



UNIVERSITY OF BRISTOL BOAT CLUB

SPONSORSHIP BROCHURE

2024 / 2025

WHY BECOME A UBBC SPONSOR

SUPPORT A CLUB FOSTERING A HEALTHY AND POSITIVE CULTURE, GAIN SOCIAL MEDIA PUBLICITY, ACCESS TO MEMBERS FOR RECRUITMENT AND HENLEY ROYAL REGATTA EXPOSURE

The boat club is one of the largest sports clubs at the University of Bristol. With the largest Instagram following of any sports club at the university, sponsors can expect unrivalled exposure from a student club. Sponsors will also be given the opportunity to brand the club's fleet of boats and minibuses, which are taken to at least eight national races each season.

Additionally, supporting the club means that sponsors will be part of a programme that aims at diversifying rowing at university. UBBC does not only put its focuses on achieving the best results at races, the club is also a space for members to socialise and develop in life through the sport of rowing. Sponsorship support will aid in promoting the sport in and around the university to ensure the largest group of people benefit from rowing.



150 +
MEMBERS



BRANDING ON
MINIBUSES,
BOATS AND
KIT



ACCESS TO
4TH MOST
TARGETED
GRADUATES
IN UK*



4,500+
FOLLOWING

*The Graduate Market in 2023

WHAT MAKES UBBC



PERFORMANCE

The senior squad is aimed at athletes who want to represent the university at races. Recent achievements include wins at Met Regatta and HRR qualification.



NOVICE ROWING

A programme tailored towards graduates of the UBBC Learn to Row course with an emphasis on growing and diversifying the sport at university level.



CREW ROWING

Crew Rowing allows students from the university to be part of the boat club without competing, benefitting from the social aspect of the sport and widening participation.

A WORD FROM THE CAPTAINS



Jake Green

Club Captain, 2024 / 2025



The 2023/24 season has been a record breaking one across the board. Our men's squad has begun to establish itself as the second-best domestic programme, and our women's squad has gone from strength to strength. Both squads boated three eights at BUCS regatta, and the women's 1st VIII not only became the first crew from the University of Bristol to qualify for the Island Challenge Cup at Henley Royal Regatta, but also managing to beat an international crew in first round and progress to the next day. For both squads the results achieved are testament to the hard work put in by each and every member of the boat club. The novice squad also had a very strong year with great results during the winter head season and at BUCS regatta. A number of the novices went on to compete at Henley Women's Regatta at the end of the season.

Looking ahead to the 2024/25 season, the goal is simple - to continue along the upward trend we find ourselves on. For the men's squad, this will mean firmly establishing the position they found themselves in at the end of the season, pushing for championship medals at BUCS regatta and competing with the very best from across the country.

The women's squad will look to push towards the championship category at BUCS regatta having shown themselves to be a dominant force across the academic and intermediate categories. The novice squad will be aiming for medals at BUCS regatta and the heads of the river races.

The University of Bristol Boat Club is a place like no other, with a happy and positive culture. We support athletes of all abilities, whether they are aiming to represent Great Britain at U23 World Rowing Championships, or if they are looking at competing in their first race. Rowing is an incredibly tough sport, demanding absolute commitment from everyone involved. This can only be survived in a supportive environment like the one fostered here at the University of Bristol Boat Club.

As a sponsor, your money would go towards improving the facilities available to athletes, allowing the club to build larger squads. Alternatively, your investment could be used to add to the number of coaches employed at the club so that every athlete has an equal chance of racing in the top boat.



Will Simmons
Club Captain, 2024 / 2025



OUR MEMBERS

UBBC athletes perform at the highest level while benefitting from world class education at a global top 60 university*.

Our alumni have gone onto working at some of the best employers in the country, in fields such as Law, Engineering, and Consulting.



OUR MEMBERS ARE THE 4TH MOST TARGETED GRADUATES IN UK[^]

OPEN TO RECRUITMENT AND CAREER EVENTS BY SPONSORS

OUR SEASON IN
NUMBERS



11

Wins



2

CREWS QUALIFIED
FOR HENLEY ROYAL



9

HEAD RACES AND
REGATTAS ENTERED



1000+

ATHLETES HOSTED
AT UBBC HEAD RACE



SPONSORSHIP OPPORTUNITIES

OUR SPONSORS PROVIDE US WITH INVAULABLE SUPPORT, ALLOWING THE CLUB TO REACH ITS GOAL OF MAKING ROWING A MORE INCLUSIVE AND DIVERSE UNIVERSITY SPORT



DIGITAL ADVERTISING

- Over 4,000 followers on Instagram
- Reposts and mentions by large rowing accounts
- Mentions on club website
- Images on other platforms
- Features in Junior Rowing News



