

# ROBINSON COLLEGE MAY BALL 2020

## *Sponsorship Brochure*



**BALL DATE**  
**12<sup>TH</sup> JUNE 2020**





# Welcome

Welcome to the 2020 Robinson College May Ball  
Sponsorship Brochure!

We have made this document to inform you about this event  
and the variety of sponsorship opportunities available.

We would be delighted if you could browse the following  
proposals, and take some time to learn more about our May  
Ball.

*Magnus Macleod*

*Sponsorship Officer, Robinson College May Ball 2020*  
[sponsorship2020@robinsonmayball.co.uk](mailto:sponsorship2020@robinsonmayball.co.uk)

# About the Ball

As the ball commencing the of the University of Cambridge's post-exam 'May Week' celebrations, Robinson College May Ball is a prominent and celebrated public event on the Cambridge calendar.

Playing host to undergraduates, postgraduates, and a large number of alumni, the 1400-capacity May Ball offers an excellent opportunity for companies to engage directly with a wide audience.

Our commitment to hosting a sustainable ball and our ethical approach makes Robinson College May Ball a positive and innovative brand for your company to be associated with.



# Charities

This year, Robinson College May Ball is proud to be supporting two charities:



Cool Earth is a global charity that works with local communities to halt deforestation and fight climate change in a number of tropical countries.



SolidariTEE is a student-led campaign set up by a former Robinson undergraduate that fundraises legal aid for refugees through selling their t-shirts at 25 different universities across the UK.



**Sustain-a-Ball**

## *Sustainability*

Hosting a ball that is as environmentally friendly as possible is central to our plans. We will be working closely with Sustain-a-ball, a Cambridge-wide environmental project, to reduce the carbon-footprint and waste generated by the ball.

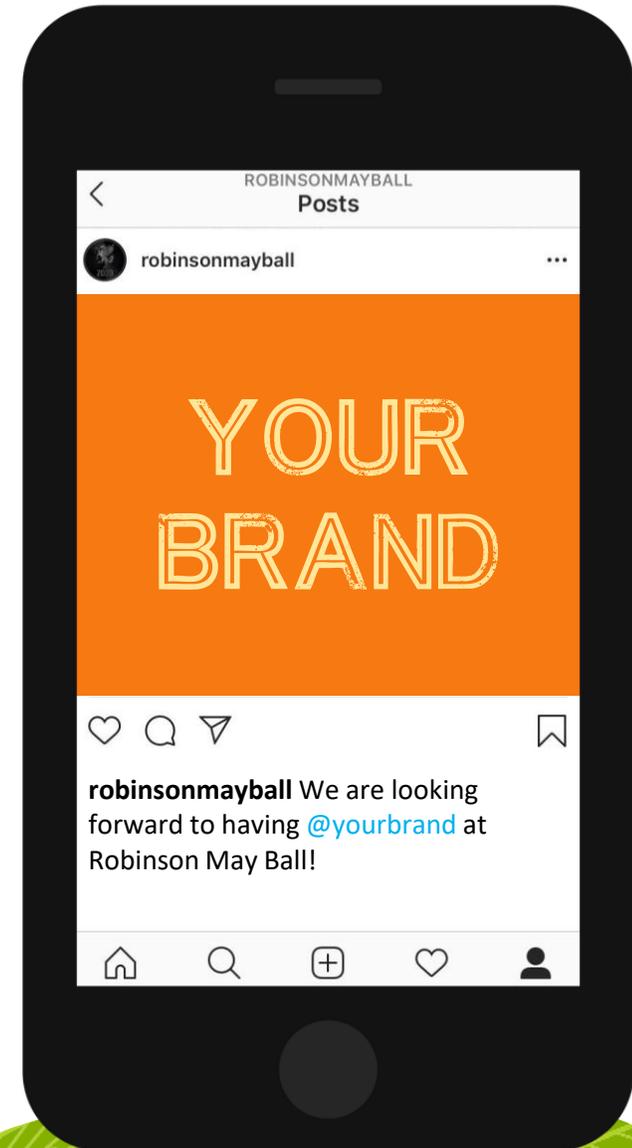
We plan to achieve this through careful waste management, the use of e-tickets, and by constantly reviewing what we can do to make our ball more sustainable.

Our support of [cooearth](#) alongside these efforts will partially off-set the environmental impact of the ball and ensure that some of the proceeds from ticketing go towards the fight against climate change.

