GRADUATION BALL
JULY 2015

SPONSORSHIP OPPORTUNITIES
LSE is the top London University specialising across the economic, political and social sciences. Based in central London, LSE is home to around 10,000 students representing over 140 different nation’s worth of talent. The School’s graduates go on to shape the financial, business, political and voluntary sectors across the globe.
WHY SPONSOR US?

2015 marks the first year we are creating a ball on this scale, giving you a chance to be the first official sponsor of the biggest anticipated event of the year at LSE.

Target audience of 10,601 students

+400 Attendees at the event
58% Male 42% Female

70% of attendees recall the sponsor of the ball

Sold out 15 days before the event

40% Graduating with no Job

Target LSE population of 10,000 students around campus

+10000 views on webpage

Future ABC1 demographic entering the consumer markets

Presence at the actual event & connection with students

2 months of exposure

+14k views in 4 days on Facebook event
LSE GRAD BALL SPONSORSHIP

GOLD SPONSOR—£5,000+VAT

Brand activation opportunities on the lead up to LSE Grad Ball...

Brand exposure on:

• Presence on the official LSE Grad Ball website—this could include your logo with a link to your website

• Logo inclusion on all print materials—posters, flyers, banners etc, displayed throughout the LSE Campus
  
  • Ticket sales campaign, including logo on 400+ tickets

  • TV Screen advertising in high footfall Student Centre

  • Social Media Campaign

• Event video which will be shared across LSESU digital channels

• Event-related emails sent to database of over 10,000 students

On the night:

• Pop up banners or railing banners next to entrance

  • Opportunity for onsite activity (T&C’s apply)

  • Be a part of our Brand Wall
SILVER SPONSOR—£2,500+VAT

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  • TV Screen advertising in high footfall Student Centre

  • Social Media Campaign

• Event video which will be shared across LSESU digital channels

• Event-related emails sent to database of over 10,000 students

On the night:

• Be a part of our Brand Wall
BRONZE SPONSOR—£1,000+VAT

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• Social Media Campaign

• Event-related emails sent to database of over 10,000 students

On the night:

• Be a part of our Brand Wall

If you would like more information about any of our packages or would like to discuss a tailor-made package, please do not hesitate to contact us using the following details:

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