BRANDING RIGHTS

- Branding included on race and leisure wear
- Prominent branding on truck and minibus
- Equipment and race fleet branding
- Gazebo branding



EXPERIENTIAL

- Product sampling
- Direct recruitment targeted at boat club members
- Opportunity to use facilities for team building and corporate days



HEAD RACE SPONSORSHIP

- Be part of an event with over 1000 participants
- Head race title sponsor
- Race event and category naming rights
- Branding in Head Race promotion material
- Stall and promotion set up at boathouse on race day

OUR SPONSORS

ALTHOUGH ALL OUR PARTNERS ARE EQUALLY IMPORTANT IN SUPPORTING THE CLUB, UBBC OFFERS DIFFERENT SPONSORSHIP CATEGORIES TO BEST ALIGN WITH OUR SPONSOR'S GOALS AND COMMITMENTS.

Different types of sponsorships will benefit from the club in different ways. Each partnership is tailored to the sponsor to best cater different types of companies with the best deal and offer full flexibility in partnering with the club.

LONG TERM SPONSORSHIPS

Our long term sponsors share values of the club and are eager to help the club achieve its targets over a multi year partnership. The sponsor must be committed to supporting the club over an agreed period of time to develop the club in both its performance targets and achieve its goals of promoting the sport of rowing at university. Long term partnerships will play a part in developing more talented athletes, remove financial barriers to participation, encouraging talent from all backgrounds and be part of developing a sustainable programme for the club.

SHORT TERM SPONSORSHIPS

Our short term partners will play an equally important role in the club. Although the commitment to supporting the club could range from one-off sponsorship agreements to monthly contributions, the support from these partnerships will further enable the club to make improvements in the short term and assist the club in seasonally performance and inclusion goals. These partnerships enable the club to make small steps in order to achieve a larger goal.

EVENT SPONSORSHIPS

Our event sponsors will play a key role in making club-run events a success. Part of the support from these agreements will be invested into the annual head race and other events organised by the club. As the gesture of gratitude, our event sponsors will have the opportunity to participate and host outreach programmes, such as recruitment, as well as benefit from naming rights to selected race categories.

ATHLETE TESTIMONIALS

Joe rowed at club level before coming to UBBC. He took up the role of Men's Captain at the beginning of the season and has led the men's squad to a successful year with multiple wins and podium finishes at BUCS and Met Regatta.

'This past year we have seen a huge step for the club in terms of results and member development. I am proud to have played a part in this step. The culture of the squad is what makes the club work so well and will allow our continual development. We are lucky to have a group of people who are passionate about the sport and dedicate so much time to the club and supporting each other. I hope we can build and grow this community over the coming years.'



Joseph Cunliffe

Senior Men's Captain, 2023 / 2024



Sam Szeto

Senior Cox, 2023 / 2024

Sam learnt to cox at Bedford Modern School, before moving to Bristol. He has coxed at every level in the club, including coxing men's and women's Vllls to HRR qualification.

'Joining UBBC has been my best decision at university. I have built self-confidence by being part of a culture which has challenged me to achieve my best. Being a student run boat club means we all understand the need for a work/training balance and fosters an environment where opinions are heard and the input was acted upon. This year, the drive and work ethic of the entire club allowed the Women's first VIII to not only qualify for the prestigious Henley Royal Regatta for the first time ever, but also to progress to the next round.'



Maisie Barnes

Senior Women's Captain, 2023 / 2024

Maisie learnt to row at Bristol and has consistently made the first VIII. She made the final with the Dev IV+ at Henley Women's Regatta in 2022, and lead the Women's squad to a record breaking season this year as Senior Women's Captain.

'In my four years at UBBC, I have become deeply involved with both the performance and student-run aspects of the program. In particular, the student-run aspect of our club is incredibly important to me, it provides opportunities to develop unique skills that few other clubs can offer. It drives our culture, enabling athletes to contribute to the club's success regardless of their performance. It is a factor that has driven our growth and achievements over the last few years and will continue to do so in the future.'

Isabel learnt to row at Bristol before progressing into the novice squad. She was part of the novice crew that made the Beginners VIII B-Finals at BUCS regatta.

'I joined the novice programme last year alongside my postgrad degree, despite not having a clue what I was getting myself into. This decision has exceeded my expectation in every way. Learning to row has been amazing, and on top of the rowing itself, I have gained the most incredible group of friends and made some unreal memories. I'm so thankful for UBBC and the opportunities that learning to row has offered. I cannot wait to see what next year holds.'



Isabel Smith

Novice Rower, 2023 / 2024



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AND HENLEY ROYAL REGATTA

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