

CAMBRIDGE UNIVERSITY ASSOCIATION FOOTBALL

CUAFC 2021/22

SPONSORSHIP BROCHURE



website: www.cuafc.org

email: treasurer.cuafc@gmail.com

instagram & twitter: @cuafc & @cuafcwomen

facebook: <https://www.facebook.com/CUAFC1/>



ABOUT CUAFC

Founded in 1856, Cambridge University Association Football Club (CUAFC) is the football club of the University of Cambridge and the oldest football club in the world.

There are five teams who represent the university: the Men's and Women's Blues, the first teams who currently play in their respective BUCS Midlands 1A divisions; the Falcons, the Men's second team who play in Midlands 3B; the Eagles, the Women's Second team who play in the Cambridgeshire County League; and the Kestrels, the Men's third team who play against representative sides over the course of the season.

In addition to this, CUAFC runs the Cambridge University Association Football League (CUAFL), which orchestrates the inter-collegiate league. With 6 divisions and 3 cup competitions, the Intercollegiate league facilitates weekly competitive football between colleges for more than 900+ players.



CHARITABLE AND COMMUNITY PARTNERSHIPS

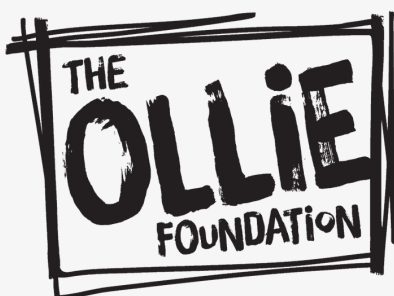
The club is not only committed to Cambridge University students but also seeks to have a positive impact on the wider Cambridge community.

The club runs numerous charitable community projects. One such project is our partnership with Power2Inspire a local Cambridge sports charity for those with disabilities.

CUAFC will host a community 'powerhouse' sports day event each year in partnership with power2inspire. In addition, two members of either the women's or men's team will volunteer each week at a local SEN (Special Educational Needs) school to help with gym sessions. School staff-members and students will also receive free tickets to our Varsity games.

Another example of the charitable work done at the club is our partnership with the Ollie Foundation. The Ollie foundation is a charity that helps young ones contemplating suicide through the delivery of training programmes, providing confidential help and advice and campaigning for policy changes at local and national levels.

During the 2020 winter lockdown, CUAFC participated in a charity campaign where the club ran/cycled 2000 km. The club raised £1410 during November 2020.



KEY STATS



75 players across 5 teams



900+ players within the inter-collegiate league (CUAFL)



5,200+ followers across Facebook, Instagram & Twitter



2000+ fans at our annual varsity match vs Oxford



1000+ fans expected at our inaugural London varsity match vs UCL



1 International tour/tournament per season - previous destinations include China, Miami & Portugal



Active support of 2 local charities per season



3rd Best University Globally - Cambridge University is a world leader in academia

WHY WE NEED YOUR HELP



The covid pandemic has hit grassroots football hard and CUAFC is unfortunately not exempt from that.

The F.A. has conducted a review of its education partners and how they are directly funded, the result of which will be a staged reduction in guaranteed funding from £12,500 per annum to zero over the forthcoming seasons.

Consequently the club's current and future ability to adequately provide an environment to support competitive football at the university is under threat.

WHAT YOU CAN HELP CUAFC WITH

RUNNING COSTS

- £25 will pay for one training ball
- £25 will cover the cost of a referee
- £100 will cover the cost of hiring a floodlit astro pitch for 1 hour's training
- £2500 will cover the cost of one team's coaching expenses for the year

TRAVEL

- £1000 will cover the cost of one team's travel expenses for a term

KIT SPONSORSHIP

- £700 will cover one team's varsity kit costs



HOW CUAFC CAN HELP YOU

Access to Cambridge Students, Alumni & Community

- Sponsors will have exclusive access to job-boards within the university making it easier to target graduates from one of the world's best universities
- Club members would also be willing to intern at your organisation with a view to working there full-time
- The club is also willing to provide volunteers from the club to help with any events your organisation may have
- Sponsors will be able to leverage our partnerships with local charities and schools to market their organisation to the wider Cambridge community

Access to a wider (global) audience

- Each year the club embarks on a summer/winter training camp and is often invited to global university football tournaments - previous destinations have been to China, Portugal and Miami just to name a few
- Sponsors will be able to advertise their brands across the globe during our training camps and international tournaments

Access to a wider digital audience

- With over 5,200 followers and counting on our Facebook, Instagram and Twitter pages, sponsors will be able to engage with a targeted digital audience with weekly match report posts.



