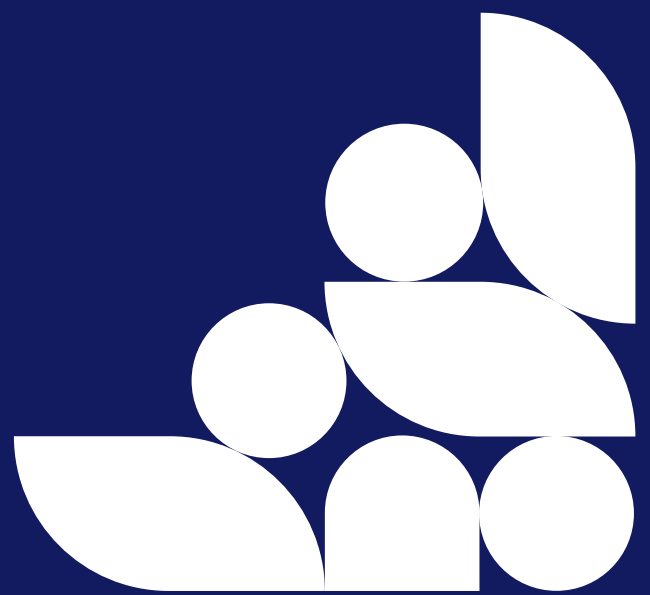


# Bath Hindu Society

## Media Pack



THE SU  
UNIVERSITY  
OF BATH



BATH  
HINDU  
SOCIETY

Through our dedicated and talented team, we can support you to maximise your campaigns across a variety of digital, face-to-face and print advertising opportunities.

We have access to the full student body of over 21,000 students at the University of Bath. Within our Hindu community alone, we have over 1,500 Hindu students, and as key organisers within the broader South Asian community, we offer access to all major cultural events hosted throughout the year.

As part of The SU a registered charity all profits are reinvested back into the student experience, ensuring our members continue to benefit from meaningful and impactful opportunities for cultural engagement and personal development.

This media pack provides a snapshot of our available media opportunities. In addition to everything included here, we are always happy to explore tailored options that best meet your objectives. All prices listed are Ex-VAT.

As one of the top universities in the UK, the University of Bath is home to future leaders, creators, and consumers – making our student community the ideal audience for your brand.

Let's connect.

**Bath Hindu Society Committee**

[su-hindusoc@bath.ac.uk](mailto:su-hindusoc@bath.ac.uk)



# **Freshers' Week Opportunities**

## Engage with Students from Day One

Freshers' Week is the most exciting and high-traffic period of the year, offering the perfect chance to make a lasting first impression. We run over six events and hold a popular stall at *Groups Day*, connecting you with new and returning students alike.

With a footfall of over **2,000 students**, this is your opportunity to build brand awareness in a lively and welcoming environment.

Opportunity	Price
Flyer/Sample Distribution (Local Company/Charity)	£40
Flyer/Sample Distribution (National Company)	£60
Logo on All Media Posts Throughout Freshers' Week	£70





# **Flagship Event Sponsorship**

## Partner with Us for Maximum Exposure

Our large-scale cultural events bring together hundreds of students and are co-hosted with other prominent South Asian societies. These events are promoted widely via student group pages, SU media channels, and across campus, offering an excellent opportunity for exposure.

Activity	Estimated Attendance	Details
Diwali Celebration	350+	A night of music, dance, prayer (puja) and food, with themed decor and lighting across campus.
Holi Hai	400+	Our colourful outdoor celebration of Holi with powder play, music, and refreshments.

### Event promotion includes

- Cross-posting with other South Asian Groups reaching over 7,000 combined followers
- Featured stories on the university of Bath and SU Instagram
- SU Instagram Takeover with 23,700+ followers on the day of the event
- Promotional video displayed across SU and university buildings for one month (22,000+ reach)

Opportunity	Price
Logo on Event Tickets & Event Page	£80
Sponsored Ad on Event Tickets & Page	£130
Logo on Social Media Event Posts	£80
Product Sampling / Branded Activation Booth	£100
Logo at End of Promo Video	£70
Persistent Logo in Promo Video	£100

