**Athletic Union (AU) Ball Sponsorship**

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What is the Athletic Union Ball?****

The Athletic Union Ball is one of the most revered, celebrated and well-attended formals in the student calendar. It is a night to celebrate all things sport, recognise the successes of our students, and come together for a night to celebrate, reflect and relax.

****Why should you sponsor the Athletic Union Ball?

As a sponsor of Aston University’s AU Ball, you will enjoy excellent exposure to all students who attend, through the tiered sponsorship offerings detailed below. By promoting your brand through our extensive marketing and promotions for the event, you will have premium access to motivated Aston undergraduates, most of whom will be beginning the search for their graduate roles or placement opportunities.

Sponsorship Packages

Gold: £2,000

* Official ‘In Association With…’ partner on all promotional materials and tickets
* A marketing stand in the lobby area at the event
* Up to four seats at the event
* Advertise your company at the event with roller banners and/or on the plasma screens
* A marketing stand in the Students’ Union on two dates during the fortnight prior to the event
* A premium spot in the Student Activities newsletter
* Advertising on the SU plasma screens throughout the fortnight prior to the event
* A web banner advert on the SU website throughout the fortnight prior to the event
* Social media promotion twice a week during the fortnight prior to the event

Silver: £1,000

* An ‘Official Sponsor’ on all promotional materials and tickets
* Up to four seats at the event
* Advertise your company at the event on the plasma screens
* A marketing stand in the Students’ Union on two dates during the fortnight prior to the event
* A web banner advert on the SU website throughout the week prior to the event
* Social media promotion twice during the week prior to the event

Bronze: £500

* Listed under ‘Supporting Sponsors’ on all promotional materials and tickets
* Advertise your company at the event on the plasma screens
* A marketing stand in the Students’ Union on one date during the week prior to the event
* Social media promotion twice during the week prior to the event

Get Involved

If you want to get involved with our Athletic Union Ball, please contact us at:

**🖃** [**student.activities@aston.ac.uk**](mailto:student.activities@aston.ac.uk)

**🕻 0121 204 5026**