Say hello to our students

Leeds Ball 2018
Official Media Pack
Connecting your brand to 34,000 students.
Make their year end in style

On Saturday 02 June 2018, 5,500 students will unite in celebration as Leeds University Union plays host to the event of the year, Leeds Ball.

Dressed to impress and ready for one of the most famous nights in the University calendar that will mark the end of their year.

A simply unmissable campus-wide, spectacular event with a huge mixture of music arenas, bars and plenty of alternative entertainment on offer, it’s a sell-out event that every Leeds student clambers to be part of.
Joining forces with Leeds University Union opens up a whole new market for brands looking to engage with some of the most talented, switched-on students in the UK.

With a combined spending power of more than £15 billion across the UK and an average individual spend of over £6,500 per year; students form a highly lucrative market, and this is your opportunity to gain huge brand exposure amongst some of the most influential and well-connected students around – Leeds students.

With a high disposable income and the ability to influence their peers, students are the most profitable group in the 18 to 24 age bracket. They are at a time in their lives when they are forming their views, likes, hates and routines. They are open to change and trying new things, discovery excites them as does stumbling upon the latest trend.

Attracting a university student to your service or product can provide huge potential for generating long-term brand loyalty after graduation. The students studying at the University of Leeds are ambitious, curious, keen travellers, developed thinkers, high achievers, and digital natives: they are very socially active and aware.

Get in touch:
Call us: 07393 171133
Email us: caroline.jones@nus.org.uk
As the official partner of Leeds Ball, this is an opportunity for a brand to align itself with the positivity and buzz surrounding this huge event and gain kudos amongst the student body for helping to support the party of their year.

As the event’s official partner, you’ll gain increased levels of brand exposure during the ball’s campaign in the run-up to the event and on the night itself.

**WHAT YOU GET:**
- Brand featured throughout the large-scale communications campaign launched over a month prior to the event. Channels include: digital media, Union poster campaign, website, and social media.
- On campus promotional activity on a date of your choice leading up to the Ball.
- Facebook and Twitter mentions during the campaign – over 30,000 following.
- Joint communications to over 4,000 students on our official Leeds Ball mailing list.
- Presence in the official ‘thank you’ and follow up communications to all attendees.

**ON THE NIGHT:**
- Four tickets to attend the VIP reception at Leeds Ball: for you, your colleagues or clients.
- Banners and artwork at the red carpet entrance seen by all attendees.
- Logo inclusion on step and repeat board for fun photo opportunities.
- Prime position for onsite presence at the Ball for brand exposure, a great chance to distribute branded giveaways and talk to students.

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Event Sponsor

£4,000+VAT

WHAT YOU GET:
- Brand featured throughout the large-scale communications campaign launched over a month prior to the event. Channels include: digital media, Union poster campaign, website and social media.
- On-campus promotional activity.
- Logo featured on the official Leeds Ball website.
- Facebook and Twitter mentions during the campaign – over 30,000 following.

ON THE NIGHT:
- Four tickets to attend the VIP reception at Leeds Ball: for you, your colleagues or clients.
- Logo inclusion on step and repeat board for fun photo opportunities.
- Onsite presence at the Ball for brand exposure – a great chance to distribute branded giveaways and talk to students.

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Event Sponsor

£3,000+VAT

WHAT YOU GET:

- Brand featured throughout the large-scale communications campaign launched over a month prior to the event. Channels include: digital media, Union poster campaign website, social media assets and posts.
- Brand featured on 5,500 printed souvenir tickets.
- Logo featured on the official Leeds Ball website.

ON THE NIGHT:

- Two tickets to attend the VIP reception at Leeds Ball: for you, your colleagues or clients.
- Logo inclusion on step and repeat board for fun photo opportunities.
- Onsite presence at the Ball for brand exposure – a great chance to distribute branded giveaways and talk to students.

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Bar Sponsor
£1,500+VAT

- Busy outside bar named after your brand.
- Logo featured on the official Leeds Ball website.
- Logo inclusion on step and repeat board for fun photo opportunities.
- Twitter mentions during the campaign, 30,000 followers.

Night Sponsor
£1,200+VAT

- Bring your brand to the Ball and set up your experiential activity.
- Logo featured on the official Leeds Ball website.
- Logo inclusion on step and repeat board for fun photo opportunities.
- Twitter mentions during the campaign, 30,000 followers.

Entrance Sponsor
£500+VAT

- Banners and artwork at the red carpet entrance.
- Twitter mentions during the campaign, 30,000 followers.
- Logo featured on the official Leeds Ball website.

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### Who attends the Ball?

<table>
<thead>
<tr>
<th>MALE/FEMALE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>67%</td>
</tr>
<tr>
<td>Male</td>
<td>33%</td>
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</table>

<table>
<thead>
<tr>
<th>YEAR OF STUDY</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>11%</td>
</tr>
<tr>
<td>Year 2</td>
<td>51%</td>
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<tr>
<td>Year 3</td>
<td>25%</td>
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<tr>
<td>Year 4</td>
<td>12%</td>
</tr>
<tr>
<td>Year 5+</td>
<td>1%</td>
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</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 21</td>
<td>41%</td>
</tr>
<tr>
<td>22 – 25</td>
<td>56%</td>
</tr>
<tr>
<td>26 – 30</td>
<td>2%</td>
</tr>
<tr>
<td>31 and over</td>
<td>1%</td>
</tr>
</tbody>
</table>

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The buzz surrounding the Ball is generated by a content-led glossy campaign stretching over both digital and traditional advertising as well as co-created content with Leeds students.

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Leeds Ball 2017 in numbers

- 5 stages
- 10 music acts
- 15 attractions
- 21,000 campaign video views
- 3,900 people shared their attendance on Facebook
- 40% of attendees recall the sponsors of the Ball - completely unprompted
- Sold out in just one hour
- Fastest selling Ball in a decade

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To ensure your brand is part of this amazing event, please get in touch.

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Thank you.

with thanks to last years sponsors