



CAIUS BOAT CLUB

Sponsorship Guide





Sponsoring Caius Boat Club

The following brochure intends to provide a guide to sponsoring Caius Boat Club (CBC), one of the most well-known and successful Cambridge University College Boat Clubs. We are looking to find a new sponsor to provide income to support our club, in return for high profile advertising and recruitment exposure in a sporting environment at one of the top universities in the world.

This guide sets out the benefits of sponsoring a Cambridge college boat club, the benefits of sponsoring CBC in particular, a brief history of the club both past and present and a detailed exposition of what we are offering as part of a sponsorship deal. We believe that by forming a new partnership with a successful firm, CBC will be able to reach new heights, and in return allow you to make the best of the unique advertising and recruitment opportunities Cambridge rowing has to offer.

Chris Gilmartin

Caius Boat Club Captain 2018-9

Contents

Introduction

page 1

Why sponsor a Cambridge college boat club?

page 2

Why sponsor Caius Boat Club?

page 4

Caius Boat Club: Past and present

pages 6

What we are offering

page 8

Contact details

page 13



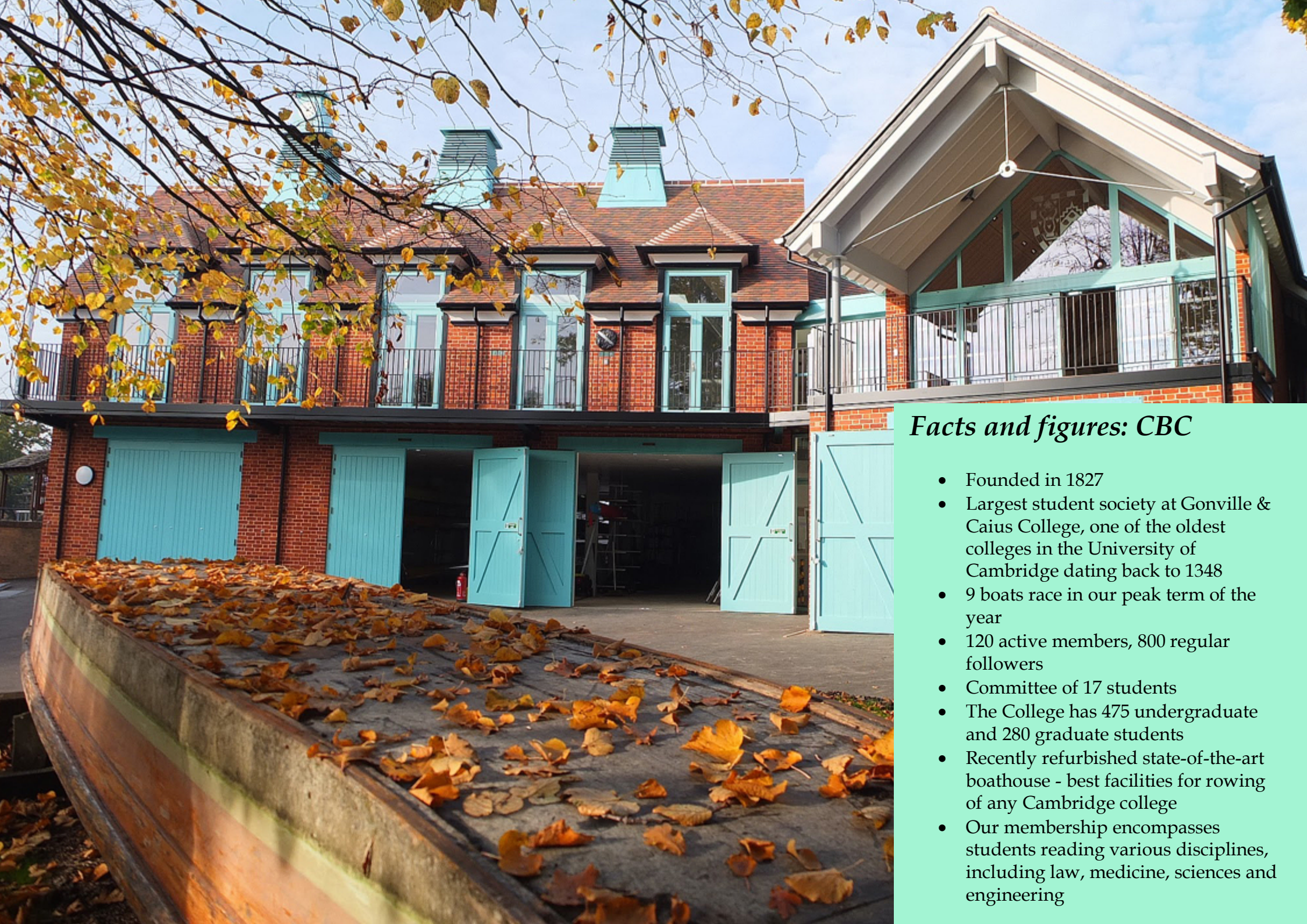
Why sponsor a Cambridge college boat club?

