



180th Rossall ANNIVERSARY BALL

1st June 2024

Advertising Packages

Advertising	
1/4 page	£125
1/2 page	£200
full page	£300
Inside front cover	£500
Inside back cover	£500
Back Cover	£750

Rossall is 180 in 2024. Since 1844, we have been providing an all-round education on the Fylde coast and helping to develop business leaders of the future locally, nationally and internationally; as well as kind and confident young people.

To celebrate this milestone, we are holding a 180th Anniversary Ball on Saturday 1st June 2024, which is also a fundraiser for the Rossall Heritage Project.

Our most iconic buildings date from the mid-nineteenth century. The Sumner Library, Big School and the Chapel of St John the Baptist are all listed buildings, noted for their architectural importance. Time has not stood still and these buildings are now in need of urgent repair. Wind, rain and salt have exerted a toll on the physical fabric of our listed buildings.

Safeguarding the future of these buildings will cost well in excess of £1.5 million and this does not take into account the work that needs to be carried out in order to ensure that the Sumner Library becomes a modern study space within which children can work together collaboratively.

The Foundation is launching an appeal to ask for support to safeguard our buildings. The purpose of this project is twofold: to preserve the past and to support the future.

Advertising Options

We are creating a special Ball brochure for the occasion. This will be given to attendees on the night and will be available to view on our website for sixth months after the event. 300 28-page, A4 brochures will be produced for the evening, after-event stakeholder interest and promotional activities. Attendees' names will be listed in the brochure making this a memorable keepsake for them.

Rossall School – Media Information

Over 700 pupils of parents considered within the AB & C1 social class bands. They are living in 'aspirational' areas largely characterised by professional families with children in mid-range suburbs or busy couples in modern detached homes juggling the demands of school-age children and careers. 70% of families live in the local area (20-30 minutes from Rossall).

Over 3000 Old Rossallians (ORs) and in many cases considered to be within the AB & C1 social class bands.

The Rossall School website garners 180,000 page views and 30,000 users monthly.

Our audience and prospective audience is made up of high net worth individuals, and as an aspirational audience will be interested in the brands, we partner with. Experience and association is important to them.

