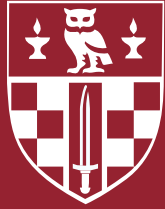


# BIRKBECK CRICKET CLUB

BIRKBECK, UNIVERSITY OF LONDON



SPONSORSHIP PACK  
2015/16



Birkbeck  
UNIVERSITY OF LONDON



# DEAR PARTNER,

The 2014/15 season has been an exciting one, as it has marked 183 years since the Club's inception, and has seen some significant progress. You can read the details about this progress and achievements on the following pages.

We're proud to say that membership has increased by during the 2014/15 season and, to help you reach the London professionals who matter we plan to further increase numbers during 2015/16. Birkbeck's student population has also increased during the last year. The College now has over 19,000 students taking advantage of intensive, evening degrees that suit the spirit of the times.

The club continues to reflect Birkbeck's student profile. Birkbeck teaches mainly graduate courses to purposeful and committed students city professionals. Against this background, most of our players are graduate students, pursuing formal studies in Economics, Finance, Business and Law.

In this regard, we champion the value that the intersection of business and academia has for the economy, as well as for the individual. With an strong make-up of public and private sector professionals as members, the 2015/16 Academic Term represents a fantastic opportunity to partner with the Birkbeck CC in what will be another exciting year for the club.

We hope that you will give this your serious consideration. As the feedback from our activities this year has demonstrated, our sporting success has been well received and our intention is to repeat this success in 2015/16 season.

This pack will help you to explore some of the ways you can gain benefits from being a valued Birkbeck Cricket Club partner. I can assure you that the team - which includes significant input and strategic direction from a group of business professionals – are fully committed to ensuring that all of our partners derive outstanding value for money from the opportunities that the Club's programme - both in terms of sport and outreach - will provide in 2015/16.

Let us help you reach out into new areas of business opportunity.

Charles Shaw  
Club Secretary  
2015/16 Academic Year

# BIRKBECK CRICKET CLUB

## BIRKBECK, UNIVERSITY OF LONDON

Birkbeck Cricket Club is looking to attract sponsorship to help develop the Club and its members.

All our sponsorship packages will be individually tailored to meet our sponsors' requirements which might include the promotion of brand awareness and corporate image, customer and employee relations, and community relations. Our sponsorship partners will benefit from an association with an established and successful sports club representing Birkbeck College. The club is looking for sponsorship in cash and in-kind, ranging from cricket equipment to services or expertise. The club's mission is to enhance the student experience at Birkbeck College through sport by providing opportunities for more students to partake in social events, training events, and competitive games, with our 1st XI competing in the London Universities Sport Leagues.

Birkbeck Cricket Club is the largest sports club at Birkbeck. The club has around 20 members in the core squad, training on a regular basis. The club has a further 100 members who keep track of the progress of the 1st XI and who are invited to take part in some of the social and beginners events held throughout the course of the academic year.

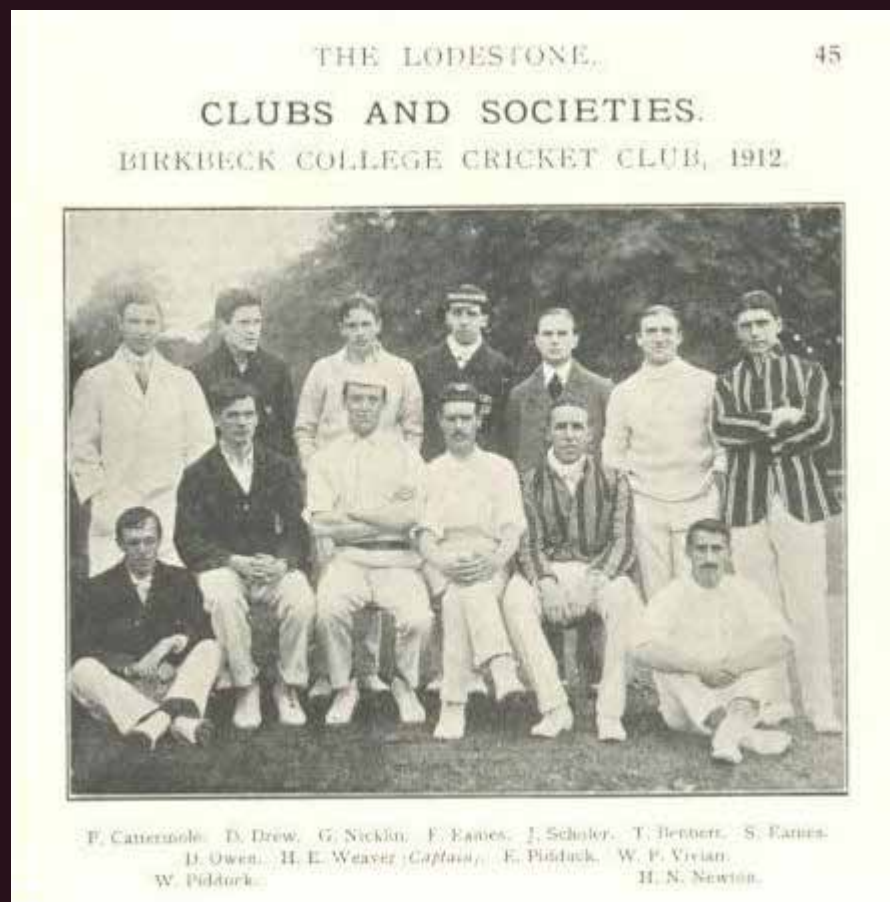
In recent years, the club has enjoyed some success with the 1st XI finishing last season as runners up in the London Division II Cup (2013/14 season). This level of achievement is due to the talent and commitment of our members and the club currently enjoys a very high profile within the university; our latest successes being reported in the University magazine as well as through regular exposure through social media.

