

CLARE MAY BALL

SPONSORSHIP GUIDE 2017/18

Welcome to Clare May Ball 2018.



Welcome to the Clare May Ball 2018 Sponsorship brochure. In this brochure we aim to give you a taste of the May Ball experience and a sense of the exciting publicity opportunities it can offer your company.

Every year Cambridge University looks forward to May Week, a week in June that hosts a series of balls to celebrate the end of exams. On Monday 18th June the annual Clare May Ball will take place within the grounds of the second oldest college. For the entire night the iconic Old Court and gardens of Clare will transport **1,200 students and alumni** to an enchanting world of class, glamour and sophistication.

As one of the most prestigious May Balls, Clare College is well-known for having a **forward thinking approach**, as we aim to deliver something new to our guests every year. In 2016 Clare May Ball achieved the title of Cambridge's first carbon neutral May Ball, a huge source of pride to us and setting a fantastic precedent for future balls and is a goal we aim to replicate this year too. The 2018 Clare May Ball Committee promises to bring greater change and create something **more exciting than ever before**.

The Clare May Ball sells out every year and our attendees go on to become professional, academic and corporate leaders - sponsoring the May Ball is an amazing and fruitful opportunity for your organization be associated not only with an amazing event but with promising and committed young people who are soon to launch careers and businesses of their own.



SPONSORSHIP AND PUBLICITY OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

If you are interested in becoming a sponsor, we would be delighted to talk to you to form a partnership. We are not only looking for monetary donations, but would welcome any partnership that donates products for the Ball.

PUBLICITY OPPORTUNITIES

By working with us, we offer many exciting publicity opportunities for your company through exposure to the thousands of Cambridge students and alumni.

ONLINE PRESENCE

- Company name and logo displayed on our website
- The ability to send messages via our Facebook page (950 likes last year)
- The ability to send messages via our ticket holders mailing list (1,200 ticket holders)
- Use of our Instagram and Snapchat social media for publicity.

PHYSICAL PRESENCE

- Company logo on all 1200 tickets, wristbands and programmes
- Company logo on 100+ workers' lanyards

ON THE NIGHT

- Company banner and logo in different locations of the ball
- Use of your company's product within its own stall at the ball

The above sponsor package costs £1,500. We would love to stress that this package is just one example of the publicity opportunities we could offer your company. We are keen to cater to your needs as sponsors and thus if you have any further suggestions or would like to discuss a different scope of package, we will do our best to cater for your individual needs. Subject to any sponsorship deal, we would be happy to provide corporate and VIP tickets to your representatives of your company.



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