# Flagship Event Sponsorship Packages

Package	Price	Details
Supporter	£80	<p>Perfect for small businesses and local sponsors looking for meaningful visibility at a cultural celebration.</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"><li>• Logo on Event Tickets &amp; Event Page</li><li>• Logo on Social Media Event Posts</li></ul>
Partner	£250	<p>For sponsors seeking cross-platform visibility and on-the-day engagement with students.</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"><li>• Sponsored Ad on Event Tickets &amp; Page</li><li>• Logo on Social Media Event Posts</li><li>• Branded Activation Booth / Product Sampling at Event</li></ul>
Title Sponsor	£400	<p>Premium positioning before, during and after the event — ideal for brands looking to make a big impression.</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"><li>• Sponsored Ad on Event Tickets &amp; Page</li><li>• Logo on Social Media Event Posts</li><li>• Branded Activation Booth / Product Sampling</li><li>• Persistent Logo in Event Promo Video</li><li>• Logo at End of Promo Video</li></ul>

Each package is available for Diwali or Holi. You can also sponsor both events at a discounted rate, contact us for custom bundle pricing.



# **Regular Activities Sponsorship**

# Consistent Engagement Year-Round

We run regular social and cultural events that are highly popular among our members. These events foster meaningful connections and offer a great opportunity to reach engaged students.

Activity	Estimated Attendance	Frequency
Chai & Activity Nights	80+	1–2 times/month

Opportunity	Price
Slide on Event Promo Posts	£100
Logo on Event Promo Posts	£70
Projected Banner or Video at Events	£100
Physical Poster Display	£100





# Be seen on the Field

Our popular sports programme includes regular cricket sessions in partnership with Bath Premier League, as well as recreational football and badminton. With over 200 students expected to take part, this is a valuable opportunity to promote your business in an active, high-engagement setting.

Opportunity	Price
Large Logo on Sports Kit	£150
Medium Logo on Sports Kit	£100
Small Logo on Sports Kit	£70
Logo on Sports Social Media Posts	£150



# **Year-Round Advertising**

# On-Campus Stalls & Flyering

Our campus Parade is the most trafficked walkway at the University of Bath, linking teaching spaces, accommodation, and SU buildings. Hosting a stall or distributing flyers here is an effective way to connect with students face-to-face and drive immediate engagement.

Self-staffed stalls allow you to interact directly with students, conduct surveys, hand out samples, and explain your offering in person. If you'd prefer a hands-off approach, we can take care of distribution for you through our Hindu Society-staffed flyering service, ensuring your materials are delivered by trusted student reps.

Opportunity	Price
Self-staffed Flyering	£180
Hindu Society-Staffed Flyering (up to 2,000 flyers)	£250



## Includes:

- Prime distribution locations on the Parade
- Guidance on timing and messaging to maximise engagement
- Listing on our social media (optional, free for flyering partners)



## Mandir Poster Display

Our Mandir space is a tranquil, high-footfall area used daily by our community, particularly during prayer events, Poojas, and festivals. Positioned just before the shoe rack and entrance area, posters here receive extended viewing times as attendees pause to remove footwear.

Poster Size	1 Semester	Full Academic Year
A3 Poster	£30	£40
A2 Poster	£50	£70

## Digital & Social Media Advertising

Our social media platforms are one of the most effective and direct ways to engage with students. With an active audience of Hindu Society members and South Asian students, your message will be seen by a community that values shared culture, identity, and connection.

Platform	Image	Video
Instagram & Facebook Post	£50	£60
Instagram Story (max 2 slides)	£30	£40

## Webpage Promotion

Our website is the go-to space for Hindu Society news, updates, tickets, Mandir bookings, and exclusive member benefits. Especially popular during Freshers' Week and term-time events, the page receives traffic from across the South Asian student population.

Opportunity	Semester 1	Semester 1 & 2
Logo Placement on Homepage, Mandir Page & Linktree	£200	£300

### Inclusions:

- Logo placement on all major web pages

- Click-through link to your business or organisation
- Visibility on our QR code-linked Linktree, shared on student ID stickers

Linktree

su-hindusoc@bath.ac.uk

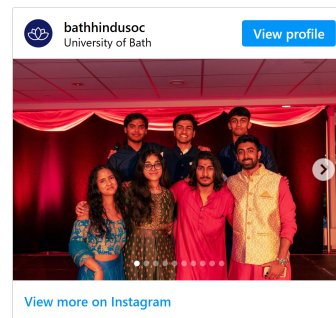
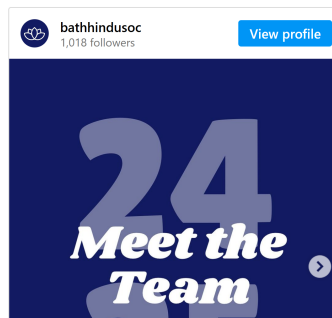
f Facebook

Instagram



Everyday  
Amazing.

