

London School of Economics Graduation Ball 2017



LSE Graduation Ball



The London School of Economics and Political Science (LSE) is the foremost social science university in the world. Based in central London, LSE is home to over 11,000 students representing over 140 different nations worth of top talent. The School's graduates go on to shape the financial, business, political and voluntary sectors across the globe.

The glamorous Graduation Ball will be held at the stunning Brewery in the City of London. Between 6pm and 1am, 800 students will celebrate with a champagne reception, three course meal and live music.

Why sponsor the Graduation Ball?

Experiential marketing

Create a closer bond between graduating LSE students and your organisation as an employment contender through immersing your brand within the social event of the university calendar. Possible experience benefits could include: photo booth provision and playful props; entertainers with sponsor branding; goodie bags for graduate life.

LSE graduates

As university of the year for graduate employment, our alumni are in high demand. 88% of LSE graduates employed in the UK after their studies are located in London, and work within a variety of fields. The most popular field of employment are increasingly the financial, legal and insurance sectors, with well over 30% of graduates securing such work upon graduating.



- 11,000+ students at LSE of whom approximately 90% will receive a First Class or Upper Second Class BA
- 800 attendees at the event
- 60% Female, 40% Male attendees
- 70% of attendees recall the sponsor of the Ball
- Anticipate tickets selling out several months before the event
- 40% graduate with no secured employment
- 10,000+ unique website visits per month
- Future ABC1 demographic entering the consumer markets
- Facebook event: 140,000+ reach and 2,000+ responses

Sponsor Benefits:

Exclusive sponsor - £10,000

By supporting the party of the LSE social calendar, you gain exclusive access to our incredible students as they leave university and embark on their careers.

- Exclusive Graduation Ball sponsor - title rights 'LSE Graduation Ball brought to you by LSESU and...'
- Promotional logo and thanks on all print and digital event promotion
- Exposure on email communications sent to all 12,000+ LSE students
- Web banner for month preceding Ball on www.beaveronline.co.uk
- Your own advert on our digital screen for 6 weeks
- Presence in the official 'thank you' and follow up communications to all attendees
- Scope for sponsor supplied entertainment element - experiential creative marketing

At the event:

- Two tickets to attend the Graduation Ball for you, your colleagues or clients
- Two promotional roller banners & artwork at the red carpet entrance seen by all attendees
- Prime position for on-site presence at the Ball for brand exposure – a great chance to distribute branded giveaways & talk to students
- Flyers/ promotional material (to be agreed with LSESU in advance) on all tables (seating between 8 and 15 students)



Get in touch

We'd love to hear from you and discuss how we can collaborate to make 2017 the best Grad Ball yet!

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