By virtue of being the largest sports club at Birkbeck, the club has a high profile in the College. Sponsorship would provide direct financial relief to every club member and therefore your company would be highly valued as a sponsor. We will provide your organisation with positive exposure throughout the College as well as in the University of London.



# OUR HISTORY

Established in 1832, the club was in existence a good 16 years before the birth of the sport's first truly great player, W.G. Grace in 1848 and some 50 years before the first Ashes contest between England and Australia in 1882. Indeed, in 1832 underarm bowling was still the formal method of bowling, until its replacement by round-arm bowling in 1835 and finally overarm bowling in 1864.



Birkbeck College was founded by George Birkbeck in 1823 under the original name of the London Mechanics' Institution and was dedicated to the education of working people. It became a constituent of the University of London in 1920.



# WHAT WE CAN OFFER YOUR ORGANISATION

**Branding** - The club proposes to print your company's logo on all items of kit (where feasible) as well as providing a subsidised item of compulsory kit to be worn at all competitions. Thanks to our diverse member base, your company would receive exposure in all departments and schools at the College.

**People power** - The club is the largest sporting club at Birkbeck and this sponsorship is very important to us. We are prepared to distribute promotional material throughout the University and ensure club posters featuring our sponsor branding are displayed in all Schools of the College.

**Promoting your brand** - We are aware that word of mouth is by far the most powerful and trusted form of advertising. Through our extensive social media network and strong off-line outreach, we are in a position to advertise your company through on-campus events like no other society.

Approximately a third of our team is studying in the School of Business, Economics and Informatics. We are also in a position to advertise your company to members of Birkbeck Economics & Finance Society (270 members, [birkbeckefs.org](http://birkbeckefs.org)), the committee of which also play for the team.

**Events** - Birkbeck Cricket Club organises several events throughout the year, including our annual Social, which regularly attracts members of other colleges from across London such as UCL, King's, Royal Holloway and LSE. We are currently mooted the proposition of an inaugural end of season student-staff college match, or other inter-school event, which would offer an excellent "in-college" opportunity for sponsor exposure.

**Banner** - The club would purchase a new banner with your company logo prominently featured to display at all local and national competitions attended. This would include the intercollegiate cricket competitions organised by the club, currently the BUCS London Universities League.

**Print** - The club regularly features in the Birkbeck student newspaper. We would ensure your company gains additional exposure through this medium.

**Annual dinner** – Representatives from your organisation are invited to attend the club's annual dinner, which would be a great opportunity to meet both current and former club members.



# LEVELS OF SPONSORSHIP TAILORED FOR YOU

By fully understanding the business objectives of each sponsor and creating a bespoke sponsorship package, benefits can be measured in a number of ways:

- brand exposure through logo placement and generic promotion;
- networking opportunities;
- PR value through brand association and event coverage;
- offsetting sponsorship against tax (sponsorship is an allowable expense);
- meeting corporate social responsibility targets; and
- staff development through engagement with Players at regular training days open to staff and guests of our sponsor company.

In addition, networking events are hosted by Club members and typically include season launch cocktail parties and formal annual dinners attended by academics, students and friends of the club.

## COST IMPLICATIONS

The club spends in excess of £500 per year on nets practice alone. The University provides a grant of £250 but club members must bear the remaining sum. With other costs such as kit and transport added in the cost of club membership becomes very high. We aim to develop the training program of the club to include more off season training in indoor nets as well as potentially look towards bringing in a coach to support the team's training needs.

In exchange for the high level of exposure offered by the club we would be looking for top level support in the region of £1,500.

We offer the following levels of sponsorship:

Gold - £800+:

Silver - £400-£700

Bronze - £100-£300

# LOGO PLACEMENT





# WHY CHOOSE US?

It is the size and strength of the Club, together with our players' achievements and approach to club cricket that makes appearances of Birkbeck Cricket Club distinctive within the London University sporting scene. These solid foundations help develop University sport while promoting stronger and better-informed relationships between Birkbeck and our industry partners. We hope that any future partner will benefit as much from an association with our club, which is uniquely placed to offer the opportunities of access and exposure to current and former Birkbeck students, as well as the exposure to our peers from other Universities in and around London.

We hope you will join the Team.

## NEXT STEPS

Our team can advise on the benefits of each sponsorship level and ways to integrate Birkbeck Cricket Club sponsorship into your corporate social responsibility planning, leaving the detail to your own financial and HR teams.

If you would like to understand more about the business case for sponsoring Birkbeck cricket sport, or to arrange a meeting or discussion with our club committee, please contact Charles Shaw who will facilitate the next steps.

Contact the Club Secretary

[charles@birkbeckefs.org](mailto:charles@birkbeckefs.org)

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