



**Partner Brochure
ESN Groningen
2025 – 2026**



ESN

Erasmus Student Network
Groningen

FOREWORD

Dear Reader,

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 am 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

The Erasmus Student Network (ESN) is one of the largest student-led organisations in Europe. Since 1989, it has supported international mobility and now connects more than 500 local sections in over 40 countries.

ESN Groningen is the biggest section in the Netherlands. Each year, we support thousands of international students during their stay in Groningen by organising more than 150 social, cultural, travel, sports and career-related events. We also run several ongoing programmes, such as the Buddy Programme and the Language Exchange, which help new students settle into the city and build local connections.

For partners, we offer direct access to a large international student community of more than 8.000 ESNcard holders. We provide several promotional options, ranging from online visibility to opportunities to interact with students on location during our introduction weeks. Our social media provides year-round visibility, including more than 10.000 Instagram followers, over 200.000 annual website views and a weekly newsletter sent to more than 15.000 subscribers.

Our biannual Introduction Weeks have become a familiar part of international student life in Groningen, welcoming over 2.000 new students in September and over 500 in February. These weeks are designed to help newcomers orient themselves in Groningen, and they are often the first point of contact with local services and businesses. They also provide partners with a direct and highly visible way to reach incoming students.

This brochure outlines the main partnership options for reaching this specific group of incoming students. In addition to the standard possibilities, we can develop tailored arrangements. Detailed instructions and deadlines for the selected partnership options will be included in the contract and can be provided on request.

Bodies of ESN Groningen

Executive Board

The Executive Board consists of six full-time members who manage the daily operations of ESN Groningen. They are responsible for policy, partnerships and the coordination of all committees and activities.

General Board

The General Board oversees the Executive Board and safeguards the long-term strategy of the organisation. It ensures continuity across years and supports the Executive Board's strategic decisions.

Audit Committee

The Audit Committee monitors ESN Groningen's finances and guarantees transparent bookkeeping. It includes representatives from the University of Groningen and Hanze University of Applied Sciences, as well as former treasurers.

Council of Advice

The Council of Advice functions as an advisory body. It provides feedback on key documents and offers guidance based on the experience of former board members and university staff.

Committees

ESN Groningen has 10 committees run by active members of the organisation, which organise regular social, cultural, travel, sports and career-related events.

Introduction Volunteers

During the Introduction Weeks ESN Groningen is supported by up to 200 Introduction Guides, who lead groups of 20 participants during the week, 70 crew members, who help facilitate the organisation of the events, as well as 15 people as PR Crew.

Year-round Partner Options

Website

The ESN Groningen website is one of the main information platforms for international students in the city. It provides practical guidance on topics such as housing, mobility, health care, insurance, working and jobs, and everyday life in Groningen. All ESN events are also promoted through the website and the ESN app.

The website receives more than 6.000 monthly users and over 200.000 visits per year, showing that it plays a consistent role in how students gather information about the city.

Partners can place a rotating banner on the home page or have a dedicated section under key topics such as housing, health, working or mobility. It is also possible to add a separate tab introducing your company or service. Other forms of visibility can be discussed.

App (in development)

The ESN Groningen app currently mirrors the information available on the website and offers students a convenient way to access event details and practical guidance. Future developments will include the option to send direct notifications to users and the possibility to place a banner within the app for increased partner visibility.

ESNcard Deal

All ESN members receive an ESNcard, which gives access to our events and a range of local discounts. ESN Groningen has more than **8.000 ESNcard holders**. Businesses can offer an ESNcard discount at no cost; the deal is then listed on our website and in our app under “ESNcard”.

To increase awareness and uptake, many partners combine their discount with a short social media promotion.



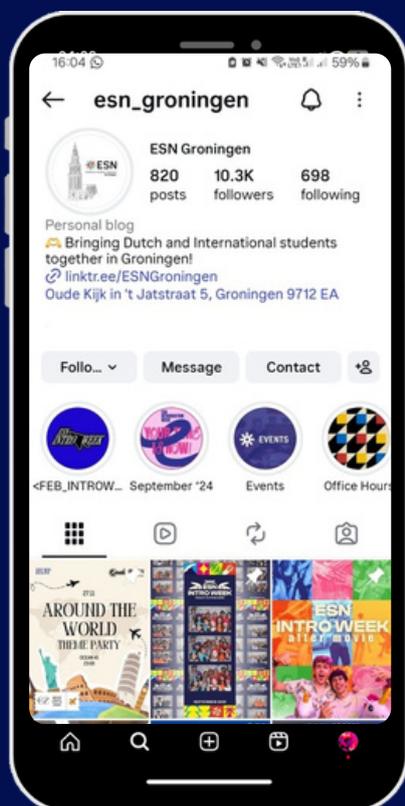
Year-round Partner Options

Social Media

ESN Groningen makes extensive use of social media. Our Instagram account has more than **10.300 followers** and is linked to our Facebook page, which is followed by over 17.000 people. Stories posted on Instagram automatically appear on Facebook as well.

