



**Partner Brochure**  
**ESN Groningen**  
**2023 – 2024**



# FOREWORD

Dear Relation,

In this brochure, you can find information about the various promotional opportunities that ESN Groningen has to offer. As the biggest international student organisation in Groningen, we have access to a unique target group. With over 4000 students joining us each year and over 35 years of experience in organising activities for and supporting international students in Groningen, we are well aware of their wishes and needs. I would be happy to help you find the best way to bring your organisation, service or product to their attention!

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# ABOUT ESN GRONINGEN

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 over 40 countries.

ESN Groningen is the largest in the network of sections in the Netherlands and 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, one in September and one in February, and we have several ongoing programmes, such as the Buddy Programme, to help new students adapt to life in Groningen and the Language Exchange Programme, where students exchange languages in an informal and social way.

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.

Every year, ESN Groningen organises two big Introduction Weeks for more than 2100 students in September and more than 800 in February. The Introduction Weeks aim to give all incoming students the best possible start in Groningen by providing them information about the city and what it has to offer them. This is a great opportunity to get the incoming (international) students acquainted with your company or business. You can read more about the Introduction Week later on in this brochure.

# SPONSERSHIP OPTIONS

## ESNcard Deals

All people who sign up for ESN get a personal ESNcard, which gives them access to all of our events. Next to that, the ESNcard allows them to get special ESNcard discounts around the city. It is possible to offer a discount via your company. If your company offers an ESNcard discount, they will be placed under 'ESNcard' on the website. 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.



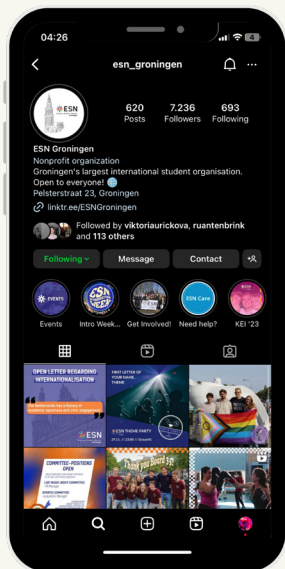
## Website

On the website [www.esn-groningen.nl](http://www.esn-groningen.nl), 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 General practitioner. 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, as reflected by over 6000 monthly users. It is possible to have your brand logo on the home page of the website or to have a separate tab promoting or providing information about your company. It is also possible to discuss other options of placing a reference of your company on our website.



## ESN App

ESN Groningen also has an application that our members can download to stay up to date with the events and programmes that are being organised by us. The app is also used as an information channel during the Introduction Weeks and used throughout the year by around 3000 users. It is possible to promote your company at the slider of the home page of the app.



## Instagram/Facebook

ESN Groningen makes a lot of use of social media. Our Instagram account currently has more than 7000 followers. It is possible to promote your company or the ESNcard deal your company offers here. The Instagram account is linked to the Facebook channel. This means the story appears on both the Facebook channel and the Instagram account as well. ESN Groningen is currently followed by 17,000 people on Facebook.

## Newsletter

Every Monday, we send all our ESNcardholders a newsletter about the upcoming events and the events that we have organised the week before. It is possible to promote your company in this newsletter as well. The newsletter is sent out to around 8000 students every week, which adds up to around 45 newsletters per year.







# INTRODUCTION WEEKS

ESN Groningen organises two big Introduction Weeks for all incoming students. During these Introduction Weeks, there will be many different activities that help the participants 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 at external locations. This is the perfect opportunity for the participants to get to know their way around Groningen and the Netherlands!

It might, therefore, be an interesting opportunity to promote your company or service among all participants of the Introduction Week.

In February, there are over 800 participants and 100 Introduction Guides. In September, there are over 2000 participants and 300 Introduction Guides. In the next pages, you can find the promotional options that we offer for the Introduction Weeks!





# INTRODUCTION WEEKS PROMOTION OPTIONS

## Introduction Guide Shirts

During the Introduction Weeks in September and February, respectively 300 and 100 Introduction Guides will wear their Introduction Guide shirts during the entire week in Groningen. They keep them as well after the Introduction week is over. You can make your company visible by having your brand logo printed on the back, front or left sleeve of the shirt. With this option, you can make your company visible for the whole week and afterwards!

## 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 entire week. Even after the Introduction Week, participants often leave their wristbands 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.

## ESN Magazine

The ESN Magazine is our magazine where international students can learn everything about Groningen and ESN. It 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. The ESN Magazine provides the opportunity to make your company or organisation known to (international) students from the first moment they arrive in Groningen. The magazine is uploaded on our website so that it is accessible the whole year for everyone.

## Programme Booklets

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.

## Goodie Bags

The ESN bag serves as a goodie bag in which all participants and Introduction Guides receive flyers and goodies for the Introduction Weeks. 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 add your flyers or goodies to the goodie bag or have your logo on it. Some examples of goodies can be a keychain, pen, or bottle opener. By adding a flyer to the goodie bag, the students will know about relevant organisations and companies, both in Groningen and abroad, and the interesting discounts and deals that are offered.

## Slide/Video At Movie Night

The Movie Night is a standard part of our Introduction Week. During this night, a movie will be played for more than 600 participants in February and over 1100 participants in September. Your slide or short video will be shown before the movie.

## ESNcard Deal Map

The goodie bag of the ESN Introduction Week contains a map of Groningen with an overview of a limited number of ESNcard deals. As a company or organisation, you can offer a discount or deal that our members can make use of by showing their ESN card. With a spot on this map, our over 4000 (international) students will always know where to find you. Many participants use the map as decoration in their rooms afterwards, where it stays visible.



## Information Mail

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 we refer to!

## Confirmation Mail

When a student purchases a ticket for the Introduction Week, a confirmation mail is sent with their ticket and essential information about the week. It is also possible to appear in this confirmation email.





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