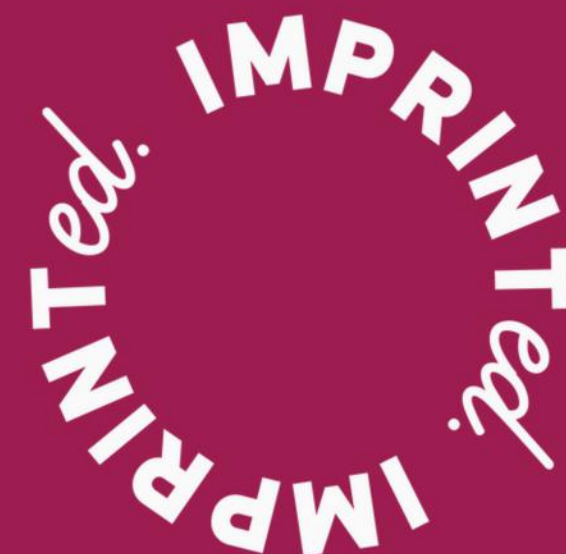


UNLOCK POWER THROUGH SHARED *Services*





WHO ARE *We?*

Imprinted is a dedicated partnership agency committed to keeping student union revenue within the student movement. We work exclusively with Student Unions (SUs) across the UK to develop, grow, and maximize media sales, national brand partnerships, and commercial operations—ensuring every pound generated directly supports students.

By leveraging collective power, Imprinted secures national brand deals, optimizes media revenue, and provides expert advice and support in marketing, commercial operations, and financial management. More than just partnerships, we create sustainable income streams, reduce costs, and increase impact for every SU we work with.

OUR VISION

Our Vision: To bring the SU community together with a shared mission to build a network of resources, expertise, and services that will create a long-lasting, financially sustainable model for Student Unions across the UK. Through diversifying income streams, reducing costs, and prioritizing our members, we will empower SUs to thrive, reinvest in student experiences, and shape a stronger future for the student movement.

Our Long-Term Vision: We envision a future where Student Unions across the UK collaborate as a united community, driving sustainable financial growth and reducing costs through collective action.

- SU Community Collaboration — Uniting SUs to share resources, expertise, and best practices.
- Diversified & Sustainable Income — Helping SUs create and expand reliable income streams.
- Cutting Out Intermediaries — Removing unnecessary consultants and middlemen to keep more revenue within the student movement.
- Cost Reduction for SUs & Students — Lowering expenses on purchasing, events, and operation through collective commercial partnerships.
- Shared Services Network — Establishing a nationwide platform for commercial collaboration, purchasing power, and operational support.

By working together, we can create a self-sufficient SU ecosystem that strengthens student experiences and secures financial stability for future generations.



