



# Unlock your local student market at Freshers 2025

Reach students when habits form – and win them for the year ahead

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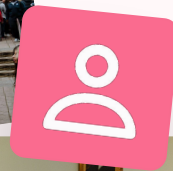
# This year, thousands of students arrive on your doorstep

When Freshers hits, students are looking for food, haircuts, phone shops, gyms, takeaways, part-time jobs – and they're making fast choices.

They've just moved in. They're independent for the first time. And they want to know:

**“Where do I go?” “What’s good here?”**

If you show up early, at their Freshers Fair, you're more likely to become their go-to.



**96%** of students  
recommend their Freshers  
Fair to friends



**81%** are receptive to  
discovering new businesses



# They come with money to spend and no habits, yet

Students have £29bn in collective spending power and are actively exploring their new neighbourhood.

That could be a takeaway with new housemates. A first haircut. Or the bar they keep coming back to.

Meet them at Freshers and make sure it's yours.

**6x** more likely to take action after engaging with a business on campus

**82%** try new brands in their first few weeks

**£29bn** annual spending power, making them the most valuable segment of Gen Z

**19** hrs. spent on campus per week

**2.3 million** students purchasing decisions are influenced by brands they discover at freshers

native.

# We make it easy for local businesses to show up on campus

native works directly with Students' Unions to help you:

- Get into Freshers Fairs
- Get seen where students already are
- Grow your local business

You don't need a big budget, you just need to show up.



# From family-run takeaways to high street favourites, Freshers works

**98%** of businesses are satisfied with the level of students' engagement with their campaign.

**88%** of businesses meet their campaign objectives when partnering with native.

**88%** of businesses would consider recommending native.

Over 1,000 businesses have used native to bring students through their doors:

ODEON  
EVENTS

UNITE  
STUDENTS

amazon

F  
FENTY BEAUTY  
BY RIHANNA

targetjobs

guffgaff

JUNK  
YARD  
GOLF  
CLUB

ACTIVE  
NATION

LOUNGE

LLOYDS BANK

PHAT  
buns

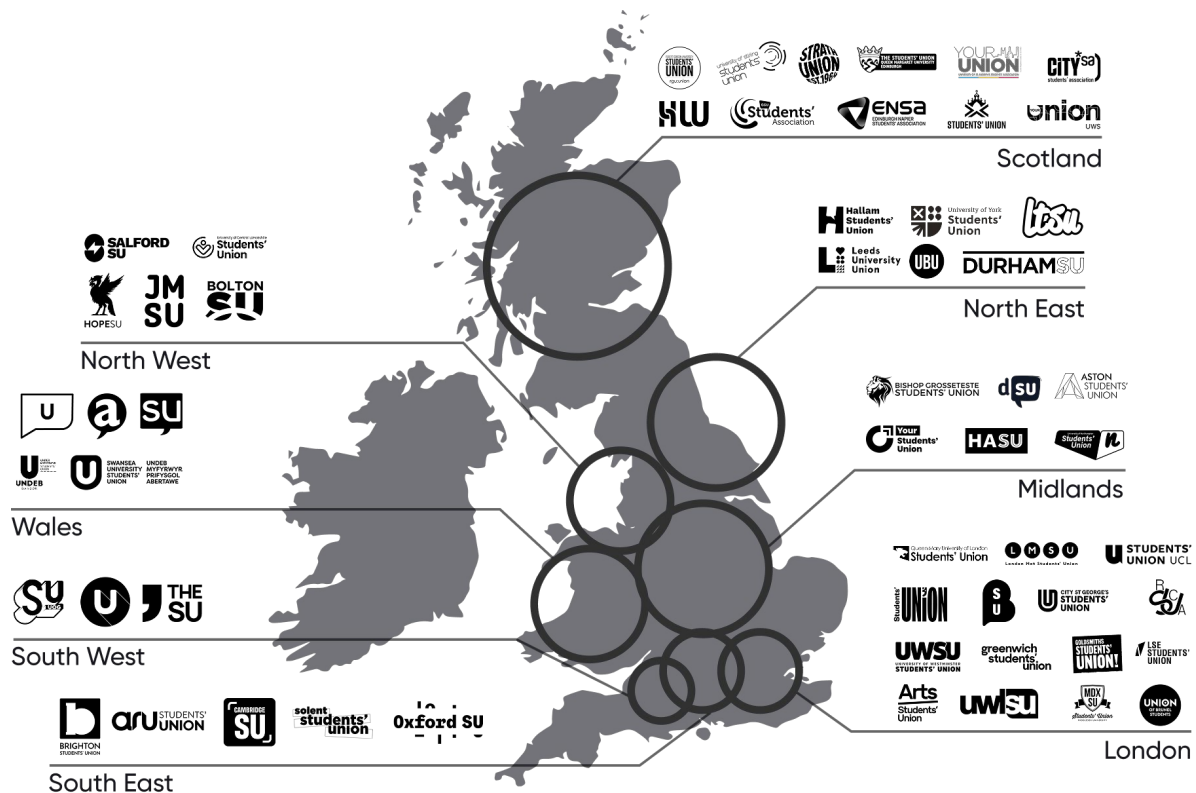
REVOLUTION

Hollywood Bowl

HD  
HAUTE DOLCI

# Touring Uni's across the UK

Whether you want to show up in one city or across the country, our network gives you reach where it counts



# Our fair packages in action...



## Activate



## Amplify



## Engage

# Set up shop right where students are

Freshers fairs are the heart of campus – packed with students, energy, and opportunity. We've made it easy to get involved with simple packages that fit your goals and your budget. Whether you're looking to make a first impression, spread the word to more students, or drive traffic to your stand – we'll help you make it happen.

