



# Oxford University Swimming Club

Sponsorship Information Packet



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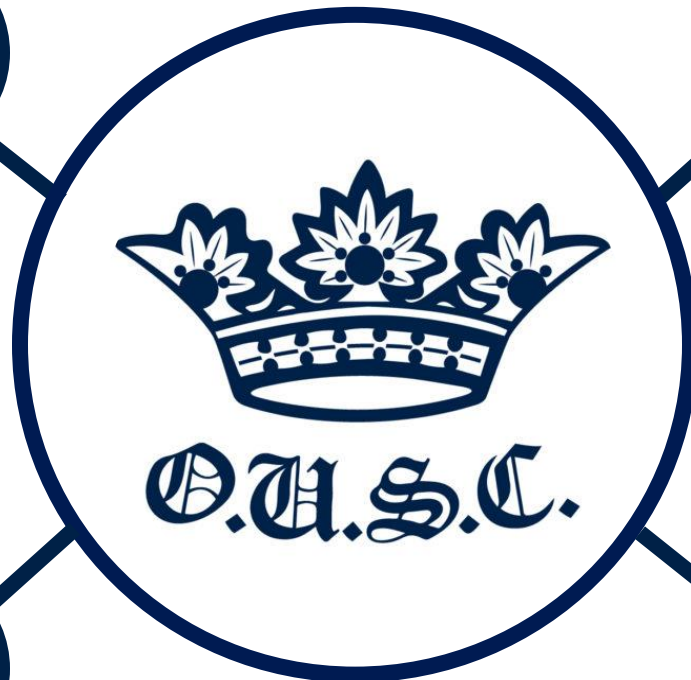


# Key Takeaways

Public **recognition** at major sporting events and leagues



Exclusive access to **networking** events with alumni and old members.



Preferential **recruitment** of high achieving students at Oxford from a variety of subjects.



Publicity within the Oxford **community**, through outreach programs by members and the University

# About OUSC

OUSC reflects the core values of the University of Oxford and strives to maintain sporting excellence at the highest level.

Far from just athletic talent, OUSC members embody the ethos of dedication and commitment to global causes.

This packet is intended to guide readers on the direct impact their contributions make to support our athletes.





# Where will the money go?

We offer three sponsorship packages: bronze, silver and gold.

A **bronze sponsorship** would allow OUSC to purchase specialist equipment that we currently don't have access to, which would **contribute significantly** to achieving performance-based goals.



£190 would allow us to purchase a **FINIS backstroke starting wedge**

A **silver sponsorship** would allow us to subsidise race fees and accommodation, which currently pose a significant cost to members, worsened by **the increased cost of living crisis**.



£1000 would **subsidise around 50% of accommodation fees for all swimmers** at BUCS short course 2023.

A **gold sponsorship** will help cover costs for Oxford's team in the next Varsity Relay Channel Crossing, ensuring the event is **accessible to all swimmers** who are selected to compete.



£3090 would have **fully covered the Oxford team's costs** for the 2023 Varsity Channel Relay.

# Sponsorship Packages

Benefits:	Bronze (£100 - £750)	Silver (£750 - £2500)	Gold (£2500 - £5000)
<b>Tickets to the annual Varsity match</b> between Oxford and Cambridge, representing the pinnacle of university sport.	✓	✓	✓
Brand name and logo to appear within the <b>Varsity Programme</b>	✓	✓	✓
Invitation to <b>present to swimmers</b> at an OUSC social, such as our pre-BUCS quiz night.		✓	✓
<b>Instagram post</b> to our 1000+ followers, containing: <ul style="list-style-type: none"> <li>• A message of appreciation</li> <li>• Other messaging curated with your collaboration</li> </ul>		✓	✓
Association with the <b>2024 Varsity match</b> hosted at Oxford, including: <ul style="list-style-type: none"> <li>• Your logo displayed on OUSC team t-shirts</li> <li>• Your logo displayed on club social media posts promoting the event</li> <li>• Opportunity to display company branding via banners at the event</li> </ul>			✓



# What will your Sponsorship do?

With limited university funding and the ongoing cost-of-living crisis, competing for OUSC places **significant financial burden** on members of the team.

A sponsor will significantly alleviate these costs, allowing swimmers to better concentrate on performance, and will help contribute to the future success of OUSC.



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Current Requirements for an OUSC Blues Member (not including personal costs for equipment and nutrition)	Estimated Annual Cost
Swim England (ASA) Membership	£45
Rosenblatt Pool Membership	£104
OUSC Blues Membership (including coaching)	£90
Training Camp	£850
BUCS entry fees (5 events)	£75
BUCS accommodation (3 nights)	£120
Total	£1,284



# Recruitment, Networking & Community

Ties with local businesses and charities mean that we can provide publicity for sponsors throughout the Oxford community



Alumni events sustain a strong network, providing an unprecedented opportunity for sponsors to develop close partnerships with professionals in their field of interest



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





# OUSC success in the pool...



**Andrew Wilson** competed at the Tokyo 2020 Olympic Games, winning a gold medal



**Connie Dean** was a British Championships finalist in the 400m Individual medley



**Owen Lawton** is the founder of OxWatch and a member of 9xIWC



**Declan Pang** worked in the COVID-19 ICUs during the height of the pandemic



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...and out

# Contact Us

To discuss further, including the potential for bespoke sponsorship packets and benefits, please contact our Sponsorship Representative:



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