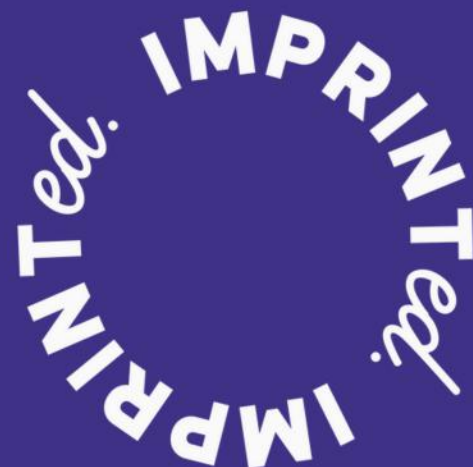
AS WE GROW *you grow*

Our Mission

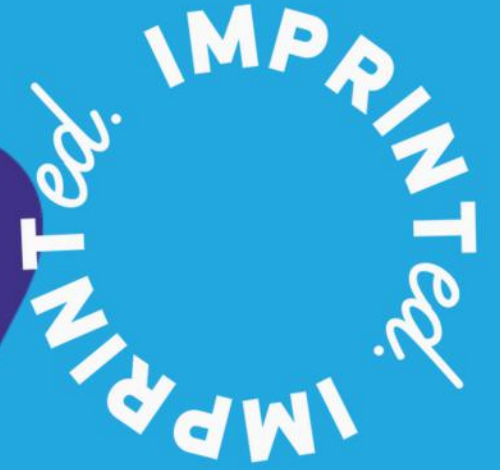
Our mission is to level the playing field, grow your SU's income, help diversify revenue streams, and cut out the middleman—connecting your SU directly with national brands to ensure all revenues stay within the student movement. While our initial focus is on diversifying income streams, our passion lies in creating a shared services network between SUs across the UK, fostering collective development and growth to meet the evolving needs of all students.

Profit Sharing

We believe in growing together. All founding partners will benefit from a profit share in Imprinted, reinforcing our commitment to collective growth and shared success. With Imprinted, SUs remain in control, diversify income streams, and reinvest revenues where they belong—into student experience, not corporate profits.



WHY IMPRINTed?



01

Exclusive Partnership Benefits: Receive a flat 15% commission on media sales generation.

02

Complete Control & Transparency: Your SU stays in control, choosing who you work with and when. With full transparency, you'll always know exactly who you're working with, how much they're paying, and see all revenue streams clearly.

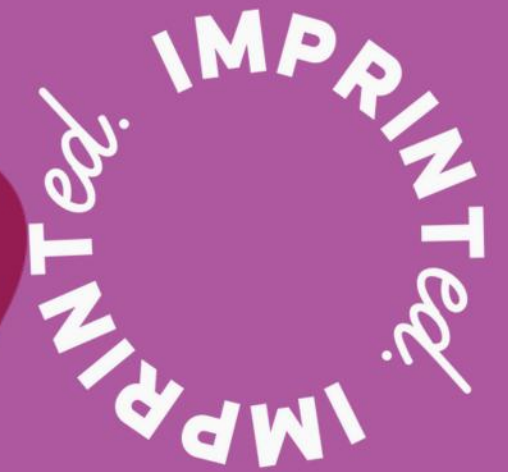
03

Stress-Free Financial Management: Imprinted manages all financial transactions and provides detailed monthly accounts, ensuring easy, stress-free management. Revenues are paid quarterly directly to your SU.

