



CHRIST'S MAY BALL 2016 | christsmayball.com



CHRIST'S MAY BALL 1930
christsmayball.com

CHRIST'S COLLEGE, CAMBRIDGE

- Founded in 1505, Christ's College has some of Cambridge's most celebrated alumni, including Charles Darwin and John Milton.
- Christ's and the University provide both a desirable employment base and a receptive consumer audience.
- Sponsorship of the Ball would offer your company exposure to 30,000 students at one of the best universities in the world, and over 1,300 guests at one of the most prestigious events in the Cambridge social calendar.



CHRIST'S MAY BALL 1936
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HISTORY & REPUTATION

- Held biennially, the Christ's May Ball became a regular part of the May Week celebrations at Christ's College from the 1880s
- Christ's May Ball has grown from hosting 170 attendees in 1937 to a capacity of 1400 for 2016
- *'Close to Perfection ... Christ's was, by some distance, the best May Ball I've been to in my three years at Cambridge'* - Varsity, 2014



CHRIST'S MAY BALL 1955
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PUBLICITY & ADVERTISING

The Christ's May Ball publicity campaign offers sponsors a range of opportunities for printed and digital advertising, including:

- the posters advertising the Ball and its launch event
- the printed tickets, delivered to guests prior to the May Ball
- the printed programme, received by each guest at the May Ball
- the website, which will be imperative for ticket purchase and regularly updated in the lead up to the ball
- the May Ball Facebook page
- reviews by student publications and websites such as the Cambridge TAB, which receives over 20,000 hits per day



CHRIST'S MAY BALL 1996
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THE NIGHT OF THE BALL

Beginning at 6pm for dining guests, the Ball is expected to end at roughly 6am the following morning. During this time, there are numerous opportunities for showcasing your company logo or name:

- naming various stages, rooms, bars or dining areas after your company
- branding on stages, the marquee, and in various rooms
- decorations throughout the Ball
- branded guest wristbands



CHRIST'S MAY BALL 2014

Photograph courtesy of Chris Rowlands
christsmayball.com

THANK YOU FOR READING THIS PROPOSAL

We would be delighted to work with you on what promises to be an innovative and spectacular event.

Please do not hesitate to contact:

Elisabet Lindgren,
Sponsorship Officer
sponsorship@christsmayball.com

if you might be interested, or have any questions.