

Oxford University Open Water Swimming

Sponsorship information pack



Oxford University has a thriving Open Water scene, offering a range of opportunities to members of a number of university teams including Swimming, Triathlon, Modern Pentathlon and Water Polo.

Open Water Swimming at Oxford University

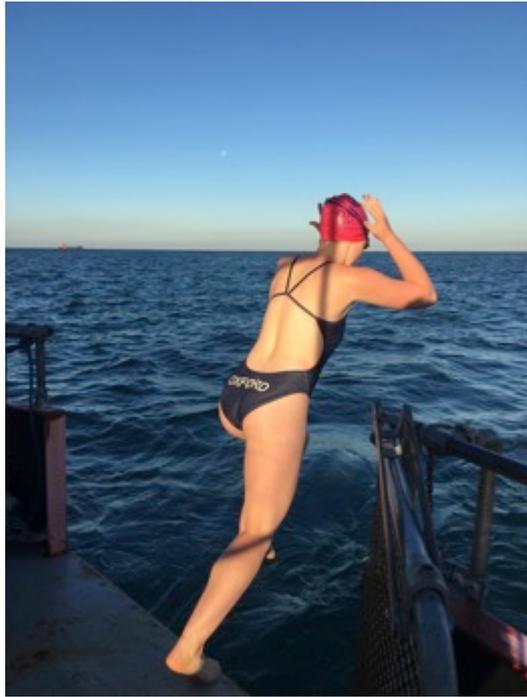
Cross-channel varsity relay

Founded in 1998 by Nick Thomas and Martin Davies, the biennial cross-channel relay is unlike your typical Varsity competition. The team, consisting of 6 swimmers (3 men, 3 women + reserves), face challenging open water conditions as they race the Cambridge team across the English Channel from Dover to Calais. Through competing in this event, Oxford has consistently logged some of the fastest relay crossings, including setting the CS&PF (Channel Swimming & Piloting Federation) mixed relay world record in 2000, which still stands today!



The successful 2018 Oxford Channel relay team completed the event in the 4th fastest time for any team in 2018

The next relay is scheduled to take place in June 2020, with team selection due to take place in December 2019



The Varsity Channel relay gives the opportunity for a team of motivated Oxford University open water swimmers to experience this unique and challenging event. It has also inspired a number of our members to extend themselves and take on the further challenge of a solo channel crossing, including Naomi Vides in 2017 and George Stannard in 2018.

Henley Classic swim

The Henley classic swim is a key event in the open water calendar. This event entails an upstream swim along the Henley Royal Regatta course. A team of 4 men and 4 women make up the Varsity team and battle against the Cambridge team to achieve the fastest cumulative time. In addition this event also offers the chance for those who do not make the Varsity team to compete in the 'mob' match, making it the perfect opportunity for those who want to try out an open water event for the first time.

This is a hugely popular public event, with approximately 800 participants. The Varsity team races in elite wave, often producing some top individual performances. This year, Ellie Corby came first in the Women's traditional (non-wetsuit) category and Ben Eastman and Matty Johnson placed second and third respectively in the Men's traditional (non-wetsuit) category.



The winning Oxford Team at Henley, 2019

What your sponsorship would mean

We would very much appreciate financial support for our athletes so that money is not a factor deterring anyone from trying out open water swimming at Oxford University and the incredible opportunities it has to offer.

The cost of the Channel Relay, in particular, is notoriously high and a cause of concern for a number of our swimmers. In order to cover the cost of the Channel Relay the team must raise over £3500, which goes towards paying for the boat and pilot that are required to accompany the team across the Channel and paying for CS&PF (Channel Swimming & Piloting Federation) membership for the whole team. In addition to these expenses, our swimmers must self-fund the costs of training, including paying for regular training sessions at Queensford Lake as well as the travel costs of attending compulsory acclimatising sea swims in Bournemouth.

Without the generosity of our sponsors and various donations, our swimmers would be required to pay upwards of £500 each, a huge financial request for university students. Hence any assistance in reducing these costs would be hugely beneficial to our members.

Although subsidised for the Varsity team, the cost of entering the Henley Classic swim is still very expensive, placing an additional burden on our swimmers. The event costs £22 for members of the Varsity team and £49 for those wishing to take part in the mob match, in addition to the costs of transport and potentially an overnight stay for those coming from afar. In the past, the expense of this event often acts as a deterrent for many swimmers. It would therefore be hugely beneficial if we were able to subsidise these costs to encourage more people to take part.

How will sponsorship benefit you?

The primary ways in which we can promote sponsoring companies are:

1) Publicity at events

The annual Henley Classic swim is a well-attended public event and thus a prime sponsorship opportunity. We would be happy to promote your company through any banners, samples or leaflets you wish to provide.

The biennial Varsity Channel relay also presents a huge sponsorship opportunity, receiving high-profile media coverage on large platforms, including a radio interview for the BBC last year.

2) Publicity Online

Open water swimming has a significant online presence through the Oxford University Swimming Club website and social media platforms, which provide frequent interactions with other sports teams, businesses, students and alumni. We could display your logo on our homepage and in articles in the run-up to events.

What is more, there is wide social media coverage of the events and we can provide shout-outs and online-mentions for your benefit.

Facebook: Oxford University Swimming Club - OUSC

Twitter and Instagram: @ousc_blues

3) Kit emblazonment

The team selected for the Channel relay receive personalised kit including hoodies and T-shirts. In addition to wearing these at the event itself, they are frequently worn throughout daily life in and outside of Oxford. Your company logo could feature on this kit.

4) Bespoke arrangements available on request

Contact us:

If you have any further questions about sponsorship please do not hesitate to contact us.

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



The Oxford Channel Relay Team after successfully completing their swim