



— Sponsorship  
Guide —

*The  
National  
Student  
Television  
Association*



# What is NaSTA?

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We are a registered charity that represents over 40 Student Television Stations at Universities around the UK - our key aims are:

- To support stations in their day-to-day operation, by offering support and advice on anything from student union disputes and station management, to technical and production issues
- To create opportunities for stations and their members to collaborate with other stations, and national broadcasters such as the BBC, and for training, networking and career opportunities through our events
- To link stations and members with NaSTA's countless alumni in the industry, through our dedicated network, the Student Television Alumni Network (STAN)

# What does NaSTA do?

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## ■ Our Annual Conference and Awards

Most recently hosted in Nottingham by NSTV, this flagship of the NaSTA year includes awards judged and presented by industry professionals, this year featuring Newsround's Lizo Mzimba judging the prestigious 'Best Broadcaster' category.

We hope to secure funding to increase accessibility for station members, as there are always stations based far from the event and this limits who can afford to attend. By subsidising ticket costs we would be able to make a big difference to the accessibility of the television industry.

We are also always looking for industry professionals and organisations who may want to come and speak to our members as part of the conference portion of the weekend, join companies such as BlackMagicDesign and Avid in sponsoring an award, or buying advertising space in the event programme.

## ■ Our Regional Conferences

These are single-day conferences featuring panels of industry professionals, hosted by a station and organised in collaboration with our alumni network. Please contact Emma Bew (chair of Student TV Alumni Network) at [emma.bew@nasta.tv](mailto:emma.bew@nasta.tv) for more information.

## ■ FreshersTV

This yearly post-freshers livestream links up stations across the country, with a host producing a livestream showcasing both their own freshers coverage and the coverage of participating stations.

## ■ Our People's Choice Awards

This event occurs in June/July, and sees a host station broadcast a results show, presenting the winning stations in a range of categories, as voted for by stations themselves! This is a great compliment to the main awards, and most importantly it encourages stations to watch each other's content and feed back to each other.



*Pyrotechnics in 'Studio 7' at the NaSTA Awards 2019 in Nottingham*

# Why choose NaSTA?

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Your support can provide station members with the chance to create exciting new content, using cutting edge new technology, and all while learning new, highly applicable skills. It can give NaSTA the opportunity to provide better support and ensure our growth to better cater for a growing roster of affiliates.

We have the opportunity to showcase your services and brand to over 40 affiliated Stations and 1500 members with advertising opportunities during freshers week, in station studios, and opportunity to speak to students or have brand presence at our events. Our stations have a huge viewership on University Campuses up and down the country, and we offer a unique gateway to these audiences.

Central to our work at NaSTA is increasing accessibility to jobs in the media for a diverse range of young people. Student television serves as a gateway to the industry for so many, and as such we have a unique opportunity to champion diversity and equality of opportunity very early on in the process, and ensure that the industry continues to become more representative.

## What next?

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If you're interested in working with us, and accessing our unique audience, don't hesitate to get in touch. Email Edwin on [chair@nasta.tv](mailto:chair@nasta.tv) or Emma on [industry@nasta.tv](mailto:industry@nasta.tv)

We'd love to speak to you, and are more than happy to personalise sponsorship packages to suit your particular needs and aims.

We look forward to working with you!

