

## Re: European Championship Sponsorship Proposal

Dear Reader,

Following our domestic success this season, OUWPC will be representing the United Kingdom, having qualified for the upcoming EUSA Championships in Hungary. We were wondering if your firm would be interested in a unique sponsorship opportunity with OUWPC, helping to contribute to the cost of travel and accommodation in Hungary and / or the provision of performance and training kit for the tournament.

Oxford University Water Polo Club are a prestigious club within the University of Oxford, recognised by our 'discretionary blue' status under the university's official sports award system. The club has an illustrious history, with our annual varsity fixture with Cambridge being the oldest existing water polo fixture, first played in 1891, predating the Olympics. For many students the club forms a significant and impactful part of their university experience. This is shown by the number of our alumni who come back to visit the club, particularly for our annual alumni varsity match, and annual alumni dinner. To get a glimpse of what OUWPC is like, feel free to visit our Instagram page, which has documented the ups and downs of our season over the past year (<https://www.instagram.com/ouwpc/?hl=en>).

This season, our Men's 1<sup>st</sup> team have enjoyed tremendous success. Despite losing our first game of the season, the team bounced back with passion and determination to win the next 9 games, including a thrilling comeback on the final day, and secure the BUCS Premier South title. With the European University Games scheduled for this summer, this meant automatic qualification for the tournament, scheduled to take place in Miskolc, Hungary in mid-July. As the only sports team from the university to reach the EUSA Championships, we were delighted to be offered this unprecedented opportunity to participate on the international stage.

Whilst we have been able to operate predominantly self-funded during the domestic season, qualifying for this special one-off tournament adds significant unexpected costs. These include tournament entry fee, accommodation, food, flights, transport, kit and additional equipment. To facilitate us, as a team of diverse students, to take part in the tournament, we will therefore have to rely on generous sponsorship partnerships to help subsidise the cost.

As an external sponsor for our team, we believe that a partnership with OUWPC can be mutually beneficial. Some of the benefits of sponsoring us include:

- **Unique marketing prospect** (extensive social media coverage on multiple university accounts)
- **High brand exposure** (visibility of your brand at an international event and within Oxford given the club's distinguished presence in the University and amongst alumni)
- **Major recruiting opportunities** (develop a relationship with students from a world-leading university, with an opportunity to distribute promotional material through the club)

We were hoping for overall funding between £5,000 and £10,000, but we understand that this is a relatively large commitment and are therefore happy to work out a tailored sponsorship package to **any budget** that you may have. In terms of what we will be able to offer, this is a sample of options that may be of interest to you:

- Company logo on equipment and / or OUWPC kit including water-polo caps, trunks, poolside Kit and other OUWPC merchandise
- Access to our social media page / mailing list

- Company logo on our website and any OUWPC material distributed on social media
- Recruitment events in Oxford
- One-off match / workshop with individuals in Oxford
- Invitation to our matches at the EUSA Championships

This is by no means an exhaustive list, so we are open to any ideas you may have regarding options for OUWPC regarding sponsorship. In addition, if this is something that interests you, we are more than happy to discuss a longer-term partnership with your firm or company for next season and beyond.

Thank you very much for taking your time to read our sponsorship proposal. If you have any questions, please feel free to let us know and we would be more than happy to arrange a call.

Looking forward to hearing from you soon.

Kind regards,

OUWPC Sponsorship Committee