

NSMW20



Spend healthy - live healthy

Sustainable Money

NASMA's National Student Money Week 2020 (NSMW20), supported by [Blackbullion](#) in partnership with [Pingit](#), will be held between 3rd-7th February 2020, and the theme this year is 'Spend healthy - live healthy'.

To support universities and FE colleges in delivering an effective, engaging campaign, NASMA is being supported by Blackbullion to power NSMW20 and deliver a ready-to-execute experiential campaign containing digital and physical resources. For the first time in its history, Blackbullion is bringing an external partner, Pingit - financial management app for students, as an external event partner.

We worked extremely hard to make the campaign boxes as affordable as possible, and would like to highlight that the value for money for the NSMW'20 is incredible. We would love to see all universities in the UK take part and look forward to making the National Student Money Week the biggest, student-focused, NASMA campaign of the year!

The Campaign: “Spend Healthy - Live Healthy: Sustainable Money”

This year’s campaign is all about increasing students' awareness about what habits they can change and implement to be happier, healthier and more sustainable spenders. From reusable food jars with recipes to “The Little Book of Sustainable Financial Habits”, there will be many opportunities to engage students with financial conversations.

The Campaign will also include practical, engaging marketing collateral: flyers, posters, banners, jars and button badges. All designed to help Student Support Teams deliver an engaging and fun campaign during the week with minimal effort and preparation. We’re also strengthening the social media element by running a student Instagram competition for the best food jar recipe.

Package Options

The feedback from last year was clear - universities who had the chance to purchase the physical box had better engagement and campaign outcomes.

All materials produced are budgeted at cost and ordered in bulk, meaning we can offer very attractive bundles. This year we’re introducing different packages to accommodate a variety of budgets and scales of the campaign you’re planning to run. **A free digital-only package will still be available to those who wish to print the materials themselves.**

Prices

Lite- £69

Covering the bare essentials for the week: a banner, flyers and educational material.

Small Box - £129

Campaign box designed for campus size **up to 12k students**. You’ll receive printed materials, merchandise and booklets to engage roughly 100-300 students during NSMW’20.

Large Box - £179

Campaign box designed for campus size **over 12k students**. You’ll receive printed materials, merchandise and booklets to engage roughly 300-500 students during NSMW’20.

Digital-only - Free

This is a digital-only zip file with print-ready materials and the campaign playbook. You’ll have to arrange your own print and merchandise.

** A shipping fee of £30 and VAT will be added to the final amount.*

IMPORTANT: To secure your box please complete the order form before or on 16th Dec. We won’t be able to take any others past that date

Delivery timeline

Physical materials will be shipped before, or on the **22nd Jan 2020**. Digital-only version will be available from the **15th Jan 2020**.

What's included?

A full experiential campaign delivered to campus containing digital assets, physical materials and merchandise to help deliver an exciting and impactful NSMW.

DIGITAL ASSETS

- **Campaign Guide Book:** A five-day marketing plan for NSMW20, including social media cheat-sheet, artwork, and guidance to help you execute the campaign on campus.
- **Email + Blog Templates:** Ready-to-use templates to engage students with NSMW20 before and during the campaign.

PRINT COLLATERAL

- **The Little Book of Sustainable Financial Habits:** packed with simple, actionable, sustainable money hacks to encourage students to break their bad money habits and save the planet. One day at a time.
- **Posters, Roller Banner:** materials to promote NSMW20 on campus.
- **Flyers/Food Jar Recipes:** Healthy, budget-friendly ideas to spend healthy - live healthy.
- **Food Jar Labels:** to use on the reusable food jars.

MERCHANDISE/GIVEAWAYS

- **#ZeroWaste Food Jars:** Reusable food jars to encourage healthy budget and planet-friendly eating! (you will have to label them ahead of the event with provided campaign labels).
- **Fitness Tracker Watch:** For your own prize draw! To encourage students to make their own recipes, each campus will be able to pick their own winner of the best Instagram recipe post.
- **#ZeroWaste button badges:** fun giveaway to capture students' attention!
- **Stand table cover:** Make your stand beautiful with a plain tablecloth in campaign colours.

	<i>Lite</i> £69	Small Box £129	Large Box £179	Digital-only (Free)
Campaign Guide Book	<i>Digital</i>	<i>Digital</i>	<i>Digital</i>	<i>Digital</i>
Email + Blog Templates	<i>Digital</i>	<i>Digital</i>	<i>Digital</i>	<i>Digital</i>
The Little Book of Sustainable	<i>100</i>	<i>200</i>	<i>400</i>	<i>Digital</i>

Financial Wisdom				
Posters	<i>Digital</i>	<i>10</i>	<i>20</i>	<i>Digital</i>
Flyers/ Food Jar Recipes	<i>100</i>	<i>250</i>	<i>500</i>	<i>Digital</i>
Roller Banner	<i>1</i>	<i>1</i>	<i>1</i>	<i>NO</i>
#ZeroWaste Food Jars	<i>NO</i>	<i>150</i>	<i>200</i>	<i>NO</i>
Jar Labels	<i>Digital</i>	<i>170</i>	<i>220</i>	<i>Digital</i>
#ZeroWaste Badges	<i>NO</i>	<i>200</i>	<i>400</i>	<i>NO</i>
Stand Table Cover	<i>NO</i>	<i>1</i>	<i>1</i>	<i>NO</i>
Prize: Fitness Tracker Watch	<i>NO</i>	<i>1</i>	<i>1</i>	<i>NO</i>

Important links:

1. [FAQ](#)
2. [Order Form](#)
3. [Terms & Conditions](#)