Partners can choose to promote their business or ESNcard deal through Instagram Stories, Instagram Reels or by securing a spot in our Instagram LinkTree.

In addition, ESN Groningen has a LinkedIn page where partner-related posts can be published. We also maintain a TikTok account, which will provide opportunities for future promotional posts.



Newsletter

Every Monday, we send out a newsletter with an overview of upcoming events and a short recap of the previous week. The newsletter reaches more than **15.000 subscribers** and is sent around 45 times per year, giving partners repeated and wide visibility.

Partners can promote their business or ESNcard deal in this newsletter, ensuring direct exposure to a large and engaged student audience. It is also possible to be placed at the top of the newsletter for increased prominence.

A vibrant nightclub scene with a large crowd dancing under colorful laser lights and disco balls. The atmosphere is energetic and festive, with people in the foreground and background enjoying the music and lights. The text "SPONSORSHIP INTRODUCTION WEEK" is overlaid in the center of the image.

SPONSORSHIP INTRODUCTION WEEK

Introduction Weeks

ESN Groningen organises two large Introduction Weeks for all incoming students. These weeks bring together new international students in structured groups and keep them engaged throughout a full programme of activities, creating repeated contact moments and strong visibility opportunities for partners.

The programme begins on Friday with the Information Kick-Off, the Eat & Meet where groups first come together, and the Opening Party. On Saturday, we host the Culture Day (or the larger Culture Festival in September) and the Pub Crawl in the evening. Sunday includes the Sports Day and an additional party during the September Introduction Week. On Monday, we organise Dutch language lessons in the cinema and the Band Night. On Tuesday, we hold the Movie Night, and on Wednesday we close the week with the final Dutch-themed party.

For partners, these moments offer a direct way to reach new international students at the very start of their stay in Groningen. In February, the Introduction Week attracts more than 500 participants and around 100 Introduction Guides. In September, it brings together over 2.000 participants and approximately 200 Introduction Guides.

Group Picture of the September 2025 Volunteers and Organisers



Introduction Weeks

Goodie Bags

During each Introduction Week, we distribute Goodie Bags to all participants and Introduction Guides. In September, more than 2.000 bags are handed out, and in February around 650. These bags are often the first items students receive in Groningen, making them a simple but effective way to introduce newcomers to useful services and brands.

Partners can place their logo on the bag, include flyers or small goodies, or be featured on the ESNcard Deal Map. This A5 map is added to every Goodie Bag and lists all ESNcard deals, ensuring that partners appear in one of the first information materials students actively use at the start of their stay in Groningen.

Introduction Guide T-Shirts

Our Introduction Guides wear their official guide shirts throughout the entire week. Around 300 guides participate in September and about 100 in February. The shirts are kept by the guides afterwards, which means the visibility continues beyond the Introduction Week.

Partners can place their brand logo on the back, front or left sleeve of the shirt. In September, the shirts are always bright orange, leading many students to wear them again on King's Day, creating an additional moment of exposure across the city. This makes the guide shirts a simple but highly visible way to promote your company during and after the Introduction Week.



Introduction Weeks

Wristbands

All participants and volunteers of the Introduction Week receive a wristband that gives access to every event of the programme. As a result, they wear it continuously throughout the entire week. Partners can have their brand logo printed on the wristbands, ensuring consistent and highly visible exposure during the whole week.

Intro Week Booklet

During the ESN Introduction Week, the programme booklet serves as the main guideline for all participants as they navigate their first days in Groningen. It is distributed to every participant and Introduction Guide and contains all essential information for the entire week.

Partners can advertise in the programme booklet by choosing either a full page (A5) or a half page (A6), providing a direct way to introduce their organisation or services to incoming international students.

Information and Confirmation Mails

Before the Introduction Week begins, all new international students receive an information email about the upcoming ESN Introduction Week. This email can include a recommendation for a facility or service that ESN Groningen advises students to use. For example, we currently refer students to ACLO for sports activities. Partners can be featured as one of these recommended companies.

When a student purchases a ticket for the Introduction Week, they also receive a confirmation email containing their ticket and essential details about the programme. Partners have the option to appear in this confirmation mail as well, offering early and guaranteed visibility to all registered participants.

September Opening Party

During the Opening Party in September, which is the largest ESN party with around 2.500 participants, an LED screen is placed on stage and can be used to display partner logos throughout the entire night. In addition, it is possible to hang banners with your brand name or logo at the venue, ensuring prominent visibility during one of the most highly attended moments of the Introduction Week.

Information Market

During the Culture Day or the larger Culture Festival in September, partners have the opportunity to host a stand or booth at our Information Market. This allows direct interaction with incoming international students at one of the most active daytime events of the Introduction Week.

Movie Night

The Movie Night is a fixed part of every Introduction Week. During this event, a film is shown to more than 500 participants in February and over 1.100 participants in September. Partners can display a slide or a short video (maximum 30 seconds) before the movie starts, offering clear and focused visibility to a large seated audience.





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If you have ideas that are not listed in this brochure, we are open to discussing additional forms of collaboration. We are always interested in exploring new partnership concepts that align with the Introduction Week and the needs of incoming students.

