

UNIVERSITY COLLEGE LONDON UNION  
VOLLEYBALL CLUB SPONSORSHIP PROPOSAL  
2014/15





## **UCLU Volleyball Club**

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<https://www.facebook.com/UCLUVolleyball/>

Dear Prospective Sponsor,

University College London Union (UCLU) Volleyball Club is one of the most successful clubs within UCL. We attract students from a broad range of nationalities, degrees, and ethnicities. In the 2013-2014 season, our club contributed 87 points to UCL overall score, placing us in the top five UCLU sports clubs for its performance.

Based at the heart of the UK capital, UCL is consistently recognized as one of the world's leading universities and was ranked 4<sup>th</sup> in the world in the 2013 QS World University Ranking. UCL is London's top multidisciplinary research university with an international reputation for the quality of its research and teaching. As well as being dynamic and intellectually challenging, UCL also provides a very cosmopolitan and international environment in which to study. The ability to balance academic excellence with extracurricular activities is another hallmark of students at UCL. In addition to a rich athletic tradition, thousands of UCL students participate in social clubs, associations and community groups that enrich London and contribute to a vibrant campus life. There is no doubt that it is highly attractive to be associated with such a prestigious institution as UCL.

Our club is looking to attract sponsorship to help develop the club and its players. As with any business, there are many expenses connected with running the club especially in a city like London. Our university provides the bare minimum funding for the club to run, but we rely on the support of external businesses to develop and above all improve our club. In this Sponsorship Proposal document, we have further discussed details of our club, activities, events, and past achievements, as well as the goals for this 2014/15 season. We have also outlined the different sponsorship packages. All our sponsorship packages will be individually tailored to meet our sponsors' requirements which might include brand awareness, corporate image, customer and employee relations and community relations. Our sponsorship partners will benefit from both an association with a highly renowned university and a successful sports club.

We hope that this proposal convinces you that there is no better sport club to sponsor than UCLU Volleyball Club.

Your sincerely,

Anna Graca, MPhil/PhD  
UCLU Volleyball Club External Relations Officer



**UCLU Volleyball attracts students from countries all over the world. Over the years our club has grown and welcomed players of all levels, ability and experience. In 2013-2014 the club counted just over 100 members.**

UCLU Volleyball has had great successes over many years. Both our men's and women's first teams play in the British Universities & Colleges Sport (BUCS) Championship in top divisions. In 2014, the Men's team finished **3rd in the UK**. In the Student Cup tournament, both the Men's and the Women's team were in the top ten teams of the country, an unprecedented achievement. UCLU Volleyball became the 4th best performing club (out of over 50 UCLU sports clubs) in the entire university. We also qualified as the 11<sup>th</sup> best performing volleyball club in the UK. We also play against local London clubs in the London League. Two of our players are sponsored by the UCLU Elite Athlete programme.

The club also has two mixed teams which accommodate for beginners and recreational players. We work with our National Governing Body, Volleyball England, to promote and develop volleyball and sport generally. Our club

has two HEVOs (Higher Education Volleyball Officers) who act as Activators and help run our open social sessions. We receive advice, structure and general help on exercises and how to be an even more successful, developing and inclusive club.

For the last two years, all of our teams have participated in tournaments abroad. In 2013, the Men and Women won the Les Parisiennes tournament hosted by Sciences Po Paris regrouping universities from all over the world. The mixed teams have also played in tournaments in Lille and will play in tournaments across London and the UK.

With the range of leagues and tournaments the club participates in, as well as the diversity of nationalities represented by our club, being associated to our club offers a great amount of exposure.



There are many expenses connected with running the club especially in a city like London. Sponsorship money will allow us to target following issues:

- **Coaching.** Funding from our university covers 2 hours of coaching a week per team which only extends to one training a week. It is crucial for our players to have our coaches present at matches and additional trainings. At the moment, our first team players volunteer to coach mixed team and they also run social sessions for our recreational players every Friday evening, but we would like to have a proper coach present at these sessions too.
- **Venue Hire.** At the moment, we only have one training session a week allocated to each of our teams. This ensures maintaining a certain level, but is barely enough to improve. More court time is essential for all of our players and courts in London average at £50-60 pounds an hour (£100-120 pounds per training)
- **Travel costs.** Very often, in order to go to games, our club members have to pay for their own travel. Last, year both of our competitive teams ended up in the top ten teams in the country in the Volleyball England Student Cup. The participation in the tournament was fully funded by the players despite the fact that it is one of the most important tournaments during the volleyball season.
- **Promoting sport.** We consider that we have an important role as a sports club to promote sport at university, where sports participation numbers should be higher than they are. We want to encourage young adults to be active. Volleyball is also a sport that has high female engagement levels, with a 50/50 split of male and female players in our club. We would like to host more open social sessions to continue doing so.



**We would like our sponsors to have a long-term partnership with both UCL and UCLU Volleyball Club, so we are offering opportunities at various levels of investment from head sponsors to event partners. We have packages available to suit all budgets, but all aspects can be negotiated to suit individual requirements. We want to make sure that the sponsorship works for our sponsor!**

## **Tier 1: £500 (annual cost)**

- Sponsor's name and logo present on club advertising and marketing including weekly e-mails, flyers, posters, social media including Facebook and Twitter. Our university union and Volleyball England frequently re-tweet our tweets.
- Permanent Sponsor description on our Facebook page throughout the duration of your partnership with us, together with a link to your website.
- Advertisement at the UCL Welcome Fair at the beginning of every year, where thousands of students go to giving you great exposure.

## **Tier 2: £1000+ (annual cost)**

- Everything offered by Tier 1 plus:
- Sponsor's name and logo on all off-court kit including hoodies, warmup t-shirts, tracksuit bottoms and bags. Our players wear these to regional, national and international matches and tournaments as well as around university campus at their own leisure.

## **Tier 3: £2500+ (annual cost)**

- Everything offered by Tier 2 plus:
- Sponsor exclusivity.
- Sponsor's name and logo on all on-court items: official kit tops and shorts worn by our two first teams.
- Opportunity to run an exclusive event with your company. This can range from a Networking event to a Careers presentation to several club dinners or drinks evenings at your venue.

Thank you for considering our Sponsorship Proposal. We very much look forward to hearing from you and developing a fruitful partnership beneficial for both parties involved. If you have any queries or wish to receive any further information, please feel free to contact Anna Graca, our External Relations Officer at [anna.graca.11@ucl.ac.uk](mailto:anna.graca.11@ucl.ac.uk)

Best wishes,

**The UCLU Volleyball Club**