A major reason for sponsoring a Cambridge College Boat Club is to gain instant recruitment exposure to a large number of students. Rowing is unquestionably the most popular sport in Cambridge, with a majority of students taking part at some point during their studies and over 300 different students row up and down the river Cam each day during university term. As a body of students, rowers tend to be highly driven and successful due to the commitment required to succeed in the sport. A study by a Cambridge students' newspaper found that the percentage of dedicated rowers who achieve first class honours in

their degree was 31%, compared to a University average of 21%.

Another key reason to sponsor a boat club in Cambridge is the size and profile of the large events in which they are involved each year, particularly the Lent and May Bumps. These are sets of races held over 4 days, in which thousands of students from the University take part – the May Bumps is the biggest student sporting event in Great Britain in terms of number of participants. The Mays in particular also attract huge crowds, with the Saturday of the event often seeing over 5000 people on the river bank. This includes a vast array of Cambridge alumni and students' parents, who are often a fairly influential set of people. With these events also well covered in University and local newspapers, as well as local radio, their potential for high profile advertising exposure is great. This is only furthered by the vast number of both amateur and professional photographs taken of rowing on the river Cam, many of which end up on Facebook whilst the professional photos often make it into national sports magazines.





Facts and figures: CBC

- Founded in 1827
- Largest student society at Gonville & Caius College, one of the oldest colleges in the University of Cambridge dating back to 1348
- 9 boats race in our peak term of the year
- 120 active members, 800 regular followers
- Committee of 17 students
- The College has 475 undergraduate and 280 graduate students
- Recently refurbished state-of-the-art boathouse - best facilities for rowing of any Cambridge college
- Our membership encompasses students reading various disciplines, including law, medicine, sciences and engineering



Why sponsor Caius Boat Club?

CBC is unquestionably one of the most high profile of the Cambridge University College Boat Clubs, having dominated the top end of college rowing since the turn of the century. Caius as a college also represents a fantastic sponsorship opportunity as it is one of the most prominent colleges in Cambridge due to its very central location, highly academic student body and wide research network.

We race multiple times each term on the river Cam, with the highlights being the Fairbairn Cup in December and the Bumps races in March and June. CBC offers a large amount of exposure outside Cambridge for potential sponsors. Caians commonly compete at Henley Boat Races, and these races are livestreamed to thousands of rowing enthusiasts across the country. Caius crews regularly compete in off-Cam regattas and headraces, with particular focus on the Head of the River Race and the Women's Eights Head of the River Race in London, which involve over 300 crews. Caians even race internationally, for example Caius formed an intercollegiate boat to race in China in July 2018. Every Christmas, a

training camp with specialist coaching is organised away from Cambridge, either venturing abroad to locations including the High Performance Centre for Rowing in Seville, or remaining in England at venues such as Royal Chester Rowing Club. These activities provide a significant audience for our sponsor.

CBC also holds a substantial number of social events throughout the year, our highlights being the Boat Club Dinners which occur at the end of each term. These events provide a more relaxed setting in which we could advertise your brand. Coupled with this, Caius has a uniquely strong connection with its alumni rowers, many of whom return to race for Gonville Boat Club, i.e. the Caius Alumni Boat Club. Additionally, a large cohort return to support current rowers in the May Bumps competition, enjoying Pimm's® from our Caius Tent situated at the heart of the action.





Caius Boat Club: past & present

The ultimate purpose of Caius Boat Club is to create a tight-knit community within Gonville & Caius College and to be the most successful college club on the Cam. Our novice programme is designed to accommodate all levels of commitment and to make rowing as enjoyable as possible. This includes students who seek to alternate the demands of full-time study with leisure activity and those who are highly competitive and keen to make high-performance sport a substantial component of their university experience.

The world-renowned Cambridge Bumps, a competitive intercollegiate rowing competition taking place twice a year, has witnessed spectacular successes from CBC in recent history. **Since 1998, our top men's boat has achieved the pole position, known as the 'headship', on a record 25 out of 42 occasions,** competing against 31 colleges.

