Graduation Ball 2014
EUSA SPONSORSHIP OPPORTUNITIES

Edinburgh University Students’ Association
The Graduation Ball is an annual end of year event for University of Edinburgh graduates and is the highlight event of many students’ university experience. The Ball is held in the historic Teviot Row House and hosts a capacity crowd of over 1000 graduates and VIP University guests each year.

Thanks to four months of promotion in advance of the event, the Graduation Ball is the highest profile entertainment event of the year. It features live music, DJs, comedy, burlesque, casino games and a gourmet four-course dinner.

Teviot Row House is one of the most impressive buildings in Edinburgh. Its distinctive gothic architecture and panoramic views overlooking the heart of the University make it the perfect venue to host this prestigious event. Teviot features five bars on the night of the Ball including the Loft Bar & Rooftop Terrace and the famous Library Bar.

We hope you will be interested in working with EUSA as either a Major Sponsor or as an Event Sponsor for this year’s Graduation Ball.
To promote the Graduation Ball, EUSA has developed an elegant campaign that captures the grandeur and celebratory nature of the night.

All promotional materials will clearly convey that your organisation is the Major Sponsor with your organisation’s logo appearing alongside the EUSA logo. There will be a maximum of two Major Sponsors (terms of exclusivity can be negotiated). Additional sponsorship benefits during the Ball can be found later in this presentation.
Promotion of the Ball begins in March and runs across various digital and print channels until the event on 5th July 2014. Major Sponsors will be featured on the following marketing channels promoting the Ball:

**DIGITAL:**

- **PLASMA SCREENS** (Displayed throughout our four Union buildings)
- **BANNER ON EUSA WEBSITE** (Averages 195,000 individual page views each month)
- **SOCIAL MEDIA** (Over 12,000 Facebook Likes and 5500 Twitter Followers)
- **ENewsletter Feature Ad** (Sent directly to over 30,000 students)
- **Library Screen Savers** (Rare opportunity for branding to appear in the University libraries during peak exam period)

**PRINT:**

- **POSTERS** (Displayed throughout our four Union buildings)
- **Multiple Ads in Two Student Newspapers** (Combined readership of 12,000)
- **Event Tickets** (1000 tickets are printed for the event)

Both Major and Event Sponsors will also have an opportunity to have brand presence and carefully placed point of sale at the Ball. Brand placement during the event could include space for experiential marketing displays, pop-up themed bars or branded gift bags for all attendees.

*Availability subject to date of Sponsorship Confirmation*
WHY BE A SPONSOR

BRAND ASSOCIATION: The University of Edinburgh is ranked 5th in the UK and 17th in the world, solidifying its position as an elite University. Develop an affiliation with a global leader by associating your brand with the highlight event of the year.

LARGE CAMPAIGN: The Graduation Ball is one of EUSA’s longest running and largest campaigns appearing across campus over a wide range of channels. Promotional activity takes place in high traffic areas to maximise the 4 months of exposure to over 30,000 students.

KEY DEMOGRAPHIC: This is the only entertainment event targeted specifically at graduates creating a unique opportunity to promote your organisation and brand to this future ABC1 demographic just before they enter the job and consumer markets.

PRODUCT PLACEMENT: Whether your product or brand is already available within our outlets or not, this is the perfect high profile opportunity to present it during a stylish and memorable event.

*QS World Rankings 2013/14 (10/09/2013)*
SPONSORSHIP OPPORTUNITIES
As a Major Sponsor you will be featured on Graduation Ball promotions in a campaign that lasts over 4 months. In addition to appearing on the promotional artwork leading up to the event, a Major Sponsor also receives the following benefits:

- Opportunity to set up an experiential marketing display or company branded bar during the event
- Brand presence in a choice of commercial outlets during the event
- Scope to carry out promotional activities on-site (T&C’s apply)
- Headline logo on “Thank You Sponsors” plasma screen displayed during the Ball
- Single-colour logo on marketing materials for pre promotion (print & digital) and at the event (programmes, table plans, menus)
- Feature ad in HTML email to all Graduates
- One month’s plasma screen advertising displayed in our Student Union (subject to availability)
- First right of refusal for 2015 event sponsorship

**MAJOR SPONSORSHIP £5000**

* Package can be tailored to budget
As an Event Sponsor you can choose how best to promote your organisation or brand at the Ball – from experiential marketing displays, company branded bars or gift bags for all attendees, the sky’s the limit.

Event Sponsorship includes:

- Opportunity to set up an experiential marketing display or company branded bar
- Brand presence in a choice of commercial outlets
- Scope to carry out promotional activities on-site during the event (T&C’s apply)
- Feature logo on “Thank You Sponsors” plasma screen displayed during the Ball

EVENT SPONSORSHIP £2000