



UNIVERSITY OF BRISTOL BOAT CLUB

SPONSOR'S GUIDE
SEASON 23/24

WHO ARE UBBC?



The University of Bristol Boat Club (UBBC) is one of the UK's top academic rowing programmes. With 120 members aged 18 to 26, UBBC is a mainstay at the biggest rowing competitions nationwide. For the last four years, the club has annually qualified two student boats and one alumni boat (under the name 'Nonesuch Boat Club') into the prestigious Henley Royal Regatta. It is one of only four British clubs to ever win what is now the Temple Challenge Cup at Henley, alongside Oxford Brookes, Imperial, and Cambridge.

While UBBC is one of seven clubs that ordinarily enter the championship category at most regattas and head races, it differs from other programmes in that it receives zero direct funding from our university. Most clubs receive

significant funding from their institutions, and until recently, designated 'High Performance Programmes' received direct funding from British Rowing. While the HPP affiliation now comes in the form of non-monetary support, such programmes continue to have an outsized advantage.

Despite this, Bristol have in the most recent season shown signs that we are on par, if not overtaking HPPs such as Newcastle and Edinburgh. Both the men's championship and intermediate Vllls recorded faster times than their northern counterparts in the time trial at the recent British University Championships (BUCS), with the women third fastest only behind Oxford Brookes. The women's intermediate IV won a



silver medal in their category over HPPs UL (University of London), Newcastle, and Edinburgh.

At the moment, our lack of funding means we are forced to charge our athletes significantly higher memberships and race attendance fees, reducing the accessibility of the sport. While we have a small alumni fund which is able to support some students who struggle to pay, rowing is expensive and this can be challenging for certain students. Increased funding would allow us to expand our programme and replace outdated equipment, investing in a fleet that reflects our athletes' performances.

UBBC IN NUMBERS



3 Medals won at BUCS Head Race 2023 (1x gold 2x silver)



5 Vice Chancellor's Scholars (most of any sport at Bristol starting 2023)

20TH



Of 420 crews at the Head of the River Race on the Thames



120 Student athletes in our squad

PAST SUCCESS

1991

The Men's 1st VIII win the 'Henley Prize', a year before it is renamed the Temple Challenge Cup.

2022

The Women's Development IV make the final at Henley Women's Regatta. Bristol athlete Robbie Prosser is called up to represent Great Britain at Under-23 level. He wins a bronze in the VIII at the European Championships before winning gold in the IV at the World Championships with a record-breaking time.

2007

The Men's Squad win gold in both Championship Coxed and Coxless IVs at BUCS

2010

The Women's 1st VIII win the Academic Eights at Henley Women's Regatta

The club win a silver medal in the championship IV at BUCS Head, and medals in both Intermediate Vllls and IVs. The Women's Intermediate IV win silver at BUCS Regatta. For the first time since 2011, both 1st and 2nd Men's Vllls qualify for the Temple Challenge Cup.

2023

1. Overtake our competitors to become one of the Top 5 UK clubs

Already outperforming HPPs and other wealthier clubs, we plan to consolidate both the men's and women's squads in the championship category in the next few years. By performing junior outreach and fresher recruitment, we aim also to build the squad's depth in the long term.

2. Achieve financial sustainability for the club's future

At the moment the club's financial standing is good, but allows for limited saving and investment. By exploring opportunities for sponsorship and fundraising, this year's committee is looking towards ways for the club to shore up the success of present and future athletes.

3. Replace outdated equipment and expand the club fleet to reflect the squad's performance and potential

The present fleet has been serviceable for past performance, but with the growth of the programme in the past two years, the club has outgrown our existing boats. A lack of smaller boats has meant we have been in the problematic position of choosing between entering men's or women's categories at competitions. It also bars promising athletes from training for national trials. By expanding our fleet, we will be able to give our athletes wider opportunities for training and competition in years to come.

FUTURE AMBITION

FUNDING STRUCTURE

MEMBERSHIP

The bulk of the club's funding comes from direct membership costs levied from our athletes. We would like to reduce our dependence on fees to improve accessibility.

EVENTS

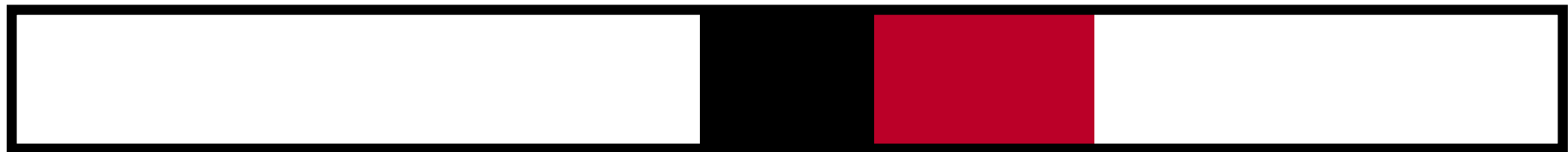
We also make a significant income from events, chiefly our annual Head Race, through race fees and profits from catering. We plan to increase this by selling merchandise and expanding entries.

LEARN-TO-ROW

Another important non-membership source of income is our Learn to Row programme, which takes place in autumn. Our members volunteer their time to teach complete beginners, some of whom then join our development squad.

OTHER

In addition, we make a small amount of money via existing sponsorship agreements with TVE Group, Virgin Media, renting out our minibuses to other student clubs, and selling merchandise.



INSURANCE

Our insurance bill makes up one of the largest costs to the boat club, due to the value of our fleet, equipment and occasional repairs costs.

MAINTENANCE

On top of insurance, we also spend money on repairs to our fleet and replacing broken/faulty equipment, such as oars and chargers for coxboxes.