HOW CUAFC CAN HELP YOU - VARSITY 2022

Executive Lounge Premium Hospitality

- The 133rd varsity match vs Oxford will be held at the Abbey Stadium Cambridge
- Varsity sponsors will be treated to executive lounge hospitality at the stadium which includes three-course dining and wine
- At the executive lounge, varsity sponsors will be able to **network** with high-net worth Cambridge alumni, students and fellow sponsors who will be attending the varsity match

Targeted Mass Marketing

- With an anticipated 4000+ fans, varsity sponsors will be able to showcase their brand at our annual varsity matches against Oxford and UCL
- Varsity sponsors will have a full page advert within the Varsity match-day program which will be distributed globally to former club members
- Varsity sponsors will have their Company Logo on the Varsity Sponsors graphic (This will be promoted via Cambridge University, Oxford University and Cambridge United social media accounts which have a combined 1 million+ followers)
- Varsity sponsors will have a tannoy announcement before each Varsity fixture
- Varsity Sponsors will also receive a framed CUAFC & OUAFC shirt with their company logo

COMMITTEE MEMBERS 2021/22



BEN ADAM
MEN'S 1ST TEAM CAPTAIN



LOUIE ROBERTS
MEN'S 1ST TEAM VICE-CAPTAIN



NICK SWEENEY
MEN'S 2ND TEAM CAPTAIN



FRAN STEELE
WOMEN'S 1ST TEAM CAPTAIN



NEVE MAYES
WOMEN'S 1ST TEAM VICE-CAPTAIN



MEGAN CLARKE
WOMEN'S 2ND TEAM CAPTAIN



KOSI NWUBA
MEN'S CO-PRESIDENT



HENRY LAMBERT
MEN'S CO-PRESIDENT



TIM WALLACE
MEN'S SECRETARY

COMMITTEE MEMBERS 2021/22



KATE DONNACHIE
WOMEN'S 2ND TEAM VICE-CAPTAIN



TATIANA KASUJJA
WOMEN'S PRESIDENT



ARDEN DIERKER VEEK
WOMEN'S SECRETARY



JED ODAGBU
MEN'S TREASURER



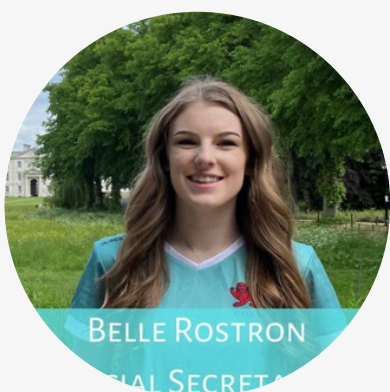
SONNY MCPHERSON
MEN'S SOCIAL SECRETARY



MATT HAWTHORN
MEN'S SOCIAL SECRETARY



ISOBEL BOOTHROYD
WOMEN'S TREASURER



BELLE ROSTRON
WOMEN'S SOCIAL SECRETARY



ANNA O'LEARY
WOMEN'S WELFARE OFFICER

COMMITTEE MEMBERS 2021/22



DAMIAN MOLINEUS
MEN'S SOCIAL MEDIA
OFFICER



UJJAL SUNUWAR
MEN'S SOCIAL MEDIA
OFFICER



MATT HARRIS
MEN'S WELFARE OFFICER



POLLY HIPKISS
WOMEN'S SOCIAL MEDIA
OFFICER



SARAH HICKMAN
WOMEN'S ALUMNI
RELATIONS OFFICER



TAYLOR LYNN-JONES
WOMEN'S VARSITY
COORDINATOR



SAM ERNEST
CUAFL CHAIRMAN



GEORGE PUGH
MEN'S ALUMNI RELATIONS
OFFICER

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THANK YOU!

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CAMBRIDGE

