



**STUDENTS'
UNION**
BOURNEMOUTH UNIVERSITY



MEDIA PACK

BE PART OF ONE OF THE UK'S BIGGEST SUMMER BALLS!

The SUBU Summer Ball has been running for over 30 years and is one of the largest University Summer Balls in the country. It's an iconic, custom designed and built green field event hosted at Bournemouth Sports Club.

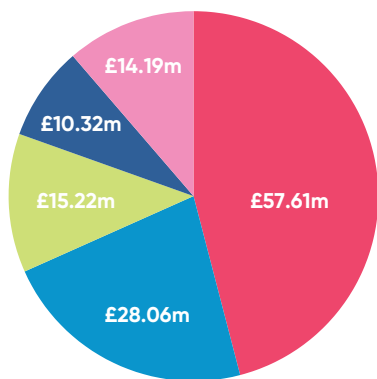
The Summer Ball is far more like a mini festival than a formal ball and it offers a unique student marketing opportunity to directly align your brand with the feel good factor and excitement surrounding this huge student event.

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

Why students are important to your brand

Students are constantly deciding which brands to buy, use and 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



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

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 2024

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



Sponsorship Packages



HEADLINER PACKAGE

The only 'in association with' sponsor.

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



What's Included?

**YOUR
LOGO
ON:**



- The Main Stage video screens for the duration of the event, which are viewed by 7.5k crowd
- The after video, attracting 203K reach and over 50K+ views
- The Survivors photo with 50K reach LOGO
- 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 and 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 – 1st June
- Bus pick up and drop off vinyl banners
- Summer Ball entrance and 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 and 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

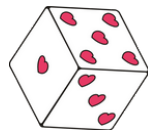


£1,499 + VAT





Sponsorship Packages



SPECIAL GUEST PACKAGES

Your logo on 100 Summer Ball staff t-shirts

Worn by crew members and bar staff on the night. The uniforms also worn by the team on pre-event promotion leading up to the event.

Be one of two logos, sized 150mm x 100mm on T-Shirts.

£600 + VAT

Summer Ball Sunglasses

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

£749 + VAT



Limited availability so start your campaign today!



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



WANT TO GET YOUR BRAND INVOLVED? GET IN TOUCH:

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