



PEMBROKE MAY BALL
SPONSORSHIP GUIDE 2019

THE MAY BALL

The May Ball tradition started in Cambridge nearly two centuries ago, and is now a central part of the university life here. Held after the end of exams, Pembroke will host over 1,200 guests for the most highly anticipated event of the College calendar, selling out within a day of release in 2018. The College will be shaped according to the event's chosen theme with unique hand-crafted decorations and lighting, and will be overflowing with outstanding food, drink, music, and entertainment. Prizing itself on a reputation for finding up-and-coming musicians, the most recent headliners were King No-One and Mercury Prize nominee Loyle Carner.

The May Ball will be held on Wednesday the 19th June 2019 from 9pm to 6am. The May Ball is organised by a dedicated committee of students and is entirely non-profit.



PEMBROKE COLLEGE

Founded in 1347, Pembroke College is Cambridge's third oldest college overall, and the oldest college still at its original site. Located in the heart of the city, Pembroke offers a tranquil environment with a variety of architectural styles framing beautiful gardens and open courts.

The College is an intimate community, committed to welcoming students of exceptional talent, regardless of their social, cultural, or educational background. It is extremely welfare-orientated, whilst still boasting consistently excellent academic results, with students achieving the highest percentage of First Class marks last year of all Cambridge colleges, at 37%.



OUR VISION

SUSTAINABILITY

We are aiming to make this event the most sustainable May Ball in Pembroke's long history; for the first time, a committee member will be fully dedicated to ensuring the May Ball is as sustainable as possible. Sustainability will be at the forefront of our minds throughout the decision-making and event planning process and the sustainability officer will work with all other committee members to ensure that everything is sustainably and locally sourced, as well as coordinating with other May Ball events to ensure items such as carpets and decorations are shared and reused. We are committed to working together with the university-wide sustainability consultancy Sustain-a-Ball and are aiming to achieve a *Platinum* level on their accreditation scheme.

CHARITY

Over the years, we have donated thousands of pounds to carefully-chosen charities. This year, we will be donating more to charity than ever before, raising additional money through the selling of *Fast Track* tickets, opt-in donations on name changes alongside opt-out donations on standard tickets.

ACCESS

We believe that Pembroke May Ball should be accessible to all Pembroke students who wish to come to their own ball, despite high ticket prices. For the first time, we'll be offering all Pembroke students receiving a bursary (approximately 85 students) a 20% discount on tickets. Furthermore, we are aiming to support Pembroke students who want to work at other May Balls.

FAIR PAY

In another Pembroke May Ball first, we have pledged to pay all of our event workers at least the real living wage - a step the majority of the other May Week events have yet to make.





OPPORTUNITIES

We believe our relationship with sponsors should be tailor-made to best meet each sponsor's needs. We have a range of opportunities that can be combined in any way to form the basis of further discussion. These include:

- Logos on tickets
- Logos/company page in programme
- Sponsorship of launch dinner (traditionally we give out small gifts which could be branded)
- Sponsorship of dining option, a three course meal offered just before the start of the Ball
- Logo on posters (put up around the College and sold to guests at higher quality)
- Logo/page on website
- Posts on social media (we have over 1,700 followers on Facebook)
- Sponsorship of worker t-shirts
- Sponsorship of wristbands
- Logo/page on our event app
- Free tickets or right-to-buys (reserved tickets for purchase)
- Integration of branding into decor
- Sponsoring of the event video, which will focus on sustainability, be used as promotion for future years, and have a wide reach on social media across Cambridge
- Sponsorship of main stage
- Sponsorship of each court at the May Ball
- Sponsorship boards at the entrance and throughout the event
- Sponsorship email to guests at the May Ball.

CONTACT

ARAN MACFARLANE & MRINANK SHARMA
PRESIDENTS

presidents@pembrokemayball.co.uk

07534 600214 07792 297792

Pembroke College
Cambridge
CB2 1RF

www.pembrokemayball.co.uk

VARSIITY

“The May Ball committee deserves to be equally proud of their stunning event. They showed off Pembroke at its best; its most creative; its most beautiful. It was a masterpiece.”



“All in all, the incredible efforts of the committee must be applauded. The night perfectly toed the line between volume and sophistication, with not a single penny of the ticket price feeling wasted. This alongside a solid music line up provided the perfect round off to Pembroke’s year.”

