

ROYAL HOLLOWAY STUDENTS' UNION

# SUMMER BALL

On Friday 2 June, Royal Holloway Students' Union will host our biggest commercial event of the year, the Summer Ball. Set in stunning grounds within the historical Founder's Building quads, this established annual event sees 3000 students celebrate their end of year in style. With seven music arenas, DJs, bars and plenty of alternative entertainment, this is truly an event not to be missed.

SPONSORSHIP OPPORTUNITIES

**RH  
SU**

## THE STUDENT MARKET

---

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 and they make up the most profitable group in the 18-24 age bracket.

**2.2m**  
STUDENTS IN THE UK

**10k**  
AVERAGE  
ANNUAL SPEND

## WHO YOUR MESSAGE WILL REACH

---

Royal Holloway has an extremely diverse student body. With highly affluent and internationalised students studying subjects ranging from Astrophysics to Classical Studies we are number nine in the UK for international outlook. A pioneering college for women, Royal Holloway's population of over 9000 students is roughly split as 42% male and 58% female.



OVERSEAS / HOME/EU



MALE / FEMALE



POSTGRADUATE / UNDERGRADUATE

## THE PACKAGES

As a sponsor of the Royal Holloway Summer Ball, you receive benefits that will help you achieve your marketing goals by targeting all 3000 attendees. We have three main sponsorship packages detailed below, as well as a variety of others. Want to find out more about these opportunities? Get in touch.

### THE LEAD

**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.

- + The only main stage sponsor
- + Leading wristband sponsor: your logo on the wristbands given to all 3000 attendees
- + Website sponsor: your logo in a prominent position of the Summer Ball website linked to your desired URL
- + Leading logo on all Summer Ball e-comms sent to all 9700 students
- + Union plasma screen advertising: up to and including the date of the Summer Ball
- + Leading logo sponsor on posters: A0 & A3 posters in the areas of high student footfall
- + Ten tickets to attend the Summer Ball: for you, your colleagues or clients
- + Your logo on social media deliverables relating to the Ball

£3000 + VAT

### THE SUPPORT

**The only sponsor of the second largest stage, the Big Top.**

- + Your logo on the wristband: given to all 3000 attendees
- + Website sponsor, logo and link to desired URL: your logo in a prominent position of the Summer Ball website linked to your desired URL
- + Your logo on all Summer Ball e-comms sent to all 9700 students
- + Union plasma screen advertising: up to and including the date of the Ball
- + Logo on posters: A0 & A3 in areas of high student footfall
- + Four tickets to attend the Summer Ball: for you, your colleagues or clients
- + Your logo on social media deliverables relating to the Ball
- + Sponsorship of the second stage big top

£1500 + VAT

### THE WARM-UP

**The only sponsor of the Summer Ball's acoustic stage.**

- + Website sponsor, logo and link to desired URL: your logo in a prominent position of the Summer Ball website linked to your desired URL
- + Your logo on all Summer Ball e-comms sent to all 9700 students
- + Union plasma screen advertising: up to and including the date of the Ball
- + Logo on posters: A0 & A3 in areas of high student footfall
- + Two tickets to attend the Summer Ball: for you, your colleagues or clients
- + Your logo on social media deliverables relating to the Ball

£750 + VAT

OR SIMPLY...

## LANYARD SPONSORSHIP £300 + VAT

Your company advert on an A7 lanyard card, given to all 3000 attendees.

t. 01784 276700  
e. marketing@su.rhul.ac.uk

TO GET YOUR BRAND INVOLVED, GET IN TOUCH