## Activate

Best For: Getting in front of students, handing out flyers or samples



Includes:

- Promotional space (2m x 1m\*\*)
- Table + cover
- Branded\* roller banner\*\*\*



Includes:

- Promotional space (4m x 1m\*\*)
- 2 tables + covers
- 2 branded\* roller banners\*\*\* / 1 stretch fabric panel

## Amplify

Best For: Driving awareness before, during and after the fair



Includes:

- **Activate Lite Package**, and:
- Standard promotion email placement\*
- Shared Social\*



Includes:

- **Activate Plus Package**, and:
- Premium promotion email placement\*
- Shared Social\*

## Engage

Best For: Standing out and getting footfall fast



Includes:

- **Activate Lite Package**, and:
- 2 brand ambassadors to boost interaction
- 2,500 A5 flyers\* handed out
- Standard promotion email placement
- Shared social



Includes:

- **Activate Plus Package**, and:
- 2 brand ambassadors to boost interaction
- 2,500 A5 flyers\*
- Premium promotion email placement
- Shared Social



Lite



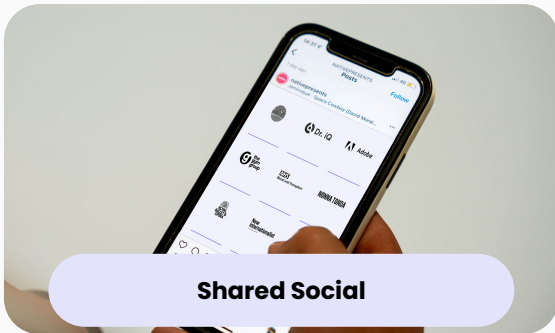
Plus

\*Artwork to be provided by client *unless Creative Production add-on also purchased.*

Email and Shared social are pre fair promotions (email also post-fair) \*\* Total area including circulation space will be ~2m x 2m / ~4m x 2m \*\*\* 0.8m x 2m sustainable roller banner

# Boost visibility with built in digital extras

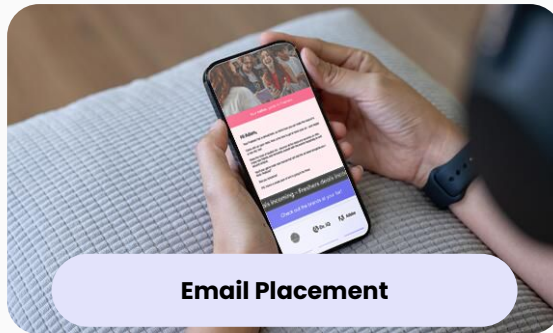
Our Amplify and Engage packages come with social and email promotion included, helping you reach students before, during, and after the fair. These digital touchpoints aren't available separately, but they're a proven way to build awareness and drive footfall when bundled into your campaign.



## Shared Social

Your brand will feature in official SU social promotion before the event, priming students to engage with you at the Fair.

Be seen before the first foot hits the fair.



## Email Placement

Your brand will feature in official SU emails sent before and after the Fair - landing directly in student inboxes to drive visibility and action.

Be in their inbox before you're in the room.

# The University of Leeds Freshers Fair

22nd September | 23rd September | 24th September

Package pricing	Lite	Plus
Activate	£1500	£2200
Amplify	£1640	£2640
Engage	£2200	£3200

LUU is home to over 38,000 engaged students in the heart of Leeds that are enthusiastic to discover what Leeds has to offer them.

Leeds  
University  
Union

12100 students per day



Unlock **£380m** in annual spending power from your local student market

**8,700**  
Expected new starters

# Ready to make Freshers work for your business?

We'll be there!

Let's get you in front of thousands of new students, right when they're deciding where to spend and what to try.



native.



Reach students when habits form – and win them for the year ahead

Contact native today

A woman with long blonde hair is captured in a joyful dance pose. She is wearing a bright blue hoodie, light blue jeans, and a colorful beret featuring Spider-Man characters and the word 'Spidey'. A red fanny pack is attached to her waist. She is positioned in front of a large blue backdrop that has a pattern of falling confetti. To her right, a vertical banner displays colorful, multi-colored gummy candies. In the lower right corner, a blue trash bin is visible with the text 'tangy & crunchy outside' on it.

**This is Freshers.**  
Thousands of students,  
one unmissable moment.

The logo for 'native.' is a white rounded square with a thin white border. Inside the square, the word 'native.' is written in a lowercase, sans-serif font.

# Don't miss your spot at Freshers 2025

Freshers is the biggest student moment of the year, and it books up fast.

If you want to meet thousands of new students, now's the time to secure your place.

Contact native today

A decorative graphic in the bottom right corner consisting of several overlapping shapes: a large light blue rounded rectangle, a smaller light blue rounded rectangle, a light pink rounded rectangle, and a red gear-like shape.