

KING'S COLLEGE BOAT CLUB

SPONSORSHIP BROCHURE
2016-17



CONTENTS

Introduction..... 2

KCBC Racing..... 3

Our Future..... 4

Sponsorship Benefits..... 5

Contact..... 7



WHO WE ARE

King's College Boat Club (KCBC) is a competitive rowing club of around sixty current active members for students of King's College, Cambridge. Founded in 1858, the Boat Club has the largest active membership of any society within the College and we hope to expand even further in the next few years. Most members have never rowed before coming to Cambridge and we aim to make rowing and coxing accessible to all members of College regardless of previous experience.

King's College was founded in 1441 and currently has a student population of around 650. Each year around 30% of the undergraduate intake novice with the Boat Club, and most continue to row at various points throughout their Cambridge career. The Boat Club is run by a Student Committee who cover all administrative duties and oversee equipment maintenance and outings. Senior student members are also heavily involved in coaching lower boats, particularly novices.

The overall running of the Boat Club is overseen by a Steering Committee; composed of coaches, alumni and College representatives. They provide advice and expertise to students, as well as a measure of continuity (in contrast to the student committee which changes every year).



OUR RACING AND SUCCESS

KCBC is successful both on and off the River Cam, regularly competing at Henley Royal Regatta, Eton Dorney and on the Thames Tideway for the prestigious Head of the River Races.

In 2013 our top men's boat (M1) qualified for the Temple Challenge Cup at Henley Royal Regatta – making it into the top 32 university crews from the UK, and from overseas. Last year, both M1 and W1 competed on the Thames for the Head of the River Races. W1 regularly make an appearance at Bedford Star Regatta, and have had much success there in recent times – winning in 2015.

We are starting to move onto an international stage but our aspirations are currently limited by funding. In July 2014 we sent an Alumni IV+ to Amsterdam to compete in the Argo Sprints and the NSRF Slotwedstrijden on the 2014 World Championship course. We have also recently received an invitation to row at the Seine Regatta in Paris and are planning to build in more international appearances in the coming years.

KCBC further takes part in charity events, and recently completed a 24 hour charity 'ergathon'. We would like to take this further and would be keen to consider fundraising for any charities that you have links with.



OUR FUTURE

To build on our current success and reach the next level we require sponsorship so that we can improve and compete off-Cam more regularly, and get access to top-quality coaching and equipment. This is not affordable on a student budget so we are asking for sponsorship of £10,000 per annum to help us achieve our aims.

We pride ourselves on ensuring that rowing is accessible to all members of College regardless of financial background, but this is increasingly impractical without sponsorship due to the overhead costs of running the Boat Club. We have always made an effort to keep membership costs significantly lower compared to other clubs, who often charge annual membership fees of several hundred pounds.



Your sponsorship contribution will help us to:

- Pay for coaching
- Subsidise national and international races
- Cover administrative costs such as British Rowing Membership and Cam Conservancy fees
- Maintain a high standard of equipment.

It may also be used to benefit the Club in other ways.

At the full sponsorship level of £10,000 per annum we can offer exclusivity, however if you are interested in making a smaller annual contribution we would be very happy to discuss sponsorship options with you. We would also welcome smaller commitments to fund specific races.

Alumni or companies interested in supporting the Boat Club campaign with larger gifts are welcome to contact Julie Bressor, Director of Development at julie.bressor@kings.cam.ac.uk.



SPONSORSHIP BENEFITS

We can offer you direct contact with Cambridge students at our events as well as access to students and alumni through our email database and Facebook and Twitter pages. Depending on sponsorship level, there will be opportunities to feature in alumni and student newsletters throughout the year, and in email footers in all official correspondence. We can also distribute your recruitment information to all of our members and to the wider Cambridge community. On top of this, there will be the chance (subject to availability) to hire King's College facilities to host recruitment events or company functions.



At full sponsorship level, we will display your company logo on our kit, boat and blades. This will give you exposure at off-Cam races such as Henley Royal Regatta as well as all around Cambridge. Kit is regularly worn in lectures and classes so your logo will reach many Cambridge students from a variety of different Colleges and courses.

Your logo will also be featured at our new, state-of-the-art boathouse throughout the duration of your sponsorship, and we will display your company banner at Boat Club events. These include the Mays Marquee held during the May Bumps, which is attended by many King's students and alumni (along with sponsors!), and various dinners throughout the year.



YOUR LOGO HERE



If you have any other ideas about how we could engage with you we would be keen to discuss this further.

CONTACT

For further information please contact Neil Paul (Men's Captain) at kings.men@cucbc.org or Rachael Baker and Danielle Jackson (Women's Captains) at kings.women@cucbc.org. Alternatively you may write to us at the following address:

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842, King's College,
Cambridge
CB2 1ST

Please do not hesitate to get in touch with any queries.

