



**Oxford University Athletics Club**

**&**

**Cambridge University Athletics Club**

**Sponsorship Opportunity**

# Who we are



## Heritage

Cambridge University Athletics Club was established in 1857 and is the oldest club of its kind in the world. Oxford University Athletics Club shortly followed in 1860 and the first Varsity Athletics Match between the two Universities took place in 1864, 32 years before the birth of the modern Olympics.

Today, CUAC and OUAC are among the largest and most prestigious sports clubs within the universities. CUAC is the fourth largest sports club behind rowing and rugby, with a membership of 143 determined and committed athletes. OUAC has a strong presence within the university also, with over a hundred members.

## Club Set-up and Members

### ***Student Run***

OUAC and CUAC are student run, with committees elected annually by club members. Students organise sessions, external coaching, fixtures, team lists, warm weather training and our lively social scene.

### ***Participation and Accessibility***

The clubs members are not simply those that represent the university, as with many other university teams, but we encourage all abilities to get involved. Athletics doesn't involve expensive equipment or previous experience, meaning we are one of the most accessible sports teams. We have large squads, individuals from a range of backgrounds and a brilliant team spirit.

### ***College Network***

Unlike other university sports teams within Oxbridge, the athletics clubs also operate at the college level. Colleges are a large part of Oxford and Cambridge University life and the athletics clubs tap into this with college reps who promote the clubs at the heart of the universities.

### ***Links with Other University Teams***

As athletics is such a versatile sport, both OUAC and CUAC have athletes from a number of other university sports including many winter sports such as hockey, rugby, lacrosse and netball, who will train with and compete for the clubs in the summer. This means that the club networks extend extensively into the rest of the sporting community.



# What we can do for you



## Overview

- Athletics Training and Competition Kit
- Sports and Societies Fairs
- Events
- Correspondence
- Online Exposure

## Club Training and Competition Kit

OUAC and CUAC athletes wear Nike kit throughout the year for training and competitions. CUAC have recently launched their new kit website, meaning that the 2014 sponsors will be in a stronger position than ever before.



Due to the pride we have in the clubs, kit is commonly worn on a day to day basis by athletes; to lectures, around town, national competitions, training camps abroad, and in America on transatlantic tours, giving wide expose of **your company** to both the sporting community and wider student population of Oxbridge.

### **Sponsorship Benefits:**

- **Our sponsor's** logo and tagline will be clearly printed on these items of training kit.

## Sports and Societies Fairs (Freshers' Fair)

### **College Fairs**

The athletics clubs' unique college networks mean that **sponsors** would benefit from exposure at the college freshers' fairs, held at the beginning of the year, and also publicity from the intercollegiate athletics competitions.

### **University Sports and Societies Fairs**

**CUAC and OUAC sponsors** would also benefit from exposure at the University wide freshers' fairs. Nearly all new students to the Universities attend. In Oxford the event lasts three days and has a potential exposure to over 11,000 undergraduates and over 9000 graduates. In Cambridge the fair lasts 2 days and in 2013 attracted over 15,000 students.

### **Sponsorship Benefits:**

- Banners provided by **your company** will be displayed on the stands
- Promotional literature for **your company** will be displayed on the stands
- Members of clubs manning the stands will wear club kit branded with **your company's** logo.

# What we can do for you



## Events

### **Varsity**

The athletics teams are unusual in that they hold not just one, but three varsity matches throughout the year which are heavily publicised across the universities through the college systems. The most important is the summer varsity match held in May and the 2015 season will see the 151<sup>st</sup> annual summer Varsity meeting between the clubs.

### **BUCS**

The annual British University and College Sports Championships sees athletes from universities across the country competing in the track and field events. In 2013 Oxford athletes collected 6 medals against extremely tough competitors placing 19<sup>th</sup> in the combined team competition. Cambridge placed 7<sup>th</sup> in the country.



### **Sponsorship Benefits:**

- Publicity posters and leaflets
- Over 500 Varsity selection letters
- 450 Varsity match programmes with a full page advert.
- Additionally, 100 Varsity match t-shirts were also sold last year with the sponsor's logo on.
- Sponsoring both Oxford and Cambridge also gives you a unique opportunity to sponsor prestigious Varsity events such as the 100m.
- At BUCS, Banners provided by **your company** will be prominently displayed around the OUAC and CUAC bases, promoting your business to university students from across the country.

## Correspondence

CUAC mailing lists reach over 700 people while OUACs reach over 1000. Ever growing with annual intake of new members, the mailing lists will give **your company** direct exposure to a combination of Oxford and Cambridge University undergraduates, postgraduates and alumni.

### **Sponsorship Benefits:**

All correspondence (whether postal or via email) sent by the President or Secretary of OUAC and CUAC will feature **your company's** logo as a header or footer, together with its tagline.

# What we can do for you



## Online Exposure

OUAC has a well maintained and modern website and the CUAC website is currently under redevelopment so that the 2014 sponsors will benefit from the new launch. The website is an important source of information for new athletes and also alumni.



### **Sponsorship Benefits:**

**Your Company's** logo and information will prominently feature on the home page, as well as an additional 'about' page .

## Proposal

For this package we are looking for an initial sponsorship of **£15,000 per annum**, £7,500 for each athletics club. We are hoping to secure a sponsorship partner **for the next three years**.

Sponsoring OUAC and CUAC would give **your business** exposure across Oxbridge in a way that other university sports clubs cannot, putting your business in contact with self-disciplined, goal orientated and dedicated team members. We believe that our proposal is unique, and a brilliant opportunity.

### **Thank you!**

We look forward to hearing from you soon and please contact us if you have any questions.

**CUAC Women's Captain**

**Alice Kaye**

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**OUAC President**

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