Hindu religion and culture. All of its members and its committee are **one big family**, and with collaborations with other Hindu societies in the UK, cultural societies in Bath and the local Bathian community, there is always a fantastic opportunity to meet new people and to serve others. **Before you dismiss us as being a very religious society or because you yourself aren't Hindu, STOP!** Some of us were once in your position – we'd have checked out this page, walked past the Hindu Soc stall at Freshers' Fair, and would have thought that "they're probably really religious, and I'm not about that life". We were so wrong, so hear us out. How religious your experience with us is, is completely up to you – only want to play sports or get involved in screenings? Absolutely fine – you don't have to take part in a single religious activity this year! You aren't Hindu? Not a problem at all – *several of our previous committee members have not been Hindu!* We also represent members of the Jain Faith and welcome anyone and everyone who wants to join, regardless of their faith, race, gender or nationality – we have many secular activities that are not religious in any way, shape or form! **Faith is a means of empowerment, not an obstacle to participation!**



## Job Listings & Student Opportunities

If your organisation is looking to recruit student talent or promote part-time roles, internships, or volunteering placements, we can help you reach a motivated and diverse audience.

Opportunity	Image + Text	Video + Text
Instagram Stories + Opportunities Page + WhatsApp Community Chat (450+ members)	£20	£30

### Why advertise with us?

- Students trust and engage with Hindu Society for opportunities
- Roles are reshared in our internal member chats
- Repeat listings and packages available for recruitment campaigns

**Partner  
With Us**

## Offer Discounts and Get Featured

Promote your brand by offering a student discount or special deal and get listed on our high-traffic Exclusive Offers Page:

[thesubath.com/hindusoc/exclusive-offers](https://thesubath.com/hindusoc/exclusive-offers)

All Hindu Society members receive a QR code sticker on their Student ID, linking directly to our Linktree, which features the Offers Page prominently. This makes your promotion accessible, scannable, and easy to redeem across campus.

Whether it's a limited-time promotion or a year-round deal, this is a cost-effective and highly visible way to connect with our student community.

You can choose to:

- Link your tile directly to your own website, or
- Let us host a custom offer page on your behalf (ideal if you don't have a dedicated webpage).



### Sepoy Club

The Sepoy Club – Broad Street  
Bath



Listing Type	Price	Benefits
Basic (Free)	£0	Image-only listing on Offers Page
Standard	£30/Year	Image + link + priority placement
Premium	£60/ Year	Image + link/hindusoc hosted page + priority placement + 1 Instagram Story + Linktree banner

# **Sponsorship Packages**

# Tiered Sponsorship Packages

## Maximise Your Brand Reach Across Campus

To help you get the most from your partnership with Bath Hindu Society, we offer structured sponsorship packages designed to deliver high-impact, multi-channel exposure across the academic year. Whether you're a local business building campus presence or a national brand looking to engage long-term, our packages provide a clear route to connect with one of the most active and culturally vibrant student communities at the University of Bath.

All packages include full support from our committee, optional planning consultation, and the ability to tailor elements to suit your goals.

Package	Price	Details
Bronze	£200	<p><i>For local businesses and first-time sponsors looking to engage students in a simple and effective way.</i></p> <p><i>Includes:</i></p> <ul style="list-style-type: none"><li>• 1 Instagram Story (image-based)</li><li>• A3 Poster in the Mandir (Full Year)</li><li>• Job/Opportunity Listing on WhatsApp + Socials (Image + Text)</li><li>• Standard Listing on our Exclusive Offers Page</li></ul>
Silver	£400	<p><i>For sponsors seeking balanced digital and physical exposure during key campus moments.</i></p> <p><i>Includes:</i></p> <ul style="list-style-type: none"><li>• Self-Staffed Flyering Stall on the Parade</li><li>• Logo on all Media Posts during Freshers' Week</li><li>• 1 Instagram Post (Image/Video) + 1 Instagram Story (image-based)</li><li>• Logo on Regular Event Posts (Full Year)</li><li>• One A2 Mandir Poster (Full Year)</li><li>• Job/Opportunity Listing on WhatsApp + Socials (Image + Text)</li><li>• Small Logo on Sports Kit</li></ul>

