

THE SPIRIT OF NEW ORLEANS

SOUTHERN COMFORT

PRESENTS

FRESHERS GOES VIRTUAL

WITH

**BONGO'S
BINGO**

+

**VERY SPECIAL
GUESTS**

OCT
01
8PM

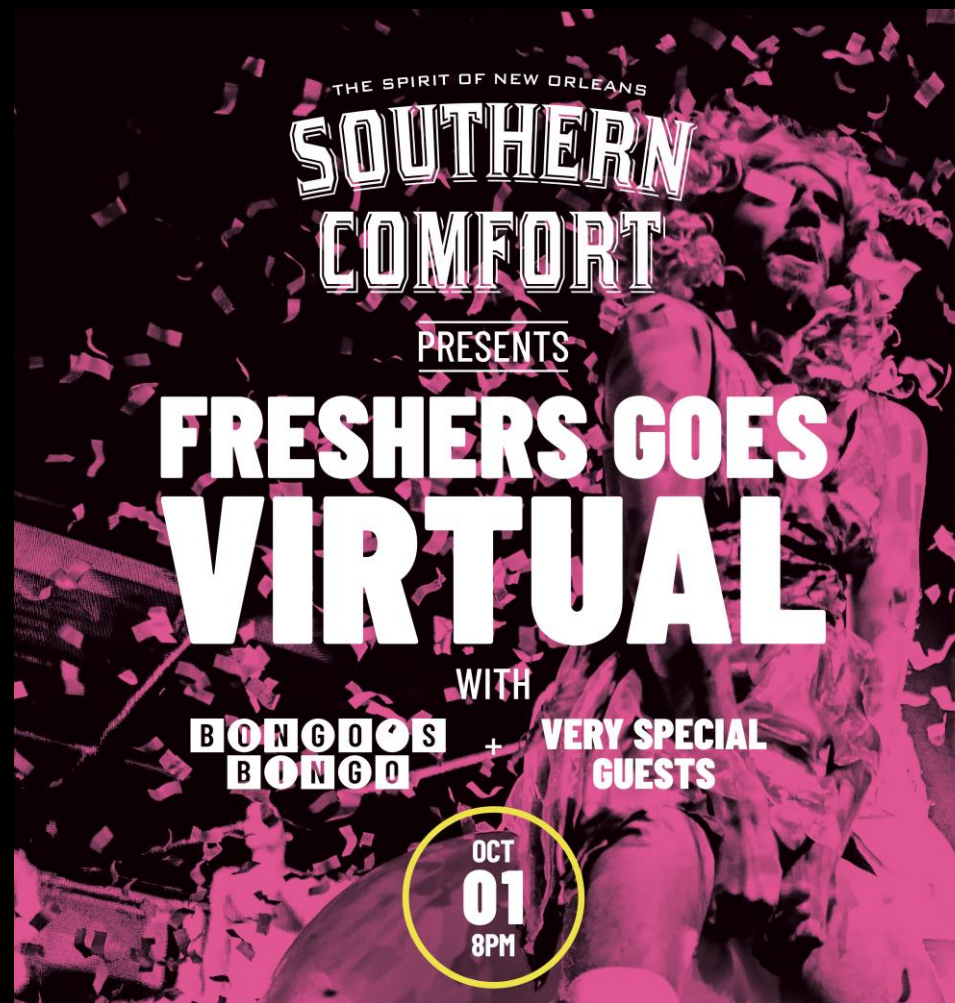
THE BIGGEST BONGO'S BINGO LIVE STREAM EVER!
INCREDIBLE DJ SETS FROM VERY SPECIAL GUESTS!
+ PRIZES UP FOR GRABS FROM SOUTHERN COMFORT,
BONGO'S BINGO & SCHUH!

WWW.FRESHERSGOESVIRTUAL.COM

schuh

BeGambleAware.org drinkaware.co.uk

18+



WHY SHOULD I GET INVOLVED?

Hundreds of thousands of students are joining or returning to University in what is, let's face it, a very strange time. Their experience will be very different. They could find it more difficult to settle in, make friends and enjoy themselves.

That's where we come in!

'Southern Comfort presents *Freshers Goes Virtual*' is a national virtual Freshers experience like no other!

The 3-hour event will be hosted by student favourites, Bongo's Bingo, along with a DJ set from world-renowned DJ, Clean Bandit.

Universities will battle against each other through interactive games and chatrooms to win some amazing prizes from Southern Comfort and Schuh!

