Welcome to the Robinson College Cambridge May Ball sponsorship brochure. We hope that this document will give you a better idea of what this event is about.

We would be delighted if you could browse our attached proposal, where you can find out about the numerous opportunities on offer.

Anna Davies
Robinson May Ball Sponsorship 2019
Kicking off Cambridge’s renowned May Week celebrations on 14th June 2019, Robinson College May Ball is one of the biggest and most highly publicised events in the social calendar.

Hosting 1300 guests, Robinson College May Ball offers a unique publicity opportunity to engage with a wide and diverse audience of Cambridge undergraduate students, as well as postgraduates and a large alumni presence.

Viewed by many as one of the most contemporary and stylish balls, Robinson has made a name for itself and the ambition and success of the event grows each year.
We are proud to announce that we are supporting two major charities:

- SOS Children’s Villages, UK – a global charity, based in Cambridge, working to support children who have lost or are at risk of losing parental care.

- Teenage Cancer Trust – a cancer care and support charity in the UK that exists to improve the cancer experience of 13-24 year olds.
We are also working with Sustain-a-ball to reduce the environmental impact of the ball through careful waste management and conscious sustainable practice.

The Ball is a clear way to engage with an event that has an impact far exceeding the night itself.

Through a threefold combination of brand placement, social media coverage and bespoke products, our sponsorship team can tailor a package to meet your marketing needs.
# Standard Sponsorship Packages

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<thead>
<tr>
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<th>Social Media Posts</th>
<th>Logo Placement</th>
<th>Programme Advert</th>
<th>Launch Night Publicity</th>
<th>Thematic posters on the night</th>
<th>Distribution of Company Literature</th>
<th>Exclusive College-wide Sponsorship Email</th>
<th>Board at Entrance</th>
<th>Radio airtime on Cam FM</th>
<th>Exclusive Naming Rights to Rooms and Stages</th>
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</thead>
<tbody>
<tr>
<td><strong>Platinum</strong> £2000+</td>
<td>7x Facebook 7x Twitter 5x Instagram</td>
<td>Website Post-Ball Video Poster Ticket</td>
<td>Double-page</td>
<td>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</td>
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<td><strong>Gold</strong> £1500+</td>
<td>5x Facebook 5x Twitter 3x Instagram</td>
<td>Website Post-Ball Video Poster Ticket</td>
<td>Double-page</td>
<td>✓ ✓ ✓ ✓ ✓ ✓</td>
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<td><strong>Silver</strong> £1000+</td>
<td>4x Facebook 4x Twitter 2x Instagram</td>
<td>Website Post-Ball Video Poster</td>
<td>Single-page</td>
<td>✓ ✓ ✓ ✓</td>
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<td><strong>Bronze</strong> £500+</td>
<td>3x Facebook 3x Twitter 1x Instagram</td>
<td>Website Post-Ball Video</td>
<td>Half-page</td>
<td>✓ ✓</td>
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<tr>
<td><strong>Standard</strong> £300+</td>
<td>2x Facebook 3x Twitter 1x Instagram</td>
<td>Website Post-Ball Video</td>
<td>Half-page</td>
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Please note these packages are for guidance only, prices and elements are negotiable and final agreements will be tailor-made to your marketing needs.

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

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

Social Media Posts – Robinson College May Ball runs a Facebook page, an Instagram account and a Twitter account which we can use to post promotional material for your company. You can find our sponsorship posts from recent years, e.g. our Instagram posts for Cambridge Shisha Hire two years ago, by following the links to our social media accounts at www.robinsonmayball.co.uk.

Logo Placement – your logo can be placed in a number of locations depending on the value of sponsorship
• Website – there will be a dedicated page for sponsors where we will display your logo as well as a brief description of your company
• Post-Ball Video – a videographer is hired for the ball every year to capture the best moments of the ball and create a professional video which is the posted on social media. These typically gather a lot of views (the video for the 2016 ball currently has over 3600 views) and at the end of the video, we will place a screen with the logos of all our sponsors
• Posters – these will be placed all around Cambridge, especially in heavily student-populated areas, so logo placement on these is a fantastic opportunity for brand exposure
• Ticket – the tickets are made of roughly passport-sized pieces of card which have room on the back for the logos of our sponsors

Programme Advert – all guests will receive a programme which details the timings of the event and the organisation of the event. We would be able to insert a black and white advert of your design into the programme, the size of which will depend on the value of sponsorship as described in the sponsorship brochure.

Launch Night Publicity – launch night usually sells out every year and is when the committee officially announces the theme of the ball and sponsors. As part of these announcements, we would be able to give your company a special mention.

Distribution of Company Literature – if your company has any leaflets or flyers, we can distribute these for you to Cambridge students.
**Brand Exposure Opportunities**

Exclusive College-wide Sponsorship Email – we can send out a promotional email to all Robinson undergraduates and graduates specifically about your company. We would work with you to create the content of the email itself.

Board at Entrance – with a high level of attendance, guests must typically queue before being admitted entrance to the ball. We would be able to place an advertisement board of your design near the entrance along the side of this queue, easily in view of the queuing guests.

Posters- as part of building the aesthetic of the yet-to-be-announced theme, we would produce thematic posters with your branding and company info to be displayed around college, particularly in areas where queues build up. Thanks to the help of our graphics team, these posters will also make great photo opportunities as students are immersed in the theme, and will likely appear on attendees’ social media as well as our own.

Radio airtime on Cam FM – every year the Robinson May Ball Committee arranges a slot to speak on Cam FM. This is typically well tuned-in to since the headlining acts are revealed during this segment. As part of the announcements, we would be able to give your company a special mention.

Exclusive Naming Rights to Stages/Bars/Rooms – in return for significant sponsorship, we would be able to name a particular stage/bar/room after your company. This name would be visible at the location itself, as well as being printed in the programmes.

**Snapchat “Geofilters”**

Separate to our other sponsorship opportunities, we’re offering the opportunity to be featured in our May Ball “Geofilters” for students to broadcast their night to their followers alongside your branding.

These filters can be offered for set periods of time in the vicinity of the May Ball, and for the launch night too. This feature extends the reach of your branding from those 1300 May Ball attendees to those on their social media too, potentially into the hundreds of thousands viewing these stories.

The standard price for both launch night, and the ball itself will be £30 per hour for the simplest design with your logo incorporated, though more complex custom designs are available. Discounts will be available for the amount of time bought.
For more information, please do not hesitate to contact us. Thank you for considering this opportunity and we look forward to hearing from you!

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