



SPORTS UNION **BALL**

SPONSOR

OPPORTUNITIES

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THE UNIVERSITY of EDINBURGH
Sports Union

[HTTPS://WWW.EUSU.ED.AC.UK](https://www.eusu.ed.ac.uk)

WHY SPONSOR ?



SPORTS UNION
BALL

The Edinburgh University Sports Union Ball is attended by 2,000 of the most talented and inspiring students from all years, who participate and volunteer in Sport at Edinburgh. The event, held at the Edinburgh International Conference Centre, is the social highlight of the student year and leaves a lasting impression on every attendee. The awards are covered in national news and the event trends across social media. With tickets on sale from October, the hype and publicity surrounding the event reaches the entire student body of 40,000.

The evening celebrates a host of talent, with awards for Male & Female Athlete of the Year, Team of the Year and Volunteer of the Year are a few of the highly contested categories.

Such a high profile, and heavily publicised event offers a variety of opportunities for partnership with businesses looking to raise their profile among students and soon-to-be graduates.

The individual sponsorship options can be found on the next page. Furthermore, we have put together some bespoke packages to help you get the best value for money.



SPONSORSHIP PACKAGES



**SPORTS UNION
BALL**

Individual Sponsorship

- Your product on a sponsored table - **£50 per table**
- Your logo on our wristbands - **£200**
- Your logo on our promotional materials & social media - **£500**
- Promotional video and screen content throughout evening - **£750**



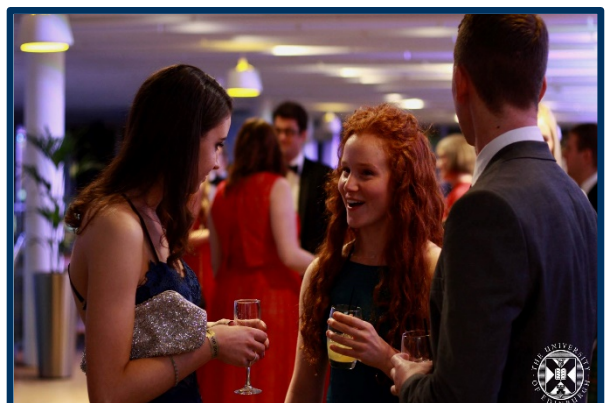
Award Category Sponsorship - £1500

- Naming rights of your chosen award category
- 2 tickets and invitation to present the award on stage
- Your logo in all promotional materials and social media
- Your logo on all screen content, certificates and trophies
- Your company mentioned in all press releases
- Physical branding at the event



Drinks Reception or Product Sponsorship - £POA or Value in Kind

- Naming rights of the Drinks Reception
- Your product served as the exclusive VIP drink
- Ability to create and name a bespoke drink or product
- 2 tickets to attend the awards
- Your logo in all promotional materials and social media
- Physical branding at the event



SPONSORSHIP PACKAGES



SPORTS UNION
BALL

Headline Sponsor - £7000

Be the official sponsor of the Sports Union Ball and you can benefit from all of the above options and then some:

- “The Edinburgh University Sports Union Ball brought to you by ...” on all marketing materials

Your business would benefit from:

- **Social media updates** and **email marketing**, neither of which are usually available to external businesses to our database of over 10,000 students
- Four tickets to the ball, and opportunities to meet our club captains and committees at their monthly training sessions
- With over 100,000 Facebook reach, and a 95% open rate on our emails - this is a unique opportunity.