Gold	£750	<p><i>For regional or national brands seeking presence at major events and long-term engagement across channels.</i></p> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Logo on all Freshers' Week Media + Sample Distribution at 1 Event</li> <li>• Logo on Tickets and Event Page for 1 Flagship Event (Diwali or Holi)</li> <li>• Instagram Post (Image/Video) + Instagram Story (2 slides)</li> <li>• Branded Activation Booth or Sampling Table at 1 Major Event</li> <li>• Medium Logo on HinduSoc Sports Kit</li> <li>• One A2 Mandir Poster (Full Academic Year)</li> <li>• Logo on Website Homepage and Linktree (Full Year)</li> <li>• Two Job Listings (WhatsApp + Socials)</li> <li>• Premium Listing on our Exclusive Offers Page</li> <li>• Logo on all Regular Event Posts (e.g. Chai &amp; Chill, socials)</li> </ul>
Platinum	£1,200	<p><i>Our most comprehensive tier — offering maximum brand visibility, full event presence, and custom engagement opportunities.</i></p> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• All Gold Package Benefits, plus:</li> <li>• Activation Booth or Sampling at 2 Flagship Events (Diwali + Holi)</li> <li>• Persistent Logo in Event Promo Video (Bottom-Right Corner)</li> <li>• Large Logo on HinduSoc Sports Kit</li> <li>• Two Instagram Posts (Image/Video)</li> <li>• Two Instagram Stories (up to 2 slides each)</li> <li>• Slide Feature on Regular Event Posts (Full Year)</li> <li>• Premium Listing on our Exclusive Offers Page</li> <li>• Option for a Co-Branded Campaign, Giveaway, or HinduSoc-Branded Product</li> </ul>

### **Not sure which package is right for you?**

We offer custom bundles for sponsors with specific campaign goals. Just get in touch and we'll help build the right plan for your brand.

For bookings, tailored packages or to arrange a call:

[su-hindusoc@bath.ac.uk](mailto:su-hindusoc@bath.ac.uk)

# Restaurant Sponsorship Packages

## ***Serve the Community. Grow Your Brand.***

Food is central to how our community comes together from festivals and socials to prayer events. Hindu Society welcomes partnerships with restaurants, takeaways, and caterers who want to connect directly with over 1,500 Hindu students and a wider South Asian audience. These packages are tailored to help you drive footfall, build brand loyalty, and engage directly through taste and experience.

Package	Price	Details
Starter	£150	<i>An entry-level package with event exposure and basic promotion.</i>  <i>Includes:</i> <ul style="list-style-type: none"><li>• Small Logo on HinduSoc Sports Kit</li><li>• Catering Stall at 1 Flagship Event (Diwali or Holi)</li><li>• 1 Instagram Story (Image-based)</li><li>• A3 Poster in the Mandir (Full Year)</li><li>• Standard Listing on our Exclusive Offers Page</li><li>• Optional WhatsApp Shoutout in our 450+ member group</li></ul>
Main Course	£300	<i>Multi-touch engagement across the term with both digital and in-person visibility.</i>  <i>Includes:</i> <ul style="list-style-type: none"><li>• Catering Stalls at 2 Flagship Events (Diwali and/or Holi, or Holi and Freshers')</li><li>• Instagram Post (Image or Video)</li><li>• 2 Instagram Stories (spread over 2 months)</li><li>• Sampling at 1 HinduSoc Event (you supply food, we promote)</li><li>• A2 Poster in the Mandir (1 Semester)</li><li>• Premium Listing on our Exclusive Offers Page</li><li>• Flyers displayed at the Mandir</li></ul>



Feast	£600	<p><i>Full exposure at our largest events, plus all-year marketing visibility.</i></p> <p><i>Includes:</i></p> <ul style="list-style-type: none"> <li>• Featured Food Sponsor at Diwali or Holi</li> <li>• Catering Stall + Logo on Tickets, Event Page &amp; Promo Posts</li> <li>• 1 Food Stall on the Parade (e.g. during Freshers')</li> <li>• Persistent Logo in Event Promo Video (if applicable)</li> <li>• Instagram Post + 2 Stories + SU Instagram Takeover Mention</li> <li>• Sampling at 1 Additional Event (e.g. Chai Night)</li> <li>• A2 Poster in Mandir (Full Year)</li> <li>• Premium Listing on Exclusive Offers Page</li> <li>• Logo on Website Homepage + Linktree (Full Year)</li> <li>• Flyers Displayed at Mandir</li> </ul>
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### **Want to create something unique?**

We're happy to collaborate on:

- Tasting Events
- Co-Branded Menus
- "Meal of the Month" Campaigns
- HinduSoc Combo Deals

To reserve your sponsorship or request a recommendation:

[su-hindusoc@bath.ac.uk](mailto:su-hindusoc@bath.ac.uk)



