



sponsorship
prospectus

welly ball 2020

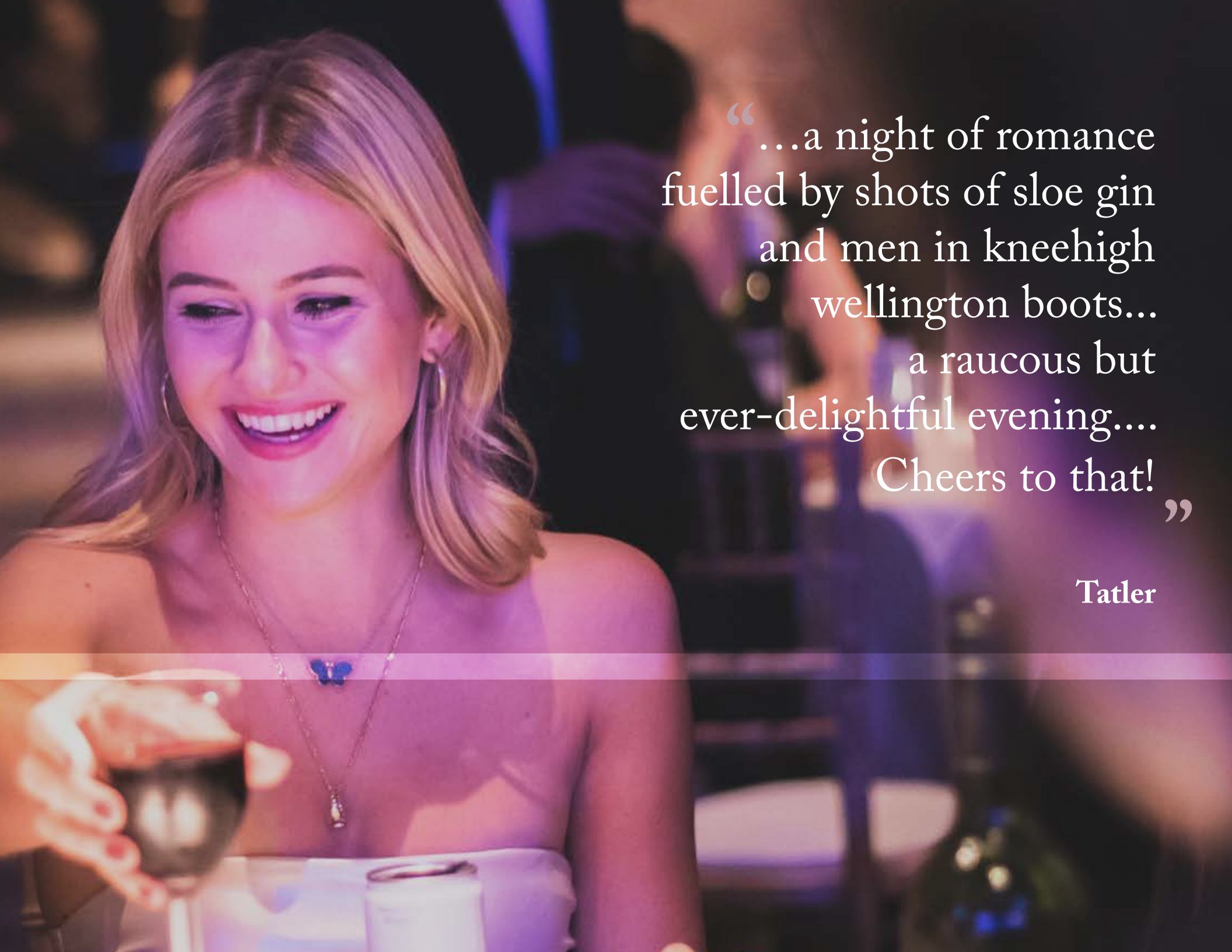




**Charlie
Waller**

in support of the

Charlie Waller Memorial Trust

A young woman with blonde hair is smiling and looking down at a wine glass she is holding. She is wearing a necklace with a blue butterfly pendant. The background is a blurred restaurant setting with warm lighting.

“...a night of romance
fuelled by shots of sloe gin
and men in kneehigh
wellington boots...
a raucous but
ever-delightful evening...
Cheers to that!”

