

30TH YEAR

SUMMER BALL

2024

SATURDAY 1ST JUNE

The SUBU Summer Ball has been running for over 28 years & is the largest University Summer Ball in the country. It's an iconic, custom designed & built green field event hosted at Bournemouth Sports Club.

The Summer Ball is far more like a mini festival than a formal ball & it offers a unique student marketing opportunity to directly align your brand with the feel good factor & excitement surrounding this huge student event.

It's the absolute climax to the student year, talked about constantly & has an impact way beyond our postcode!

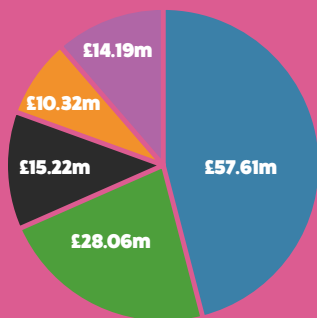


Why students are important to your brand

Students are constantly deciding which brands to buy, use & trust for the first time, so attracting them to your product or service has a huge potential for generating long-term brand loyalty. There are 2.2 million students in the UK, each spending on average around £10,000 per year, becoming the most profitable group in the 18-24 age bracket.

BU Impact Report

Bournemouth University Students alone spend £125 million annually



- Food & Beverages
- Accommodation
- Recreation
- Transport
- Other

'2013 BU Impact Report

Key facts you need to know

**The largest Summer Ball in the country:
A green field event with custom built
arenas. The event lasts for 13 hours
from 2pm to 3am**

200k



Reach of previous
online after videos:
SUMMER BALL 2023



50k



Reach of the legendary Bournemouth
Pier sunrise survivors photo

7.5k+



**SUBU Summer Ball ticket sales
(All in fancy dress)**

30x



**Double decker buses transporting
7.5k students to the site**

And that's not all... The Summer Ball site is jam packed with:



6 Main Stages:

3 Major big top marquees
+ Video screens
3 Medium sized stages
various ancillary activation
opportunities



8 Bars:

Totalling a length of
100 metres
+ 100 STAFF



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**STUDENTS'
UNION**
BOURNEMOUTH UNIVERSITY

Sponsorship Packages

THE HEADLINER PACKAGE

The only 'in association with' sponsor.
Your company recognised as a partner in the delivery of the event & given the official 'in association with' line on all print & digital media.

**YOUR
LOGO
ON:**

What's included?

- The Main Stage video screens for the duration of the event, which are viewed by 7.5k crowd
- The after video, attracting 203K reach & over 50K+ views
- The Survivors photo with 50K reach
- Remaining e-ticket sales
- All Summer Ball e-shots, sent to all 18,000 students including at least 6 e-mail campaigns
- Event marketing including – posters, e-shots, social media, digital screen & table talkers.

Plus more to really get your brand noticed

- 6m x 6m experiential marketing activation zone or branded bar at the heart of the Summer Ball
- 2 e-mails sent exclusively from your organisation to 18,000 BU academic emails
- 8 Facebook post across our SUBU Social Pages (Summer Ball Page: 10,978 follows, SUBU Bournemouth Page: 16,329 follows, Old Fire Station Page: 26,000 follows.)
- Advert on Digital screens across campus for 3 months on run up to event 1st March - 3rd June
- Bus pick up & drop off vinyl banners
- Summer Ball entrance & exit vinyl banners
- Website banner advert in a prominent position of the Summer Ball website linked to your desired URL
- Headline sponsor logo on all Summer Ball e-shots sent to all 18,000 students including at least 6 e-mail campaigns

£4,999 + VAT

WANT TO GET YOUR BRAND INVOLVED? GET IN TOUCH:



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Sponsorship Packages

SUPPORT ACT PACKAGE



What's included?

- Partner logo on all event marketing including – posters, e-shots, social media, digital screen & table talkers.
- 6m x 3m experiential marketing zone at the heart of the Summer Ball site
- 1 e-mail sent exclusively from your organisation to 18,000 students
- 4 Facebook posts across our SUBU Social Pages (Summer Ball Page: 10,978 follows, SUBU Bournemouth Page: 16,329 follows, Old Fire Station Page: 26,000 follows.)
- Advert on Digital screens across campus for one month prior to event
1st May - 1st June value

£1,499 + VAT





SPECIAL GUEST PACKAGES

Limited availability so start your campaign today!

Contact Andy Elsey to discuss your brand activation & your presence at Bournemouth's biggest student event.

150 Summer Ball staff t-shirts & lanyards worn by crew members & bar staff on the night. Your logo sized 150mm x 100mm on T-Shirts & 15mm2 on lanyards. The uniforms also worn by the team on pre-event promotion leading up to the event

£1,049 + VAT

Summer Ball Sunglasses

500 promotional sunglasses given out with selected promotional ticket sales - Partner logo on side of glasses

£749 + VAT



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