



ESN GRONINGEN

PELSTERSTRAAT 23

9711 KH GRONINGEN

TEL: 050-3637176

Introduction

Dear relation,

This brochure will inform you about the various promotional opportunities that ESN Groningen has to offer. As the number one international student facility in Groningen, we have access to a unique target group. With over 3500 students joining us each year and over 30 years of experience in organising activities for and supporting international students in Groningen, we are well aware of their wishes and needs. We would be happy to help you find the best way to bring your organisation, service or product to their attention.

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ESN Groningen

About ESN

Erasmus Student Network is one of the largest student organisations in Europe. The network was founded in 1989 to support and develop student exchange. We are connected to more than 500 ESN sections in 40 countries. ESN Groningen is the largest section in the Netherlands and also the second-largest section in Europe. We aim to ensure that all international students have the best time of their lives here in Groningen. We do this by organising over 150 social, cultural, travel, sports and career-related events throughout the year. ESN organises two big introduction weeks for no less than **2000 students in September** and **800 in February**. In addition, we have several ongoing programmes, such as the Buddy Programme, with the aim of helping each new student to adapt to life in Groningen, and the Language Exchange Programme, where students exchange languages in an informal and social way. Promotional opportunities ESN Groningen offers various promotional opportunities for your company or organisation. The standard options are highlighted below. If you are interested in promoting but do not see a suitable promotional action listed here, we will be happy to discuss alternative possibilities with you.

Introduction Weeks

ESN Groningen organises two big introduction weeks for all incoming international students. During these weeks, there will be many different activities that give the participants the opportunity to get to know their way around Groningen. Some examples of Introduction Week activities are the information market, sports day, culture day, Dutch Language Lessons, Movie Night and many parties. This is the perfect opportunity for the participants to get to know their way around Groningen and the Netherlands!



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Introduction Week promotional opportunities

Goodie bags

The ESN bag serves as a goodie bag in which all participants receive their flyers and goodies. The ESN bag is handed out to all participants and Introduction Guides of the introduction weeks. A limited number of partners have the opportunity to put their logo on the ESN bag. Because most participants of the ESN Introduction Week see this bag as a memory of the wonderful time they had during their first week in Groningen, it is often used as a shopping bag or sports bag long after the ESN Introduction Week. The ESN bag is distributed twice a year to all participants of the Introduction Weeks. It is possible to put your brand logo on the bag or to add your flyers of goodies in the goodie bag. Some examples of goodies can be a keychain, pen or pizza cutter. By adding a flyer to the goodie bag the students will know relevant organisations and companies, both in Groningen and abroad, and the interesting discounts and deals they offer.

Costs brand on bag:	February: €500*	September: €1250*
Costs goodies:	February: €50	September: €100
Costs flyers:	February: €100	September: €225

Programme Booklet

During the ESN Introduction Week, the programme booklet is the guideline for all participants in their first week in Groningen. This booklet is distributed to all participants and Introduction Guides and contains all important information for the entire week. By advertising in the programme booklet, you will be able to attract a large number of incoming international students to your organisation or company.

Costs full page (A5)	February: €175	September: €300
Half page costs (A6)	February: €125	September: €225

ESNcard deal Map

The goodie bag of the ESN Introduction Week contains a map of Groningen with an overview of a limited number of ESN card deals. As a company or organisation, you can offer a discount or deal which our members can make use of by showing their ESN card. With a spot on this map, our international students will always know where to find you. Many participants use the map as decoration in their rooms afterwards.

Costs:	February: €150	September: €250
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*The price does not include the additional printing costs



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Introduction Guide shirts

During the Introduction Weeks in September and February respectively 250 and 100 Introduction Guides will wear their Introduction Guide shirts the entire week in Groningen and can keep them after the Introduction week is over. You can make your company visible by having your logo printed on the back, front or left sleeve. With this option, you can make your company visible the whole week.

Costs: February: €350* September: €550*

Wristbands

Every participant of the introduction week receives a wristband with which they can enter all the events of the week. Therefore, they will wear it the whole week. Even after the Introduction Week, participants often leave their wristband on for a long time, as a memory of the wonderful time they had during their Introduction Week. It is possible to print your brand logo on the wristbands.

Costs: February: €350** September: €700**

ESN Magazine

The ESN Magazine is our magazine where international students can learn everything about Groningen and ESN. It also contains tips about the different supermarkets, the bike culture and fun facts about the Dutch language and culture. The ESN Magazine is published twice a year, during the introduction weeks, with a total circulation of 3000. The ESN Magazine provides the opportunity to make your company or organisation known to the international students from the first moment they arrive in Groningen.

Costs full page (A4): February: €175 September: €300
Half page costs (A5): February: €125 September: €225

Information mail

ESN Groningen organises two big introduction weeks. In September for 2000 students and in February for 800 students. Before the introduction week starts, an information mail is sent to all participants. It contains a reference to a company for a certain facility, which we as ESN Groningen recommend to the students. For example, for sports activities, we refer to the ACLO. You can also be one of these companies!

Costs: February: €300 September: €500

Slide / Movie

The Movie Night is a standard part of our introduction week. During this Movie Night, a movie will be played in multiple theatres for all participants. In all movie theatres, your slide or movie will be shown before and/or after the movie.

Cost per slide (15 sec) February: €125 September: €175
Cost per film (30 sec) February: €225 September: €300

*The price does not include the additional printing costs

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General promotional opportunities

ESNcard deals

All people that sign up for ESN get a personal ESNcard, which gives them access to the events. Next to that, the ESNcard allows them to get special ESNcard discounts. It is possible to offer a discount via your company. Offering an ESNcard discount is free, and will be placed on the website under 'ESNcard' (<https://www.esn-groningen.nl/esn-card/groningen-discounts/>). Nevertheless, it is often seen that promotion via social media is a useful way to boost the number of people knowing about and using the deal. The different options can be found here.

Costs: variable

Newsletter

Every week 5600 students receive an email with an overview of the events that ESN Groningen is organising for the upcoming week. We offer parties the option to also place their organisation, events or ESNcard discounts in this newsletter. About 45 newsletters are sent per year.

One-time costs: €100

3 Newsletters: €250

Instagram and Facebook

ESN Groningen makes a lot of use of social media. Our Instagram account currently has more than 4600 followers. In cooperation, a story can be made to be shared with our followers. The Instagram account is linked to the Facebook channel. This means the story appears on both the Facebook channel and the Instagram account. ESN Groningen is currently followed by almost 17,000 people on Facebook.

One-time costs: €100

3 Stories: €250

Website / ESN App

On the website, international students can find all the information they need for their time in Groningen. This ranges from information about finding housing and cycling instructions to information about insurance and finding a GP. Next to that, all events that are organised by ESN are promoted via the website and app. Therefore, international students often visit the website of ESN Groningen. It is possible to have your brand logo on the home page of the website.

Costs banner (homepage): €350

Costs App banner: €200

Shared events

It is also possible to organise an event together with ESN Groningen. For that, you can send an email to info@esn-groningen.nl. We can then discuss the possibilities for a shared event.

For any questions, you can send an email to external@esn-groningen.nl!