



Pembroke June Event 2010

SPONSORSHIP PACKAGES



Pembroke
June Event
2010

www.pembrokejuneevent.co.uk

Pembroke College • Trumpington Street • Cambridge • CB2 1RF

Dear Sir/ Madam,

"Continuing the tradition of hosting the highest quality event in May Week..." (Varsity Preview, 2005).

Pembroke College is one of the constituent colleges of the University of Cambridge, and the June Event holds a unique place among the College's and University's members. This is a result of the Event's dedication to providing an exceptional evening of fine food, beverages, and outstanding entertainment. On behalf of the Pembroke June Event committee, I am seeking your support for this exceptional and popular Cambridge black tie event. The Pembroke June Event is a non-profit event, run by current students, which has no independent source of income beyond ticket sales and sponsorship. Therefore, to meet and exceed the expectations of our guests, we rely on meticulous planning, hard work and the valued support of our sponsors. As a previous sponsor of Pembroke College Events, we would once again like to request your support in this venture.

This year's Event will be held on Wednesday 16th June 2010 within Pembroke College's immaculate courts and grounds. It is an eagerly anticipated highlight for students in Cambridge, who are primarily between 18 and 25 years old and this year, we are expecting attendance in excess of 850 guests. Association with the Pembroke June Event brings many benefits to your business, including access to the aforementioned guests and exposure to a potential audience of over 10,000 Cambridge students and prestigious alumni. The variety of opportunities your business will benefit from through sponsorship of this event is outlined in the attached proposal.

From the committee as a whole, we thank you for your time in considering our proposal. If you require any further information, please do not hesitate to contact me.

Yours faithfully,

Jayna Mistry
Vice-President
Pembroke June Event Committee 2010
Mobile: 07931159595
Email: vice-president@pembrokejuneevent.co.uk



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What are June Events and May Balls?

- June Events and May Balls are a traditional way for Cambridge students to celebrate the end of exams and the completion of the academic year, organized by a team of current Pembroke students who put together preparations over the entirety of the academic year.
- Pembroke has been hosting June Events and May Balls since the last quarter of the 19th century. On alternate years it will hold a June Event and a May Ball due to the great success of the 2007 May Ball.
- Pembroke's June Event is a black tie event, but a less formal, more intimate and fun affair, with 850+ guests attending, including some of Pembroke's prominent alumni.
- Pembroke's May Ball is a more formal black tie affair, has a higher ticket price, and 1,000 guests attend.
- Pembroke Balls and Events are held within Pembroke College's immaculate courts and grounds, providing an extensive range of entertainment from big name live bands and jazz quartets to comedians and a casino.
- The event offers an exciting array of food and beverages for guests to enjoy throughout the event.
- Pembroke May Balls and June Events are non-profit events. Profits made are donated to pre-specified charities.

Key Performance Indicators

The Pembroke June Events and May Balls have a proven track record of excellence.

- The May Ball and June Events have sold out the last 4 years and last year's May Ball was the fastest selling May Ball of the year.
- The website received over 100, 000 hits in 2008.
- The sponsorship page received over 9,000 hits in 2008.
- Media exposure
 - "The music, atmosphere and entertainment were a superb advertisement for what a May Ball can be like." – (The Cambridge TAB, 2009)
 - "The Champagne Ball" did not disappoint. Bubbly set the tone for a ball that was elegant and sparkling, yet retained the fun and frolics of Pembroke's popular events" (Varsity, 2007).
 - "The inspired theme [...] allowed Pembroke to combine all the best elements of a June Event with the old-fashioned glamour of a May Ball" (The Cambridge Student, 2006).
 - "Continuing the tradition of hosting the **highest quality event** in May Week..." (Varsity Preview, 2005).



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Sponsorship Benefits

Sponsorship Includes	Packages Available			
	Platinum	Gold	Silver	Bronze
An exclusive designated area to conduct promotional activity, showcasing products and services at Pembroke June Event 2010.	✓			
Event staff wearing corporate merchandise.	✓			
Complimentary tickets to the Event.	5	2		
Corporate signage at a designated area of the Event.	✓	✓		
Strategic logo or name placement on 200 A3 posters. *	✓	✓	✓	
Full colour logo or name recognition with a link to the company website from the Pembroke June Event 2010 website.	200x200 pixels	150x150 pixels	130x100 pixels	130x40 pixels
Advertisement or logo on over 850 Event programmes.	1 Page	½ Page	¼ Page	Logo
Recognition as a sponsor in the Event programme.	✓	✓	✓	✓



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Platinum Sponsor

Platinum Benefits

- An exclusive designated area to conduct promotional activity showcasing products and services at the Event.
- Full colour logo or name recognition of your company on 200 A3 (420mm x 297mm) colour posters displayed in all University of Cambridge Colleges and Faculty Buildings.*
- Event staff in selected areas wearing your company's promotional merchandise.
- Prominent display of corporate signage in a designated area at the event. All signage is to be supplied by the sponsor prior to the Event.
- 200x200 pixel (29p/cm) logo on the Sponsors page of the Pembroke June Event 2010 website linked directly to your company website.
- Full page company advertisement in the event program distributed to 850+ guests on the night of the Event.
- 5 complimentary tickets to Pembroke June Event 2010 - an evening of entertainment and exposure to 850+ Cambridge students and fellows.
- Recognition as a sponsor in the Event programme.

Your Platinum Sponsorship contribution in CASH or GOODS is £1,000+.

** Conditions Apply*



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Gold Sponsor

Gold Benefits

- Full colour logo or name recognition on 200 A3 (420mm x 297mm) colour posters displayed in all University of Cambridge Colleges and Faculty Buildings.*
- Prominent display of corporate signage in a designated area at the event. All signage is to be supplied by the sponsor prior to the event.
- 150x150 pixel (29p/cm) logo on the Sponsors page of the Pembroke June Event 2010 website linked directly to your company website.
- ½ page company advertisement or logo in the event program distributed to 850+ guests on the night of the Event.
- 2 complimentary tickets to Pembroke June Event 2010 - an evening of entertainment and exposure to 850+ Cambridge students and fellows.
- Recognition as a sponsor in the Event programme.

Your Gold Sponsorship contribution in CASH or GOODS is £500-£1000.

** Conditions Apply*



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Silver Sponsor

Silver Benefits

- Full colour logo or name recognition on 200 A3 (420mm x 297mm) colour posters displayed in all University of Cambridge Colleges and Faculty Buildings.*
- 130x100 pixel (29p/cm) logo on the Sponsors page of the Pembroke June Event 2010 website linked directly to your company website.
- ¼ page company advertisement or logo in the event program distributed to 850+ guests on the night of the Event.
- Recognition as a sponsor in the Event programme.

Your Silver Sponsorship contribution in CASH or GOODS is £200-£500.

** Conditions apply*



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Bronze Sponsor

Bronze Sponsor Benefits

- 130x40 pixels (29 p/cm) logo on the Sponsors page of the Pembroke June Event 2010 website linked directly to your company website.
- Logo or name recognition in the event program distributed to 850+ guests on the night of the Event.
- Recognition as a sponsor in the Event programme.

Your Bronze Sponsorship contribution in CASH or GOODS is up to £200.