SUBU'S ANNUAL FUNDRAISING

SUMMERBALL

2019

SATURDAY 1ST JUNE

Sponsor The UK's Biggest Summer Ball

The SUBU Summer Ball has been running for over 25 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!

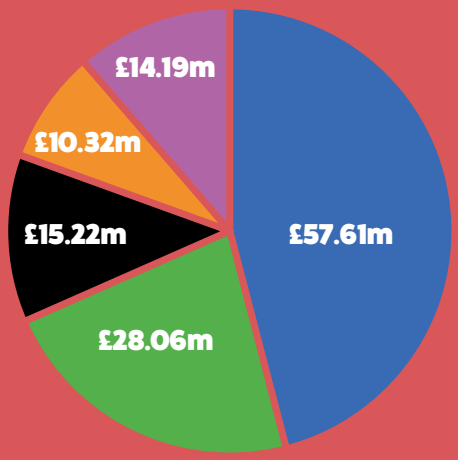
SUBU STUDENTS' UNION BOURNEMOUTH UNIVERSITY

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 2013 Impact Report

Bournemouth University Students alone spend £125 million annually



- Food & Beverages
- Accommodation
- 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 2018

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:

5 Main Stages:

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

8 Bars:

Totalling a length of 100 metres

+100 STAFF

aelsey@bournemouth.ac.uk
01202 961461

SUBU 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

What's included?

YOUR LOGO ON:

- The 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

- 8m x 6m experiential marketing activation zone at the heart of the Summer Ball
- 2 e-mails sent exclusively from your organisation to 18,000 BU academic emails
- 8 Facebook post on SUBU Summer Ball Page (14,000 likes)
- Advert on Digital screens across campus for 3 months on run up to event 31st March - 1st 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 on SUBU Summer Ball Page with14k likes
- Advert on Digital screens across campus for one month prior to event 31st March - 1st June value

£1,199 + VAT

SPECIAL GUEST PACKAGES

Limited availability so start your campaign today. Contact Andy 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

£849 + 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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