



Cambridge
University
Ladies'
Netball Club
Sponsorship





Cambridge University Ladies' Netball Club

Sponsorship Proposal

Dear Sir/Madam,

I am writing to you concerning sponsorship opportunities this year with Cambridge University Ladies' Netball Club. CULNC operates a large and successful club at Cambridge, with our 1st team playing in the British Universities & Colleges Sport (BUCS) league at regional/national level. As a club we have rapidly expanded over the last couple of years with the introduction of our development squad doubling the number of club members as well as the edition of a third BUCS team. The Ospreys, the governing body for female sport at Cambridge, recognised our achievements by naming us their 'Team of the Year 2017'. CULNC also organises a university-wide college netball league, and an annual college Cuppers Tournament. The highlight of our season is the annual Varsity match against Oxford, which we will be hosting in March 2021.

We are able to offer you one of three sponsorship packages to support CULNC and advertise your business to the large network our team operates within. These packages are:

1. BUCS
2. Cuppers
3. Varsity.

I've added a detailed sponsorship proposal below for your review. Please note that we only take one sponsor per package and there are only 3 available places in total.

As a CULNC sponsor, your company would be supporting one of the fastest growing women's sports in the UK and increasing your brand awareness at Cambridge University, with exposure to over 20,000 high achieving students.

This is an exciting time for netball and women's sport with England claiming their historic first gold medal at the Commonwealth Games last in 2018. The Netball Premier League is becoming increasingly popular with more televised matches and the Netball World Cup 2019 being played in Liverpool. It is the fastest growing female sport in the UK, with approximately 1.4 million players across the nation

If you are interested in sponsoring Cambridge University Ladies' Netball Club, please let us know the package you would like to secure. Thank you in advance for taking the time to consider sponsoring our club, and I look forward to hearing from you!

Yours faithfully,
Fenna Agnew

Sponsorship & Publicity
fma29@cam.ac.uk





Cambridge University Ladies' Netball Club

Sponsorship Proposal

CULNC currently offer 3 sponsorship packages: BUCS, Cuppers/College League and Varsity

BUCS Package - £2000 incl. Vat

BUCS (British Universities & Colleges Sport) is the annual league which our 1st, 2nd and 3rd teams compete in.

With this package you would receive:

- Access to the university squad and exposure to high-achieving men and women throughout Cambridge
- Advertisement on the CULNC website with a link to your site
- Promotion throughout Facebook, Twitter and Instagram accounts
- Access to the CULNC University Netball Mailing list in order to send out content with up to 2 emails per month
- Promotional material distributed at the Varsity Match
- Opportunity to run events with the support of the club, at the University of Cambridge

Cuppers/College League Package - £4000 incl. Vat

The Cuppers Tournaments takes place every March across two weekends - one for Mixed and one for Ladies. There is a total of 63 College teams, giving CULNC a wide reach across Cambridge to many sportsmen and women.

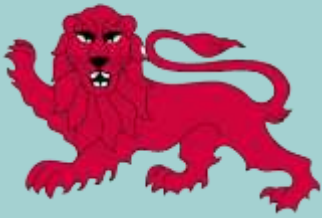
In addition to the BUCS package you would receive:

- Distribution of over 600 branded t-shirts to all college teams during the Ladies and Mixed Cuppers Tournament in early March 2021
- Promotional material displayed at both the Ladies and Mixed Cuppers tournaments
- Photos taken of both the Ladies and Mixed Cuppers Event for your use

Sponsorship & Publicity

fma29@cam.ac.uk





CULNC

Cambridge University Ladies' Netball Club

Sponsorship Proposal

Varsity Package - £5000 incl. Vat

We have an annual varsity match against Oxford with all three of our teams competing. This is the highlight of our season, it's an amazing day of nail-biting netball with an incredible crowd and atmosphere.

In addition to the BUCS package you would receive:

- Your logo prominently displayed on warm up/training kit (with the potential live broadcast with England Netball)
- Opportunity for corporate entertainment, providing access to both Cambridge and Oxford.
- Posters and flyers distributed at the CULNC stall of the CUSU Freshers' Fair
- Photos taken of all three Varsity matches for your use with logoed kit.

Sponsorship Over £1000 incl. Vat

If none of the packages above are the right fit for your company, we also welcome sponsorship between £1000-£2000 in return for putting your logo on our website and advertisement at the Varsity Match.

If you have any queries or wish to discuss the packages further, please do not hesitate to get in touch.

Sponsorship & Publicity

fma29@cam.ac.uk



