



Jesus May Ball 2012

www.jesusmayball.com

Jesus College ▪ Jesus Lane ▪ Cambridge ▪ CB5 8BL

Dear Sir / Madam,

On behalf of the Jesus May Ball 2012 Committee, I would like to thank you for taking the time to read our Sponsorship proposal in which I hope you will gain a clear picture of what a Cambridge May Ball is like and in particular how the Jesus May Ball remains one of the most popular and prestigious events of the year.

The college was founded in 1496, yet is also considered one of the most modern with the award winning Quincentenary Library, officially opened by the Queen in 1996. With new art exhibits and sculptures being introduced every three years, and a biennial sculpture exhibition, Jesus College has a thriving culture which contributes to the stunning atmosphere that our May Ball is surrounded by. Therefore our dedicated committee is determined to preserve the college's upstanding reputation in Cambridge by organising one of the most prominent May Balls in the University. However we are constantly striving to surpass the expectations and imaginations of our guests, requiring meticulous planning, an enthusiastic committee, but above all, the valued support of our sponsors. With all this in mind, we hope you will consider being a part of our venture for the 2012 May Ball.

This year's ball will be held on Monday 18th June 2012 within the beautiful grounds of Jesus College, where over 1800 of the University's brightest minds will enjoy what can only be described as the highlight of their year. We would be delighted if you could join us in accomplishing this feat so please browse through our attached proposal where we have highlighted the numerous benefits and opportunities that your business could gain through sponsorship.

If you have any queries or require further information, please do not hesitate to contact either of us.

From the committee as a whole, we thank you for your time in considering our proposal and we look forward to hearing from you.

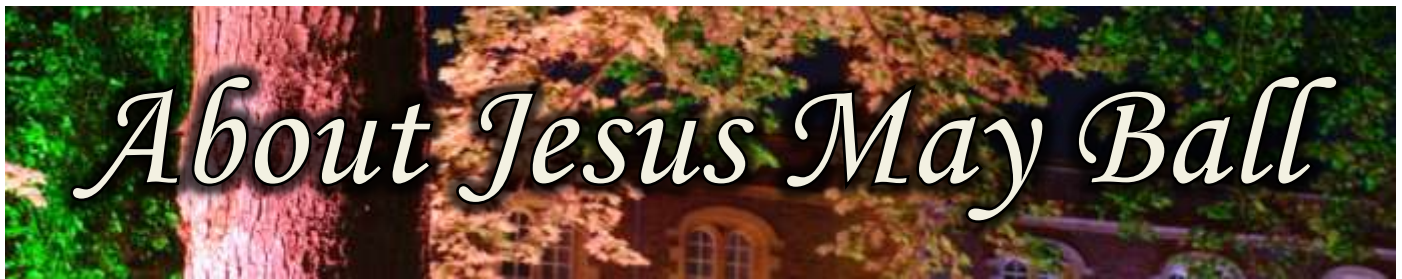
Yours faithfully,

Emily Ahlers

Sponsorship Officer
Jesus May Ball 2012
mayball-sponsorship@jesus.cam.ac.uk
07766 405696

Wei-Ying Chen

Co-President
Jesus May Ball 2012
mayball-president@jesus.cam.ac.uk
07769 976011



May Balls are a traditional way for Cambridge students to celebrate the end of exams and the completion of the academic year. Jesus May Ball is organised by a team of current Jesus students, ranging over a variety of years and subjects, who work on preparations throughout the entirety of the academic year. It is a Black Tie event offering luxury food, drink and entertainment during the course of the night, resulting in an unforgettable 9 hour experience starting from 8pm through to 5am the following morning.

What sets Jesus May Ball apart from the rest?

- The Jesus May Ball is traditionally the most popular amongst first year students. This is advantageous to both corporate sponsors, as these students will be highly receptive to sponsor brands and will be seeking internships following the summer break; and also to local sponsors, as they have at least two more years to spend in Cambridge and are a potentially lucrative audience.
- Due to the college's enormous and stunning grounds, it is one of the largest May Balls and hosts over 1800 guests, each given a ticket and programme which could feature sponsor logos.
- We have consistently secured high quality entertainment, with headline acts such as Professor Green, Mr Hudson, The Feeling and Simon Amstell in recent years, making May Ball tickets some of the most sought after.
- Our website, www.jesusmayball.com, receives around 50,000 hits annually.
- Last year Jesus May Ball donated £2962 to a selection of local charities and we hope to raise a similar amount this year.
- The college always has a magical atmosphere with Ferris Wheels and Carousels featuring in the past, alongside stunning lighting and spectacular design features.
- Food and drink is of the highest class with vintage champagne welcoming our guests and feasts of hog roasts and steaks, sushi, local cheeses and much more.
- The May Ball sells out fast every year with the final ticket sold last year before public release.

What can you gain?

- Exposure to a potential 20,000 Cambridge students and prestigious alumni
- Direct links to your website through our site, bombarded by students ensuring they are first in the queue to buy tickets, checking details for the night and finding out the headline acts.
- Exposure through posters displayed in every college and academic department.
- Access to the e-mail lists, ensuring direct communication potential to the 1800+ guests and allowing the publicity of products, services or recruitment.
- Media coverage, through the student papers and articles on The Cambridge Tab, an online paper receiving over 150,000 hits per week.



You can sponsor the Ball as a whole, or a specific area, such as a court, stage or tent; please read on to find out what would best suit your organisation.

All of our packages can be tailored to suit your needs so please do not hesitate to contact us to discuss what would benefit you most.

Gold Sponsor

Benefits:

- Full page advert in each of our 1800 programmes
- Corporate logo on each of our 2100 wristbands, worn by all guests and staff on the night and often afterwards
- Large corporate logo on all pages of our website, www.jesusmayball.com
- Small corporate logo on all promotional material, including posters
- Full access to guest e-mail list
- This package can be combined with sponsoring a specific area or attraction, or a combination of these, as detailed on the following page

Cost: £1500, in goods or capital

Silver Sponsor

Benefits:

- Half-page advert in each of our 1800 programmes
- Large corporate logo on sponsorship page of our website, www.jesusmayball.com
- Full access to guest e-mail list

Cost: £1000, in goods or capital

Bronze Sponsor

Benefits:

- Logo in each of our 1800 programmes
- Small corporate logo on sponsorship page of our website, www.jesusmayball.com

Cost: £350, in goods or capital



Gold Sponsors are entitled to sponsor a particular area as part of the sponsorship package – please see below for details.

Main Stage

- Your name and logo on the running schedule board outside the tent
- Banners above tent entrances

Comedy & Cabaret

- Your name and logo on the running schedule board outside the tent
- Your name and logo on schedule cards on each table inside the tent
- Banners above tent entrances

Champagne Reception

- Your name and logo on menus, as well as additional programme space

Arcade Tent

- Banners inside and outside the tent

Photography

- Your name and logo on Polaroid-style strips given out free at the ball

Casino

- Your name and logo on all Casino memorabilia, including certificates
- Banner outside Casino entrance

Lanyards & Umbrellas

- Your name and logo on each of our 2000 lanyards and umbrellas, given out free to guests at the ball

Committee Apparel

- Your name and logo on committee clothing, worn to publicise the Ball as well as for preparation

Alternatively, if you would be interested in custom-making your own sponsorship package, please contact Emily Ahlers on mayball-sponsorship@jesus.cam.ac.uk or 07766 405696. The Jesus May Ball Committee look forward to hearing from you.