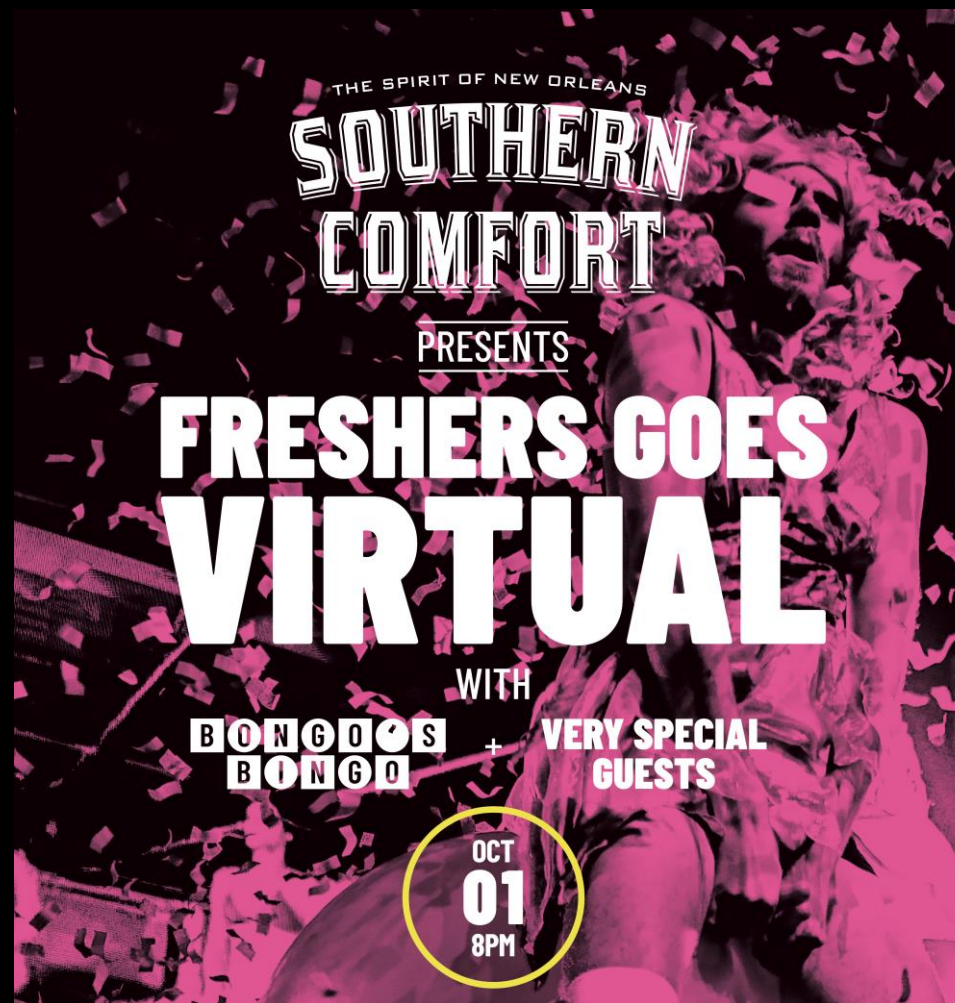
Do you want your students to think that they have joined the best & coolest University? Get them making friends the most fun way possible? Give them an experience like no other and get them LOVING their Freshers week!

Yes, it might be different but that doesn't mean it can't be FUN!

Prepare yourself for beautiful chaos.

LET'S GO!

TICKETS GO LIVE FROM TUESDAY 8th SEP



HOW TO GET INVOLVED

Each University is required to contribute a £500 production fee to access Freshers Goes Virtual which is required ahead of the show. This will get you a bespoke University landing page, sign-up functionality, University chat room function.

Once your University is signed up, we will create your bespoke portal and give you access to Freshers Goes Virtual. We will also provide a Marketing Pack which will help you promote the event as part of their Fresher's Week programme

IF YOU WOULD LIKE TO SIGN UP, PLEASE EMAIL

ryan.penty@paradigmagency.com

If you would like to drop in and ask any questions the team will be available on Weds & Thurs at 12pm next week on the following Zoom link:

<https://us04web.zoom.us/j/79815676114?pwd=cSs4Y3RITldqZnBUS0hnTSs0dlICZz09>

MARKETING & PROMOTIONAL SUPPORT

As part of show registration, we will require Universities to support promotional campaign to drive ticket sales and include show across official freshers' calendar, post across official social channels and include within email campaigns related to freshers' calendar. We will provide all assets for you to use to promote.

TICKETING

Each University will receive a unique access code for their students to buy tickets. Tickets are £5 each plus a small booking fee and all ticket revenue to be retained by promoter

PLATFORM ACCESS & EXPERIENCE

Once a ticket has been purchased, students are sent a unique e-ticket to access the stream on the 1st October – this cannot be shared as will only work on one device, however we acknowledge groups, houses, halls may get together to view via the one device

Students log in with their unique e-ticket and taken to a bespoke landing event page to that University. This page has a chat room function where students can talk to each other, but all Universities will be watching the same show

The in-show live element from Bongos will have challenges calling out Uni's to compete for prizes, including sending in footage and doing shout outs to Unis, students can only interact with each other from their own Uni once logged into the stream



BE SMART AND LINK IT TO DRIVE FOOTFALL AND RATE OF SALE IN YOUR SU BAR!

- Unions only pay £400 instead of £500 if they activate Southern Comfort's new cocktail, Passionate Twist
- Hi-Spirits fund £100 off for each union who purchase 6 cases of Southern Comfort (5 Original, 1 Black), and activates the Passionate Twist on menu
- Students attending the 'Freshers Goes Virtual' to redeem a 241 Passionate Twist in NUS venue (mechanic TBC) – to be funded by Southern Comfort as part of LT Plus
- Bespoke 'keep cup' vessels and slushie machines up for grabs if you participate in this link-up offer!



*Did you know passionfruit is the top trending cocktail flavour?**



Ingredients

Southern Comfort (50ml)
 Passionfruit juice
 Orange juice
 Grenadine
 Accessorise with **orange slice/watermelon sweets**

RRP £4.50**
 GP 70%

*CGA data 2020

** pricing is the sole discretion of the customer