



KING'S COLLEGE LONDON BOAT CLUB

SPONSORSHIP PROPOSAL 2015/16

3 Headships.
4 Regatta Victories.
A-Finalists at BUCS.
Qualified for Henley Royal Regatta.
We are KCLBC.

Would you be willing to support King's College London Boat Club as we strive to maintain our prowess as the best University Hospital boat club on the Tideway?

The Club

Established in 1844, Guy's Hospital Boat Club expanded through the years and has become King's College London Boat Club (KCLBC), which represents not only King's College London (KCL) but also the United Hospitals of Guy's, King's and St Thomas' (GKT). As we approach our 175th anniversary, we have had one of the most successful seasons ever.

We draw our members from all schools of the university, including; the medical school, law school, and political and social sciences. We are not only highly visible across the main KCL campuses in Waterloo, London Bridge, and the Strand, but also on the Thames from Chelsea to Richmond. We compete both nationally and internationally, and are based at the world-famous Tideway Scullers School, which marks the finish line of the Oxford-Cambridge Boat Race.

Over the following pages we will detail our recent achievements, plans for the future, and sponsorship opportunities that are available to you. By partnering with KCLBC, you are joining one of the most established and well recognised rowing crews in the country, and will be supporting athletes that are delivering the best results in our club's history.

MEN'S SQUAD

Qualified

Henley Royal Regatta

Qualified for the Prince Albert Challenge Cup, putting KCLBC in the top 5 UK university boat clubs.

Winners

IM3 Senior IV+ at Metropolitan Regatta

Winners

IM2 IV+ at Hammersmith Regatta

- 2nd fastest United Hospitals crew in 2014/15
- BUCS: 1st IV+ B-Final
1st VIII+ C-Final
- Best ever result for a KCLBC Fresher Boat at Cambridge Winter Head
- Best men's squad result at Head of the River Race for KCLBC



Winners – Metropolitan Regatta

The United Hospitals races involve all London medical schools and associated university boat clubs. KCLBC competes as KCL and as GKT. These events are steeped in tradition and KCLBC has consistently been amongst the top crews in all events.

WOMEN'S SQUAD

Qualified

Henley Women's Regatta

Qualified for the Intermediate VIII, winning the first round.

Winners

Cambridge Winter Head Senior VIII

Winners

Hammersmith Regatta IM3 category

Winners

United Hospitals Bumps, Regatta, and Winter Head Race

- Placed 36th in Women's Head of the River Race (WeHorr), out of approximately 300 boats, beating our previous top result of 59th in 2013.
3rd in IM3 category of WeHORR.
- Reached A Final at BUCS for Intermediate women's VIII's, placing 6th overall, and B Final in Intermediate Womens IV+.



Best ever result at WeHORR

Key

VI+ a four, with 4 crew and a cox
VIII+ an eight, the most common boat

IM2, IM3 categories rowers are awarded points for winning races. IM2/3 are intermediate categories which limit crews to a certain number of combined points.

BUCS (British Universities and Colleges Sport), the annual national regatta for university boat clubs held in Nottingham.

Sponsorship

There are a number of ways in which you can support KCLBC. Please see below for a guide to the type of sponsorship that we are seeking. All partners will receive the following benefits:

- Invitations to our exclusive Christmas Dinner, Summer Ball and Henley Picnic.
- Invitations to attend other events, including races and fundraising.
- Recognition on our website (theboatclub.org.uk) and promotion across social media.

A full list of benefits can be found on page 6.

Please contact Thomas and Jack at kclbcrowing@gmail.com or call 07767 251412 to discuss sponsorship opportunities and other ways to support the club.

OPPORTUNITIES

Hydration Partner

Provide funding for co-branded water bottles for the whole of KCLBC. Get your brand noticed by our athletes whilst rowing, running and cycling around London. **£300**

Kit Partner

Become our exclusive partner and have your brand displayed on all KCLBC clothing. Our athletes wear a variety of training, racing and casual kit, meaning that your brand will be highly visible both on the water, in the gym, on campus, and throughout London. Orders for kit are placed in the early Autumn, therefore if you are interested in this opportunity please contact us to arrange a meeting. Various levels of kit sponsorship are available:

TRAINING PARTNER

Have your brand displayed on all KCLBC training kit, worn by over 80 athletes.
(Co-branded with Brand Partner - see Page 5)

£5000

CASUAL PARTNER

Your brand displayed on specific KCLBC apparel.
(Co-branded with Brand Partner - see Page 5)