Tatler

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about

Welly Ball is the largest black-tie dinner at the University of St Andrews. It is one of the most prestigious events on the social calendar for students from the most reputable universities in the United Kingdom. Welly Ball hosts the evening festivities for the St Andrews Challenge, an esteemed university clay pigeon shooting contest, which draws competitors from around the UK. Participants from the shoot and St Andrews students enjoy an unforgettable night of dancing and revelry, all in charitable support for the Charlie Waller Memorial Trust.

Since our inception in 2007, we have hosted over 12,000 guests and raised thousands of pounds for worthy philanthropic causes each year. Taking place at Kinkell Byre, a sympathetically converted barn overlooking the stunning East Fife coast, the Welly Ball evening begins with our 850 dinner guests donning black-tie and wellies for a champagne reception and seated two-course dinner. Following this, an additional 1,150 after-party guests arrive for dancing and DJ entertainment that extends late into the night.

Elegant and sophisticated, yet light-hearted and festive, Welly Ball is the ultimate celebration of Britishness. We therefore invite you to be a sponsor for our 2020 event, and join us for another prosperous year.

get ready to welly

A young man with short, light-colored hair is sitting on a stone wall. He is wearing a dark navy blue suit jacket, a white dress shirt, and a dark bow tie. He is holding a clear plastic bottle of water with both hands. The bottle has a colorful, abstract label with shades of blue, orange, and red. The background is a bright, slightly overcast sky and a stone wall.

sponsorship

It is our pleasure to invite you to sponsor Welly Ball 2020.

Now in its 14th year, Welly Ball has witnessed tremendous growth due to the generosity of our sponsors, becoming an annual, dynamic, high-profile and wide-reaching success. The event enables our sponsors to build brand awareness amongst a substantial number of potential future clients and employees, as well as exposure through local, national, and international media networks.

Sponsorship can take take the form of financial donations; product donations for our raffle, and products/discount cards for guest goodie-bags. Welly Ball can also further promote sponsors either through social media or through leaflets on our dinner tables and in our goodie-bag.



charity

We are proud to announce our partnership with the Charlie Waller Memorial Trust for the seventh consecutive year. CWMT educates young people on how to look after their mental wellbeing and provides support for young adults experiencing mental health issues, particularly in the university environment. Our donations from the past six years have supported CMWT's work in schools and universities throughout the UK, such as their 'Students Against Depression' website, an invaluable resource providing free, clinically-based advice and resources.

In 2019, Welly Ball was proud to donate £20,000 to the Charlie Waller Memorial Trust which contributed to vital GP training throughout Scotland. We are also delighted that our donations in previous years have funded counselling and other mental health services in universities throughout the UK. This year we intend to build upon last year's donation to fund the growth of such a valuable and relevant cause, within our own community and further afield.

Charlie Waller Memorial Trust

A person wearing black rubber boots stands on a sandy beach. The background shows waves crashing onto the shore. The image is overlaid with a semi-transparent blue vertical bar on the left side.

donation

Over the last 14 years, we have raised over

£160,000

for the philanthropic causes

outreach & coverage

2,000 guests

including approximately 500
visiting students from other
leading UK universities

9,220 students

of the University of St Andrews
with a 45% international student
body

16,800 members

of the local St Andrews
community & university staff

240 attendees

of the St Andrews Challenge from
across 11 UK universities

3,350 likes

on our Facebook page

over 700 followers

on our Instagram page

our website

can be found at
www.wellyball.com

sponsorship packages

standard

- 1/4 page promotional message on our 2,000 sponsorship pamphlets
- representation on Welly Ball social outlets
- access to place products in goodie-bags

vip

- standard package privileges plus;
- 1/2 page promotional message on our 2,000 sponsorship pamphlets □
- promotional stand in the foyer of Welly Ball 2020 □
- a feature in Welly Ball's promotional video □

executive

- vip package privileges plus;
- one page promotional message on our 2,000 sponsorship pamphlets
- branding on all 2,000 ticketed wristbands
- logo placed on an 8x12 step and repeat backdrop with red carpet

naming rights

- executive package privileges plus;
- naming rights for Welly Ball 2020 & our promotional launch party □
- logo watermark on event photographs □

[sponsorship packages subject to negotiation]

dubarry 
of Ireland

CANO
WATER 

Russell & Bromley
LONDON


S. PELLEGRINO

H A
N X

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BOTANIC
GIN
ISLE OF
COLONSAY

TUNNOCK'S

Nudie
SNACKS

past sponsors



Camille Eichaker & Isabelle Sturt
Welly Ball 2020 Co-Directors

Signe Lindquist
Head of Sponsorship



get in touch at
sponsorship@wellyball.com