



Oxford university swimming club

Sponsorship information



OUSC is a select team of the most talented male and female swimmers in the university. We seek sponsorship from companies which value our ethos of hard work, producing top sporting performances coupled with academic excellence.



About OUSC

OUSC comprises around 30 members, each training between 6 and 8 times per week at the Rosenblatt pool, Oxford. We also have a large Seconds team. Our swimmers compete at the highest standards. Nationally, Oxford has finished in the **top 8** university swimming teams in 7 out of the last 8 years, ranking amongst the **best swimming universities in the UK.**¹

We have also seen some outstanding individual performances during this period, with several members qualifying for national and international competitions:



Jack Marriott narrowly missed qualifying for the 2012 Olympic Games, coming 2nd at Olympic Trials in the 100m Butterfly



David Tarwater during his leg for the USA gold medal winning 4x200 freestyle relay team at the London 2012 Olympic Games



Matthew Curtis competed at the 2014 FINA World Championships



Justine Schluntz was awarded 2010 NCAA Woman of the Year and holds American relay records



James Jurkiewicz competed at the 2014 Glasgow Commonwealth Games



Tobermory Mackay-Champion finished 3rd in the 200m breaststroke at British Champs in 2018 and is currently ranked 6th in the UK

OUSC also has strong ties with a number of the other university teams, such as the Triathlon, Modern Pentathlon and Water Polo Clubs, where we have provided additional training for their top level athletes – including the U23 Triathlon World Champion Sophia Saller and international Pentathlete Thomas Lees.

¹ Based on BUCS Teams Championships results



Why We Need Sponsorship

We would like help and support for our athletes so that money is not a limiting factor to their success. With no current sponsor and limited university funding, the burden lies on the individual to fundraise in order to attend competitions and order basic equipment. A sponsor would allow our scholar athletes to concentrate on maintaining their high performance in sport and academia, as opposed to focusing on finances.

For the most recent financial year (2017-18) our club's main expenditure was as follows:

Coaching: £2,567.01

Competition entry (entry fees, accommodation, and transport): £4,623.48

Training camp: £11,019.74

Clothing/kit: £1,555.14

Varsity Channel Relay: £3,000.00

Other: £2,511.71

Total: £25,277.08

Most **individuals are paying in the regions of £1,000 per year** to cover these essential costs. This is a huge financial commitment for university students. Hence, any help in reducing these costs would be hugely beneficial to our members, enabling their money to be spent more effectively e.g. on more hours of coaching (we cannot currently afford coaching for all our sessions), additional equipment and other initiatives aimed at maximising performance.

If you are interested in helping OUSC, you could kindly contribute towards some or all of the costs of one or more of the above items such as training camp or kit.



How Will Sponsorship Benefit You?

OUSC can offer a range of unique sponsorship opportunities for your company, providing you with **direct links** to Oxbridge's extensive and highly regarded network of students, businesses, and alumni.

Founded in 1892, the swimming club is one of the university's more traditional sports teams, securing its high status within this network. This combined with the team's consistent success will provide your company with many opportunities for exposure, both within the university and beyond.

Our previous partnerships have led to a large symbiotic recruitment uptake route which we hope to emulate with any new sponsors.

Below are the primary ways in which we can promote sponsoring companies. These will be elaborated further in the following pages.

1. Publicity at events
2. Publicity online
3. Kit emblazonment
4. Direct recruitment opportunities
5. Bespoke arrangements available on request



Publicity at Events

OUSC both hosts and attends renowned sporting events. These are perfect occasions to advertise your company. You could opt to sponsor a single event or sponsor OUSC more generally and receive publicity at multiple events.

Internal events

Events hosted within Oxford permit virtual free-reign over the Rosenblatt pool area and wider university sports centre, allowing you to promote your company as you see fit, subject to agreement.

Annually, we host 2-3 main competitions. Our friendly gala attracts university swimming teams from cities around the UK. Conversely, our 'Cuppers' event is an internal inter-college event for non-members of OUSC across Oxford University.

Varsity is the highlight of our competition year, and alternates between being held in Oxford and Cambridge. 2018 saw the 126th swimming Varsity Match end in a draw. You could become a valuable part of this prestigious, well-reported, annual event.



Picture taken at Varsity 2016, Rosenblatt pool, Oxford. Your company details could feature on a similar banner



External events

We can promote your team at these events through any banners, samples or leaflets you wish to provide.

BUCS is a national multi-sport affair drawing university sports teams and spectators from **across the country**. We attend all three BUCS swimming championships each year.

Oxford also has a buzzing Open Water Swimming scene. Annually, Oxford races Cambridge on the Royal Regatta course in Henley. This is a **well-attended public event** and a prime opportunity for sponsorship.

Oxford also participates in a biennial Varsity channel relay against Cambridge from Dover to Calais. This year's upcoming channel relay has received coverage on large platforms such as the **BBC**, again constituting a huge sponsorship opportunity.

Some individual members of OUSC have also completed solo channel swims which receive wide social media coverage for which you may also be interested in publicity.



Photo from the 2014 Varsity Channel Relay. You could sponsor the next event.



Publicity Online

OUSC has a significant online presence providing frequent interaction with other sports teams, businesses, students, and alumni. We can offer shout-outs, product placement, product reviews or other online mentions for your benefit.

Any sponsors will feature on our frequently-updated website <http://www.ousc.info/> which receives on average just under 1000 views per week, but peaks at over 1,500 visits per week around Varsity.

We also have active social media pages via which we update followers of club news and events. These pages are increasingly becoming a focus of our publicity campaigns and will be key in the promotion of future sponsors.

We also feature on social media run by the university's Sports Federation, and other university sites such as sporting newspaper Blue Bird Oxford and the renowned **Cherwell**.

Following a recent interview by the **BBC** regarding our biennial Varsity Channel Relay, and a published interview in **Swimming World magazine**, we are now also looking into further features in national and international medias. Any sponsors will therefore receive wide online media coverage, should they so wish.



[@ousc_blues](https://www.instagram.com/ousc_blues)



[Oxford University Swimming Club - OUSC](https://www.facebook.com/OxfordUniversitySwimmingClub)



Kit Embazonment

OUSC wears a broad range of the famous University of Oxford dark blue sports kit. Our kit is worn throughout daily life in and outside of Oxford, and to all competitions. Your company logo could feature on this kit. Similarly, should you wish to donate a piece of equipment to our club, this could be emblazoned with your company name.

Examples of our kit can be found here:

<http://www.ousportshop.com/sports-clubs/swimming>



Oliver Whitaker Photography

Your logo could be on the swimming team's kit, above



Direct Recruitment Opportunities

If you are specifically interested in building relationships with Oxford undergraduates, graduates, or alumni, we can facilitate this relationship. We could host networking events or dinners, provide candidates for jobs or internships, or similar. Please let us know how we can help you in this way.



You may be interested in utilising OUSC's strong relationships with its alumni.
Above: OUSC's Women's Captains 2012-2018 all united at our annual Old Members event.



Contact Us

If you have any further questions about sponsorship or are interested in pursuing a sponsorship relationship with OUSC, please do not hesitate to contact our Sponsorship & Publicity Rep:

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Thank you for reading this information; we look forward to hearing from you soon.



The 2017 President (Suzanne Norman), Men's Captain (Dominic McLoughlin) and Women's Captain (Charlotte Newman) following their Varsity win.