04

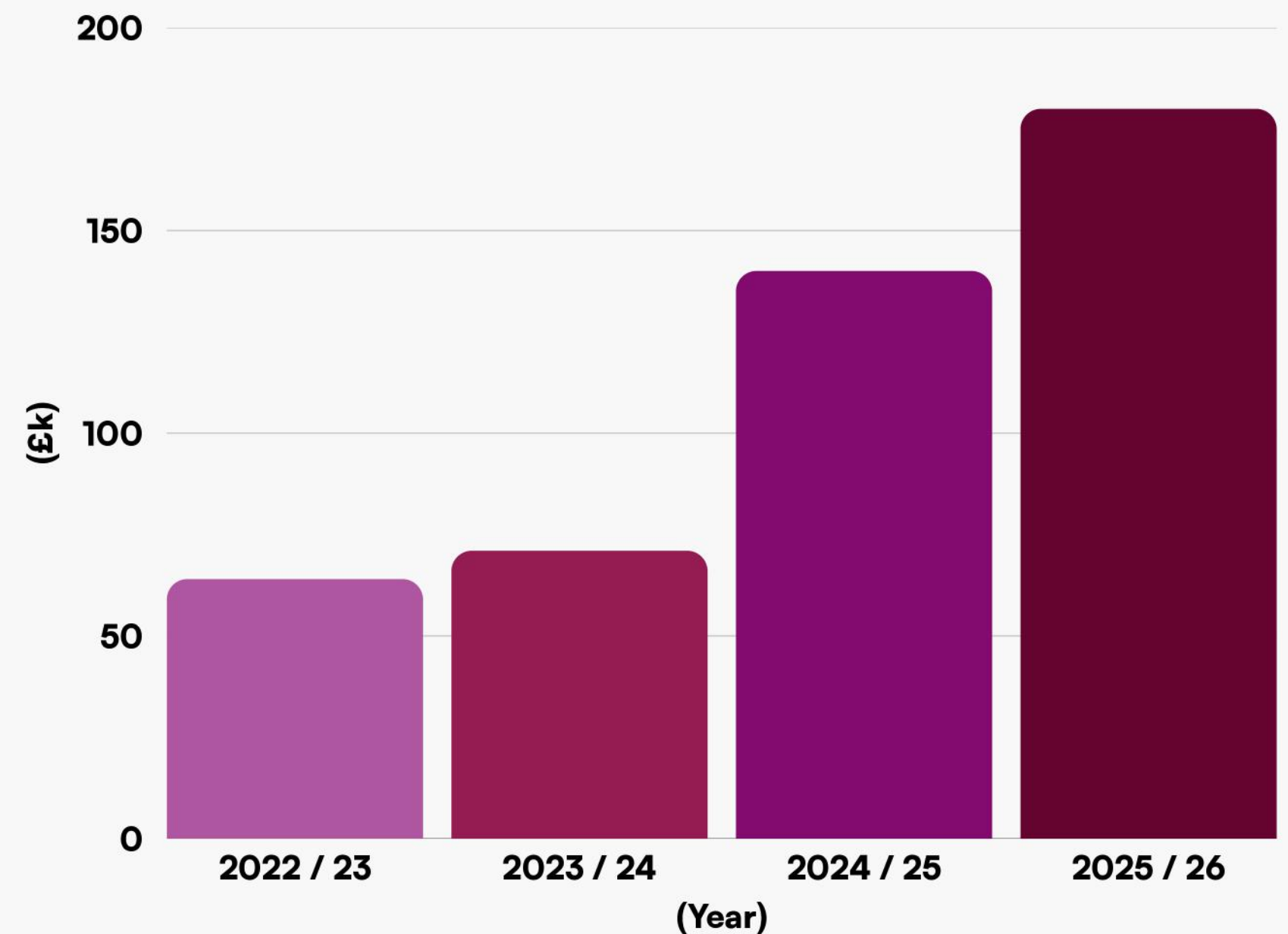
Access to Expert Support Services: As an exclusive partner, you will also have access to comprehensive support services including insights, marketing, commercial operations, and income generation projects.

CASE *study*



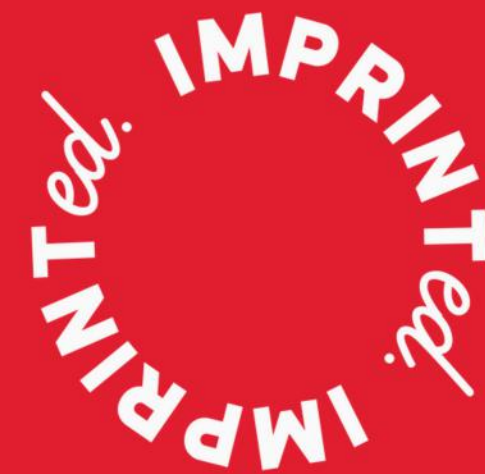
As shown here, we have increased media sales from £64,000 in 2022/23 to a forecasted £180,000 in 2026—an impressive growth of 181.25%.

This increase is largely due to the introduction of a dedicated partnerships role with industry expertise and the implementation of a comprehensive media structure across all our digital media assets. Additionally, we have expanded our offerings to include on-campus pop-ups, the Welcome Fair, the reintroduction of the Welcome Back Fair, and our annual partnerships.