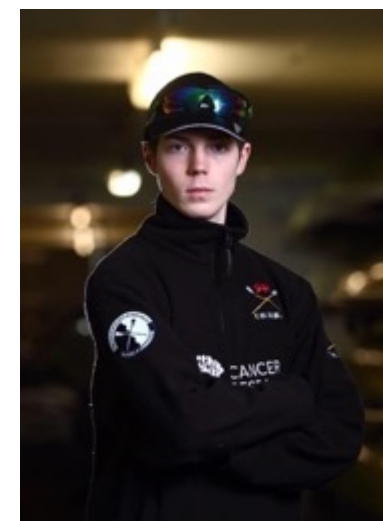
Due to the strength of the Caius training programme, groups of students annually

trial to represent university crews. From 1997-2009 at least one member of the top Cambridge boat in the yearly Cambridge *vs* Oxford Boat Race included a Caius student, with a historical record of six students participating in 2013. The tremendous ability of our rowers is also demonstrated by at least one Caian entering the Cambridge University Lightweights Boat Race for the past five years.

Another Caius success story is Melissa Wilson, who learnt to row at Caius and recently finished 4th place in the 2017 World Championships in the Women's Pair. This was achieved in her first season as an international rower for Great Britain.

Year upon year, CBC has proven to be a springboard and feeder for elite sporting achievement at a national and an international level.

We would immensely value a sponsor motivated by similar ideals; a corporate partner that places value on hard work, innovation, and self-improvement.



Matthew Holland, cox of Cambridge University Women's Blue Boat, winning the boat race in 2016, and a coach of a lightweight rowing squad in 2017





Image courtesy of Dan White



What we are offering

The maintenance of a boat club is costly, with boats priced at tens of thousands of pounds each. To continue the strong historical successes of our club, we require sponsorship to fund the maintenance of our boats, to pay for coaches, to replace worn gym equipment, to support our annual training camp and to subsidise kit, ensuring that cost is not a limiting factor for anyone wishing to row. A corporate sponsor would allow us to navigate the challenges that lie ahead and surpass our sporting ambitions.

As a sponsorship partner with CBC, you would be entitled to a wealth of benefits. The first, and perhaps most important, of these comes in our strategic placing of your brand name. We would be able to advertise your brand name on:

BOATS AND BLADES

Your brand would be exposed in rowing environments across the world, notably the Bumps events in Cambridge, national races across



the UK and training camps further afield. There is also the possibility of naming boats.

OUR KIT

This is perhaps the most important branding opportunity from your point of view. Your name would go on all of our kit, both rowing and off-water. Your name on our training and racing kit would be exposed in the same rowing environments as above. One advantage of sponsorship with CBC in this regard is that we also offer a substantial range of non-rowing-specific kit such as hats, caps, tracksuits and jackets. These help your brand to gain exposure in lecture halls, colleges, shops and pubs across Cambridge, as well as further afield when students travel to events such as Varsity matches.

ONLINE

We could prominently display your name and logo on our website (<https://caiusboatclub.org/>) and on





social media. The thousands of people who view our online presence each year could have direct access to your website, as well as information about your firm and our partnership. Our Facebook page reached over 40,000 people over the last year.

RECRUITMENT

On the recruitment front, CBC can easily organise events in Cambridge. With ready access to Gonville & Caius College and our very own boathouse overlooking the River Cam, we have the perfect venues for recruitment events, meetings, product launches, and entertainment. We also hold the necessary contacts to drive a publicity wave across the university. We can also get rowers to help out if you need extra manpower.

OUR BOATHOUSE

For the major events of the year, including the Lent and May Bumps races, we would be happy to display a banner sporting your brand from the balcony of our boathouse. Finished in 2016, our boathouse is state-of-the-art and stands CBC out from the other colleges on the river. Such a

beautiful boathouse turns the heads of passers-by and rowers alike!

MAY BUMPS MARQUEE

Another major benefit which we can offer is the running of a tent during the May Bumps which is sited on the longest straight stretch of river. This is a highly noticeable site where you would be more than welcome to run recruitment and advertisement stalls, as well as entertain staff and clients should you wish. The tent would be located as the principal position on the college's own riverside Caius Meadow.

SOCIAL AND CORPORATE

We would be delighted to invite sponsors to our Boat Club Dinners and to join us at race days, giving your company greater exposure to both current students and alumni. We are also able to offer corporate rowing experiences for sponsors looking for team building exercises for their employees.



CBC Sponsorship Package: £15000 per year

- Name holder of our annual May Bumps Boat Club Dinner
- Logo present on sportswear, including unisuits, techtops, and splash-jackets
- Opportunity for a corporate rowing training session
- Opportunity to host events in Gonville & Caius College or our boat house
- Logo on all publicity material
- Logo present on our website
- Invitation to our Bumps Boat Club Dinners
- Invitations to all our races
- Opportunity to share promotional material at events and through email to our members



1987 Headship Winning Men's Eight



1998 Headship Winning Men's Eight



For more information, please contact

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Further information about CBC may also be found online at
www.caiusboatclub.org