Casual Tshirt: **£500**

Tech Fleece: **£750**



KCLBC for Henry Todd

BESPOKE

Contact us to discuss bespoke opportunities that are available. In 2015 KCLBC partnered with Henry Todd London to promote a range of Limited Edition Regatta Sweaters. **£POA**

Event Partner

Sponsor one of KCLBC's ever-popular events and benefit from having your brand exposed to KCLBC members, guests and invited dignitaries. Events include our hugely popular Fresher's Barbecue, Christmas Dinner, Cocktail Evening at Tideway Scullers School, Summer Ball, and Henley Picnic. ***Please contact us to discuss the opportunities available and prices.***

Equipment

Donate equipment or the funds for equipment and become a key supporter of the club, allowing our athletes to remain competitive at the highest level. Equipment purchased will be branded to your specifications for the life of the equipment and you will receive all other benefits including social media promotion, invitations to events, and recognition on our website.

Please contact us to discuss detailed prices.

ELECTRONICS

Essential equipment in the boat which provides our athletes with instant performance feedback.

Stroke Coach: **£200**

Cox Box: **£500**

BLADES

Help to propel KCLBC towards further success. Your brand displayed for the life of the blade.

*from £500
suggested £1000*

BOAT

Help to fund our boat-buying programme and become a key supporter of KCLBC. The boat will be branded accordingly and will be seen when our athletes compete both nationally and internationally.

suggested £15,000



Branding Guide

[Blade Branding](#)

[Boat Branding](#)

Brand Package

Become the **Exclusive Brand Partner** of KCLBC - ensuring maximum exposure of your brand as KCLBC live, work, train, and compete across London, the UK and the world. You will receive top-level branding of all boats, blades, equipment, subsequent kit purchases, KCLBC events, web & social media, and at all other available opportunities.

£POA

Please contact us to discuss this invaluable sponsorship opportunity.

(Where events, kit, or equipment have already been specifically funded by a sponsor, you will receive equal co-branding)



Benefits

	Promotion on social media	Visible Partner on website	Two tickets to club events	A table at club events	Invitation to race days	Brand on KCLBC Kit	Brand on KCLBC Boat	Brand on Equipment	Corporate Boating Days
Hydration Partner								●	
Training Kit Partner						●			
Casual Kit Partner						●			
Event Partner				●		●			
Equipment								●	
Blades								●	
Boat							●		
Brand Partner									

● = Available for specific item sponsored only

WEBSITE & SOCIAL MEDIA

Have your brand promoted across all KCLBC social media accounts and on our website.

Website

theboatclub.org.uk

Twitter

@kings_rowing

Facebook

/KCLBC

Instagram

kings_rowing
kclbc_women

Over 1,600 followers across KCLBC social media

BRANDING

Boats & Blades

For details see the branding guide on page 4.

Kit

For details see the branding guide on page 4.

EVENTS

Club Events

Receive two tickets or a table (8) to our club events - Christmas Dinner, Cocktail Evening, and Summer Ball.

Race Days

Join KCLBC at selected races throughout the year.

CORPORATE BOATING

Bring your team to spend the afternoon with KCLBC in our boathouse at the world-famous Tideway Scullers School. Get out on the water in our fleet of boats and benefit from advice from our professional coach.

This is a fantastic opportunity to get your team together, learn how to row, and build fitness alongside our athletes.

Boat Sponsors are entitled to one corporate boating day in the first year of sponsorship.

Brand Partners are entitled to two corporate boating days for each year of sponsorship.



Our Plans

After a record-breaking season, see what KCLBC have planned for the year ahead:

To repeat victories in head races and regattas achieved in 2015/16.

Qualify again for the Henley Royal Regatta and Henley Women's Regatta

United Hospital Headship for both the Women's and Men's Squads

Committee member Jack Galsworthy will attempt the Talisker Whisky Atlantic Challenge, aiming to break the World Record for the youngest pair to row across an ocean

Qualify for the Men's and Women's A-Finals at BUCS

Maintain our position as one of the best university boat clubs on the Thames.

We will work with Corporate Partners to provide value for investment and build strong relationships.

Meet us

We would be delighted to meet potential sponsors and to discuss sponsorship opportunities that are available. We have outlined a number of options in this proposal, but are happy to tailor the opportunities to your individual circumstances.

Our PR & Fundraising committee members, Thomas Dempster and Jack Galsworthy, are happy to meet with you at your convenience. Contact Thomas and Jack:

**kclbcrowing@gmail.com
07767 251412**

We look forward to hearing from you and to working together to build a strong partnership.

Thank you.