OUR PROPOSAL



At Imprinted, we will act as your exclusive media partner, managing the partnerships and business development of your Student Union. These following services will be provided by the Imprinted team:

- Welcome Fair: We handle all commercial stall bookings and our team will be on-site during the events.
- Media Schedule: All digital assets are scheduled and booked for you, with a monthly media schedule provided.
- Booking System: Gain access to a centralized system to view and manage your digital calendar, on-campus activities, and digital bookings.
- Financial Transparency: Full visibility of financials with the ability to approve or decline bookings.
- Regular Communication: Monthly check-ins to keep you updated and aligned.
- On-Campus Support: Quarterly campus visits to maintain media assets and ensure it is all running smoothly.
- Contract & Partnership Management: We manage all annual contracts and partnerships on your behalf.
- Brand Protection: We adhere to a strict veto list to uphold your Student Union's reputation.
- Client Outreach: Proactively engage with potential clients to drive new business opportunities.

ANNUAL CHARGE & COMMISSION STRUCTURE

Exclusive:

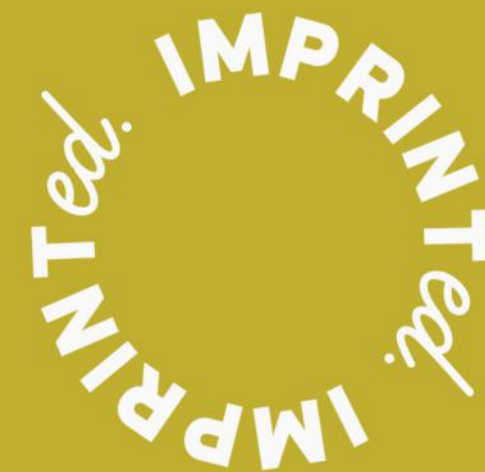
- 15% Commission Flat Fee regardless of if the target is over-achieved
- 5% Profit share of the overall business for the length of the contract for the first five founding partners.

Non-Exclusive:

20% commission from each booking - this does not include the 5% profit share.



HOW TO *Join?*



A step by step...

- We're excited to explore how we can help you grow your commercial income, enhance student experiences, and build meaningful brand partnerships. Here's how to get started:

Step 1 **INTRODUCTORY MEETING**

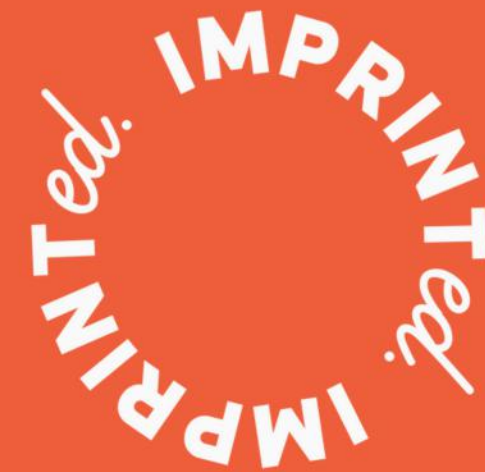
We'll kick things off with a short call to:

- Understand your Unions' goals, challenges, and current commercial structure
- Discuss your team's capacity, key events, and any existing brand partnerships or vetoes
- Outline how Imprinted can work alongside you to unlock new revenue opportunities

**You
belong
here**



HOW TO *Join?*



Step 2 **SHARE YOUR INCOME OVERVIEW**

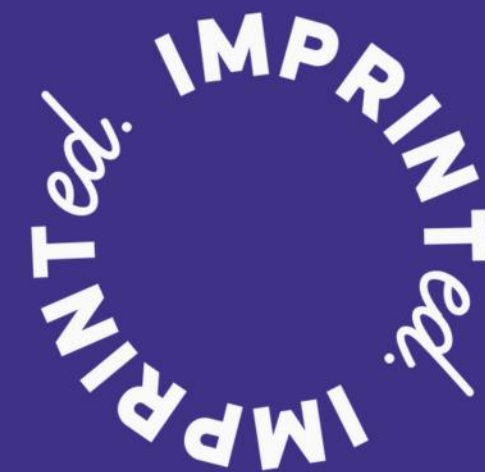
Next, please send us a breakdown of your media sales income over the past three years, split into the following categories:

1. Revenue from Welcome/Refreshers Fairs or seasonal activity
2. Media Sales & Brand Activations
3. Annual Contracts
4. Ad Hoc Bookings

This helps us understand your current baseline and where we can add immediate value.



