

University College London Union

Netball Club Sponsorship Proposal



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A Introduction

The following proposal outlines the potential sponsorship opportunities through UCLU Netball Club. UCL itself has over 27,000 students, of whom about 10,000 are international. UCL is a global university ranked 9th in the world for 2015. The institute attracts extremely academic students from all around the world.

UCL was the first university in England to welcome women on equal terms with men. UCLU Netball Club prides itself on attracting strong-minded, well- rounded young women. Although we are primarily a female club, the past year has seen the inclusion of four young men through our social netball team as we promote equal opportunity within sport.

Within the student population, about 2,000 are heavily involved in university sport and perform at all levels from grass roots through to elite international level. UCL finished 25th out of 145 universities in the British Universities Colleges Sports (BUCS) Leagues in 2013-14 demonstrating the high caliber of UCL athletes and the national level at which the university performs.

B UCLU Netball Club

- Membership and Awards

- 87 members; 50 competitive players, 37 social members.
- Predict further expansion of the club over 2014-15 with the development of social netball and addition of postgraduate netball.
- UCLU Netball has been presented with the Gold Award from the UCL Union owing to our consistently high standards in sport and non-sporting activities.

- Competitive Leagues and successes of 2013-14

- 5 competitive teams will play weekly in 2014-15 in the BUCS league and London University Sports League (LUSL).
- Our 4th team has been promoted in the BUCS league for the 2014-15 season after their successes of the previous season.
- Our 2nd and 5th teams have been promoted in LUSL for the 2014-15 season after their successes of the previous season.
- Our 5th team won the LUSL cup in their division. The first team made it through to the semi-finals of the LUSL cup.

- Varsity:

Our first team conquered our long-standing rivals, King's College London, in the first London Varsity Series, marking the first win for UCLU.



- Social Netball

- Membership increased by 74% in 2013-14 academic year due to the addition of social netball.
- Training sessions are run by our current members. The social team has played in one tournament this year against other London university social teams, finishing 2nd out of 6 teams.
- Social netball has allowed us to extend membership to 4 young men over the past year.

- Volunteering

Our Vice President works closely with staff from outside institutions to extend our sporting knowledge and experience to the wider community. We hope to continue with the following projects next academic year.

- **St Michael's Primary School, Camden:**

Introductory balls skills and teamwork were taught and developed through basic netball drills.

Two sessions were run in term 1 for year 4 and 5 pupils.

- **UCL Academy:**

Term 1: weekly training sessions were held with year 7 and 8 girls, building on their existing knowledge of netball, including shooting, defending and footwork.

Term 2: The Academy students began competitive matches against other London schools. After liaising with the teaching staff, sessions were planned in advance to facilitate progression of the year 7 and 8 netball teams in these games.

- **Fundraising Events**

- **Term 1: Interclub Netball Tournament.**

- £200 was donated to The Mace Foundation.
- 16 sports and non-sports clubs entered the competition in a 'round-robin' tournament, followed by an interclub social event.
- £35 donated to The Alzheimer's Society following a netball match between the interclub champions and UCLU netball first team.



- **Term 2: Charity Netball Ball**

- £210 donated to The Alzheimer's Society.
- Sell out event with over 200 tickets sold, attracting many students from the wider UCL student community.
- The night allows the netball club to work with other UCLU societies, including the UCLU Photography Society and UCLU Jazz Society.



- Annual tour and other social events

- This year, 22 competitive members look forward to a five-day tour in Split, Croatia.
- Previous tours have included short trips to Malta and Spain where we have played against local netball teams.
- Weekly social events follow BUCS league matches every Wednesday.

C **Sponsorship Opportunities and Benefits**

Promotion of our sponsor can run throughout the year. This allows for an enormous amount of PR and publicity for any sponsorship partner. UCLU Netball Club have an extremely high profile within the UCL Union, and therefore can offer substantial exposure to any commercial partner.

Proposed sponsorship opportunity of the UCLU Netball Club:

- Clothing: the sponsor's logo will be present on all competitive team players kit and social members' training tops.
- Publicity: the sponsor's logo will be present on promotional materials for UCLU Netball Club fundraising events and weekly club emails.
- Graduate recruitment: UCLU Netball Club members will help at on-campus promotion events of the sponsor, including online advertisement of the event, on-campus flyering, etc.

D **Sponsorship Costs**

Sponsorship request: £2500

Breakdown of costs:

- 100% of our competitive members purchase at least one kit item per year. We aim to subsidise this cost by up to £40 per player.
- We would like to provide social netball t-shirts to our social members next season.
- We would like to purchase UCLU netball dresses and additional kit for the proposed postgraduate team.

Tour Sponsorship: £1000

Breakdown of costs:

- Subsidised travel costs to any members who wish to participate on the netball tour.
- We would like to provide tour t-shirts to any participating members. These t-shirts will bare the sponsor's logo.

E Contact Information

To discuss the contents of this proposal in more detail or to obtain further information please contact:

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