RACES

We also spend money on miscellaneous race expenses, including fuel for our truck and trailer, and costs incurred by coaches, e.g. accommodation.

TRAVEL

Another significant cost to the club is travel (including fuel, insurance, MOT and repairs to vehicles) to races and training.

SPENDING STRUCTURE

AUDIENCE & EXPOSURE



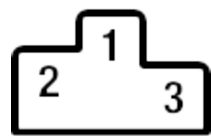
4.7K Total followers across our main and alumni Instagram accounts. Our photos and videos are also regularly reposted by UK and worldwide rowing accounts with a cumulative total of over 100k followers.



20 Events we attend annually nationwide, including Henley Royal and Henley Women's Regattas, attended by 300,000+ visitors annually with over a million viewers online.



3 Branded vehicles driven almost daily between Bristol, Bath, and across the country. Our boathouse is also clearly visible from the London-Bristol railway line.



1K Attendees at our annual head race in December, including juniors, undergraduate and postgraduate students, and professionals of all ages.



INVESTMENT TIERS

CLUB SPONSOR



At this tier, we are seeking an enthusiastic company who identifies with our ambitions and would like to work with us to develop our programme over a longer time period (1-3 years).

As a primary sponsor, you would be enabling us to:

- develop more athletes to follow in the footsteps of our alumni and represent Team GB at international level
- support over a hundred hardworking, talented student athletes in their sporting and personal development
- remove financial barriers to participation and encourage talent at Bristol from all backgrounds
- develop a sustainable, long-term programme for seasons to come

SPONSOR'S BENEFITS



Branding across kit, boats, and oars appearing at prestigious races



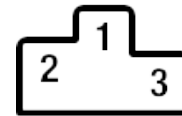
Logos and brand messaging on minibuses, trailers, truck driven across the UK



Promotional opportunities with Team GB athletes



Visibility and posts on our website and social media including Instagram, Tiktok



Opportunity to promote brand at our Head Race in December



Outreach with 4th most targeted student body in the country



BOAT/SECONDARY SPONSOR



We would also be open to one-off sponsorship deals, which would include some of the benefits outlined on the last page. This would be suitable for a short-term partnership, or the support of a specific purchase, such as a new boat.

We are looking to purchase small boats such as singles and pairs for our athletes to trial for GB in. By sponsoring such purchases in full or in part, we would be able to offer naming rights, branded

vinyls, and invitations to a boat-naming ceremony.

This is a fantastic way your company would be able to support the development of the club, and of individual athletes with international potential.

We would be able to negotiate media rights and opportunities for your company when such boats are used at national competitions.

HEAD RACE SPONSOR

We are also happy to offer sponsorship of our December Head Race. This would include publicity rights, as well as the opportunity to have a marquee at which your brand can sell or give out freebies.

The event is currently attended by almost a thousand school and university students annually, a number we plan to increase. It is a great opportunity for outreach to

young people and aspiring graduates in particular. You would also be able to attend the prize-giving and be named on any physical prizes, merchandise, or media we produce when promoting the event.

Title sponsorship of the Head Race is also available. The name of the race can be negotiated and we are open to any ideas you may have for producing corporate media on the day itself.



ATHLETE TESTIMONIALS



ROBBIE

Robbie has won multiple medals for Bristol and Great Britain, including an U23 World Championships Gold in the 4+ with a record-breaking time.

"The coaching and culture at UBBC helped enormously to allow me to work hard and flourish. The members of the club are all friends and help each other to make improvements, we all want to represent the "quarters" and show others what Bristol is made of, that's what I think is unique about the club, and why UBBC deserves recognition and support."



FREDDIE

Freddie learned to row at Wallingford Rowing Club before moving to Leander. He represented GB at junior level twice and attended U23 trials in November 2022.

"Being at Bristol has made my step up to senior rowing and U23 trials very easy due to the support of the coaches and other athletes. The fact that Bristol is a student run club makes me feel as though my opinions are heard and that I'm part of a strong community of likeminded athletes. I can't see myself anywhere but at Bristol."



LARA

Lara began rowing at Rob Roy in Cambridge. She represented GB at the Coupe de la Jeunesse in 2022 and was invited to the final set of U23 trials in 2023.

"Since joining UBBC it has become clear to me how the sport and squad allows for the development of students both as athletes and as individuals. The highly tailored performance programme has both supported me as a trials athlete and allowed me to pursue my academics to a high standard, alongside a fulfilling university experience."



EFA

After a four year hiatus from the sport, Efa made the first VIII in her first season and placed 4th at GB April Trials in 2023. She hopes to secure a GB vest for the club.

"After quitting at the age of 14, I had always told myself that I would row again, so when I joined Bristol it seemed like the perfect opportunity. In the Women's 1st VIII I went to my first ever Henley Royal Regatta qualifiers and it had been the first time I competed in a full regatta season. This persuaded me to trial this year for GB. "



SAM

Sam learnt to row at Bristol during his first year, and has rapidly made his ascent into the First VIII for BUCS, and Henley Royal Regatta. He plans to enter GB trials next year.

"Before I came to Bristol, I had never set foot in a rowing boat before. My decision to join the club was undoubtedly one of the best choices I've ever made. The boat club has provided an environment and programme which has allowed me to go from being a complete beginner to competing at the top level of university sport and looking to go further."



MAISIE

After novicing at Bristol, Maisie made the final of the Development IV+ at Henley Women's Regatta in 2022. A member of the First VIII, she is also targeting GB trials.

"Joining the boat club has led me not only to gain insight into a sport previously inaccessible to me, but to progress and compete in it at a high level. Participating in a performance sport at university has helped me find focus and drive in other aspects of my life, such as my academic development."



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