruitment Fairs, Employer presentations, Sector Specific Information Days, Skills Workshops, Competitions and much more during the week to highlight and promote the importance aspects of students working.

### NSEW 2012 – w/c 20<sup>th</sup> February

#### Benefits for Sponsors Brand / Product Awareness include:\*

- Company profile raised with the student population that is now in excess of 2 million that have access to over 110 SES across the UK
- Company profile raised with future graduates – therefore perceived as a ‘good’ student/graduate employer
- Sponsors logo on all NSEW publicity material and NSEW Information Packs distributed to students including, posters, leaflets, balloons, pens and stickers (Distribution of over 150,000 student materials)
- Sponsors web link on NSEW web pages ([www.nases.org.uk](http://www.nases.org.uk))
- Credit given in media coverage & press releases in the lead up to, during and following NSEW
- Opportunity to promote products at local and regional NSEW events
- Distribution of Sponsors information to Student Employment Services

\* All agreements for participation are subject to local agreements.

#### **NSEW Sponsorship Packages**

#### **Cost**

**2012 is £10,000**

**2012 and 2013 combined is £14,000**



## NASES Annual Conference

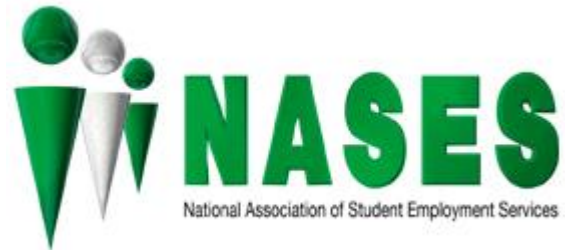
NASES organizes a 3 day annual conference for student employment professionals from around 75 HE and FE Institutions. The conference is a mix of speakers, presentations and workshops, aimed at providing valuable information from industry leaders and to provide training and support to practitioners and those looking to develop services as well as the NASES AGM.

**The Conference takes place during the first week in July every year**

To support the organisation and delivery of the programme a number of sponsorship and promotional packages are made available to a limited number of organisations who are interested in marketing their products/ services or creating brand awareness to the delegates and the thousands of students who use their services.

<b><u>Sponsorship Packages</u></b>	<b><u>Cost</u></b>
<b>Full Conference</b>	<b>£15,000</b>
<b>Sponsorship of informal NASES Quiz Night</b>	<b>£1,000</b>
<b>NASES Conference Dinner/Awards Dinner</b>	<b>Sponsor a table £100</b>
<b>Networking Lunch event</b>	<b>£500</b>
<b>Sponsorship of the promotional material</b>	<b>£500</b>
<b>Delegate packs</b>	<b>£600</b>
<b>Pens</b>	<b>£250</b>
<b>Organisation Information included within delegate packs distributed at Conference</b>	<b>£250</b>
<b>Organisation stand and literature available throughout Conference in the exhibition area</b>	<b>£500</b>

*\* Other opportunities are available at sponsor's request.*



## NASES Web Site

The NASES website is practitioner focussed and supports Job Shop professionals and members in their day to day work. In addition we have two specific student sections that can help target students direct – [www.nases.org.uk/students](http://www.nases.org.uk/students) and [www.nases.org.uk/internationals](http://www.nases.org.uk/internationals)

<u>Advertising Options</u>	<u>Cost</u>
<b>Banner Advertising</b>	<b>Month - £100.00</b> <b>Four Months - £300.00</b> <b>Year - £700.00</b> <b>Refresh Value - £50.00</b>
<b>Lozenges</b>	<b>Year - £2,000.00</b>
<b>Top News Advertorial</b>	<b>24 Hours Tops - £100.00</b> <b>48 Hours Tops - £200.00</b> <b>Refresh Value - £75.00</b>
<b>Complete Website Branding</b>	<b>Day - £500.00</b> <b>Week - £1,500.00</b> <b>Year - £10,000</b>

## Email

Emailing is a direct and instant format in which to engage with student employment professionals, your message is delivered to each member via our website.

<b>Cost per email</b>	<b>£250</b>
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## NASES Quarterly Newsletter

We publish a quarterly Student Employment newsletter, distributed to over 750 contacts, including; Heads of Careers, Students Unions, political contacts, associations and employer contacts, it's also available on our website thus increasing its circulation. It is produced in March, June, September and December each year.

Opportunities exist for:

- Adverts
- Advertorial
- Inserts

<u>Advertising Packages</u>	<u>Cost</u>
front page	£500
back page	£300
½ page inside	£150
¼ page inside	£75
inserts	£200
<b>Annual Sponsorship of all editions</b>	<b>£3,000</b>

## e-news

E-news, our monthly update of all of the latest information relevant to student employment professionals, is available for sponsorship and advertising with a web link included – it's an excellent opportunity to promote your service direct to practitioners.

<b>Cost per monthly email</b>	<b>£150</b>
<b>Cost per annual sponsorship</b>	<b>£1,500</b>

*All prices exclude VAT*