# Sponsorship

Please see our suggested sponsorship packages on the following page. These packages are for guidance; prices and elements are negotiable and final agreements will be tailored to your marketing needs. We are highly flexible in this regard.

We are happy to discuss a bespoke package for any sponsors contributing cash, goods, or services (including those of the value below £500).



# Sponsorship Packages

PACKAGE	GUIDE COST	SOCIAL MEDIA POSTS	LOGO PLACEMENT	PROGRAMME /APP ADVERT	LAUNCH NIGHT PUBLICITY	THEMATIC POSTERS	DISTRIBUTION OF COMPANY LITERATURE	EXCLUSIVE COLLEGE-WIDE EMAIL	BOARD AT BALL ENTRANCE	EXCLUSIVE ROOM/STAGE NAMING RIGHTS
<b>STANDARD</b>	£300+	2x Facebook 2x Twitter 2x Instagram	Website, Post-Ball Video	✓	✓	✓				
<b>BRONZE</b>	£500+	3x Facebook 3x Twitter 3x Instagram	Website, Post-Ball Video, Poster	✓	✓	✓	✓			
<b>SILVER</b>	£1000+	4x Facebook 4x Twitter 4x Instagram	Website, Post-Ball Video, Poster, E-Ticket	✓	✓	✓	✓	✓		
<b>GOLD</b>	£1500+	5x Facebook 5x Twitter 5x Instagram	Website, Post-Ball Video, Poster, E-Ticket	✓	✓	✓	✓	✓	✓	
<b>PLATINUM</b>	£2000+	7x Facebook 7x Twitter 7x Instagram	Website, Post-Ball Video, Poster, E-Ticket	✓	✓	✓	✓	✓	✓	✓

*The size of sponsorship advertisements on our website, posters and e-tickets is negotiable and will be dependant on total value of sponsorship.*

*Prices quoted apply to the equivalent value of goods/services.*

# *Brand Exposure Opportunities*

Sponsorship of Robinson College May Ball will allow you to reach an audience far beyond the event's attendees. Through our launch night, social media coverage and post-ball video, the May Ball's publicity spreads well throughout the Cambridge community and further still.

***Social Media Posts*** ~ Robinson College May Ball runs a Facebook page, Instagram account and Twitter account. We can use these social media profiles to promote your company to an extensive audience.

***Programme advert*** ~ All guests receive a programme of events taking place over the course of the night, detailing timings and locations. This programme can include an advert of your design.

***Launch night publicity*** ~ The Ball's launch night is when the theme of the ball is announced, and has completely sold out for the past several years. Your company's sponsorship of the ball can be advertised during these announcements.

***Distribution of Company Literature*** ~ We are happy to distribute company literature - leaflets or flyers - around Cambridge.

***Exclusive College-Wide Sponsorship Email*** ~ We can send an email to all Robinson College Undergraduate and Graduate students exclusively about your company. We would work in close collaboration with you to determine the content

***Board at Ball Entrance*** ~ Guests must queue for ticket checks before entering the ball. We are able to place an advertisement board of your design in clear view of queueing guests.



# Brand Exposure Opportunities

**Logo Placement** ~ We have many opportunities to promote your brand through logo placement in a variety of locations.

- **Website** - there will be a section of our website dedicated to our sponsors, which will feature your logo and a brief description of your company.
- **Advertising Posters** - these are placed in busy locations around Cambridge, and logo placement here offers significant exposure to large numbers of students.
- **E-tickets** - logo placement on the ball's e-tickets guarantees brand exposure to all guests.

**Posters** ~ As part of creating the aesthetic of our theme (TBA) on the night of the event, our design department is happy to produce thematic posters displaying your brand and company information. These would be strategically placed in busy areas of the ball to maximise exposure.

**Exclusive naming rights to stages, bars and rooms** ~ Substantial sponsors are able to have a stage, bar or room named after them at our May Ball. Your company name would therefore receive prominent placement in the ball programme and in the sponsored location.



# Contact details



To find out more about the variety of opportunities we can offer you to promote your brand by sponsoring our ball, please contact us.

Thank you for considering this opportunity - we hope to hear from you soon!

*Magnus Macleod*

[sponsorship2020@robinsonmayball.co.uk](mailto:sponsorship2020@robinsonmayball.co.uk)

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