HOW TO *Join?*



Step 3 STRATEGIC FORECAST

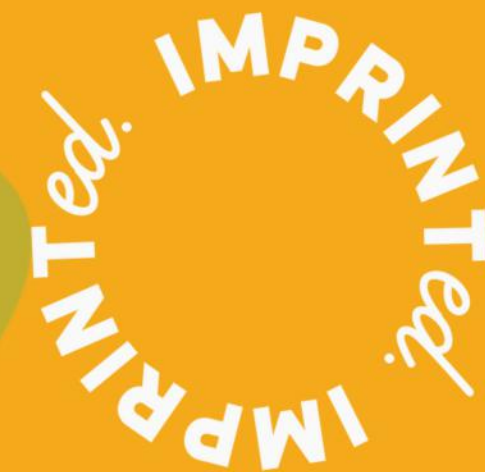
Once we've reviewed your current income and structure, we'll develop a 3-year sales forecast tailored to your Union.

This will include:

- Revenue projections based on your past performance and growth potential
- Recommended advertising formats and channels (e.g., digital screens, solus emails, external events)
- New income opportunities and strategies that align with student values and national brand demand

ed

HOW TO *Join?*



Step 4 AGREEMENT & ONBOARDING

Once we're aligned, we'll move forward with the partnership by providing:

- A tailored partnership agreement that suits your Unions' needs
- A structured onboarding plan, including timelines, campaign processes, and marketing asset review
- Shared folders and templates for campaign management, reporting, and comms

We'll also give you access to our internal booking and reporting system, where you can:

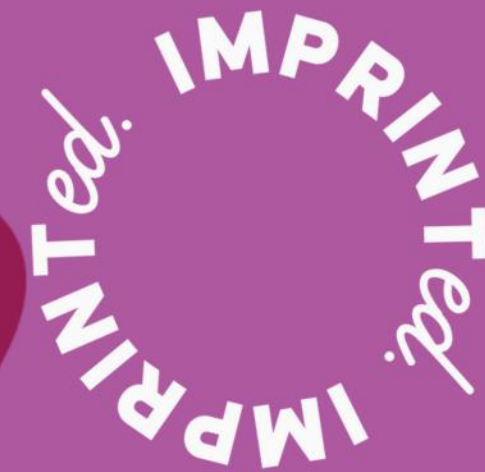
- View live campaign bookings as they come in
- See what's been booked, the dates, and campaign details
- Track costs and income in real-time
- Download reports at any time - ensuring full visibility and accountability

This system ensures that your team is always in the loop, with full transparency over every commercial booking and partnership.





HOW TO *Join?*



Step 5 GO LIVE WITH IMPRINTED

Imprinted becomes your dedicated commercial partner - managing media sales, campaign delivery, national brand partnerships, and agency engagement, all while keeping your Union's mission and values front and centre.

LOCAL *impact*

MAKE
YOUR
mark

- Work closely with local businesses who may not have the budget of giants like Domino's, but still want to engage with the student market
- Partner with local BIDs and community initiatives to build mutually beneficial campaigns

For example, we currently partner with Opportunity Kensington, who promote SU venues and bars in their newsletters reaching over 500 local businesses.

Whether it's a national campaign or a local collaboration, Imprinted helps Student Unions build commercial success that leaves a lasting mark.

OUR *clients*

IMPRINTed. IMPRINTed.

prime



Deloitte.



QATAR
AIRWAYS القطرية



JOHN LEWIS
& PARTNERS

Umberto
Giannini

BBC

AlphaSights

itv

POPWORKS



the
gym.

Handshake



scape



Specsavers

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★ RATEMY
PLACEMENT

LOVESPACE®

THANK YOU

Any Questions?

hello@imprinted.org.uk

