



Churchill College Boat Club

Sponsorship Brochure 2019-2020

Table of Contents

Introduction	3
Benefits of Sponsoring Churchill College Boat Club	4
Sponsorship Packages	5
History of Churchill College Boat Club	6
Short-Term Goals and Expenses	7
Recent Successes	9
Contact	10



CCBC Men's 2nd VIII bumping Fitzwilliam in May Bumps 2018

Introduction

Churchill College Boat Club (CCBC) is the boat club for members of Churchill College, one of the constituent colleges of the University of Cambridge.

Rowing is, far and away, the most popular sport in the entire University and the boat club is the largest sporting society in Churchill College, usually boasting around 100 members. Most people try rowing at least once during their time studying, with the majority continuing with the sport. Some taking it seriously as a competitive sport even after they graduate.

The past few years have been extremely successful for the club, with crews winning races both on the River Cam and further afield. Our recent success is owed to our team of coaches who generously give an extraordinary amount of time to the club.



CCBC Men's 3rd VIII celebrating after a successful campaign – May Bumps 2019



A mixed gender Churchill crew, who won the Best Dressed Crew award for their swashbuckling costumes – Catz Cardinals 2016

In order to continue, and build upon, these successes we have to upgrade and maintain equipment in addition to helping the club fund an annual training camp as well as more mundane tasks costs like insurance and boat registration.

The primary reason for looking for sponsorship is to be able to improve the experience of our student members through giving them more racing opportunities and supporting this with better equipment. However, races and equipment can be extremely costly (sometimes over £100 for one crew, and up to £25,000 for a boat). Without help, CCBC will therefore not be able to continue its growth and development.

Benefits of Sponsoring Churchill College Boat Club



Churchill College

Advertising to prospective graduate employees

Churchill College boasts one of the highest concentrations of highly intellectual science and engineering students in the country, if not the world. CCBC can help set up a career stand in the college for your company to advertise graduate jobs and schemes to highly motivated and bright students, and you would also have direct contact with members of the club.



CCBC in bright pink

Advertising space on CCBC kit

CCBC can offer space on our rowing kit for your company's logo, at cost. Churchill historically wears bright pink and so stands out from most rowing kit. As well as this, Churchill's top boats enter high profile races, including the Head of the River Races on the Thames, enabling exposure at high profile and widely supported public events.



"Hearthstone" on CCBC oars

Advertising space on CCBC equipment

Churchill has an extensive fleet of boats, all of which have their own set of oars. Sponsor's logos can be attached to the boats and the blades which can advertise not only as above, but also during the biannual bumps races hosted by Cambridge University, which attracts crowds of spectators which number in the thousands.



Boat Club Dinner

Invitation to Boat Club Dinners

Churchill Boat Club hosts termly dinners for all members, including undergraduate and postgraduate students as well as postdoctoral fellows, of the club to attend and celebrate the term's achievements. Sponsors would be offered VIP tickets to these dinners, as well as the drinks receptions which precede them. Boat Club Dinners are a fantastic way of enjoying 'The Cambridge Experience' and are always well attended, and are also a great networking opportunity.

Sponsorship Packages

All of our sponsorship packages are open to negotiation. Please contact Katie Kirk (Overall Captain) for more details.

Basic Package

£500 - £999

- Circulation of potential graduate schemes to Churchill College Boat Club members via email.
- Advertising space on one of Churchill College Boat Club's lower boats and its respective oars, at cost*.
- Your logo in Churchill College Boat Club's magazine *Forward*, which is circulated to parents and alumni, many of whom are in high level professions.
- Invitations to one Boat Club Dinner, and preceding drinks reception, per year of sponsorship.
- Invitations to take part in team building exercises by learning to row with Churchill boats and coaches.

Full Package

£1,000 - £4,999

- Opportunities to advertise graduate schemes in Churchill College's main concourse during Full Term.
- Advertising space on one item of new Churchill College Boat Club rowing kit, at cost*.
- Advertising space on one of Churchill College Boat Club's boats and its respective oars, at cost*.
- Advertising space in Churchill College Boat Club's magazine *Forward*, which is circulated to parents and alumni, many of whom are in high level professions.
- Invitations to all Boat Club Dinners and preceding drinks receptions.
- Invitations to take part in team building exercises by learning to row with Churchill boats and coaches.

Exclusivity Package

£5,000 or more

- Complete exclusivity as sponsors of Churchill College Boat Club.
- Opportunities to advertise graduate schemes in Churchill College's main concourse during term time.
- Advertising space on all new Churchill College Boat Club rowing kit including: One pieces, splash jackets, gilets, leggings etc.
- Advertising space on all Churchill College Boat Club boats and oars.
- Advertising space in Churchill College Boat Club's magazine *Forward*, which is circulated to parents and alumni, many of whom are in high level professions.
- Invitations to all Boat Club Dinners and preceding drinks receptions.
- Invitations to take part in team building exercises by learning to row with Churchill boats and coaches.

* Space shall be allocated as seen fit by the Overall Captain, according to size of sponsorship.

History of Churchill College Boat Club



Churchill College 1st VIII (the first ever Churchill crew) – May Bumps 1961

Churchill College received its first students in October 1960. Inspired and led by the first chaplain at the college, Canon Noel Duckworth, who coxed the Cambridge boat for 3 years pre-war, some of these students banded together to create Churchill College Boat Club in order to compete in the annual Lent and May bumps races held annually on the river Cam. In subsequent years, the club entered several crews into both the Lent and May Bumps and by the early 1970s, the 1st VIII found itself in the highest division of the bumps where it has remained (or thereabouts) ever since.

The college was the first all-male college to decide to admit women, and was one of the three all-male colleges in 1972 to do so. The women's side of CCBC has always been strong, and has been held the position of Head of the River in May Bumps the most since the competitions inception (joint with Pembroke College Boat Club).

In more recent years, the club has strived to increase our appearances away from the River Cam. CCBC now regularly enters crews into the men and women's Head of the River Races on the

Thames, British Universities and Colleges Sport (BUCS) regatta, and the world famous regattas held at Henley-on-Thames, including Henley Royal Regatta.

Churchill experiences successes at these races and more. Highlights of these recent successes include: winning pots at both Nottingham City and Marlow Regattas, winning a silver medal in the team relay of British Rowing Indoor Champs and a gold in the women's U23 category of the same event.

However, CCBC is not just about individual success. In 2015, Churchill College Boat Club made history by winning both the Marconi and Pegasus cups (prizes for performing the best overall in Lent and May bumps respectively) in the same year, a success we would very much like to repeat in the future.

Since the club's birth, it has successfully created a balance between high quality rowing and community – something it will always be proud of and aim to achieve.



Churchill College Women's 1st VIII bumping Christ's College Women's 1st VIII – May Bumps 2016

Short-Term Goals and Expenses

CCBC has a number of goals which we wish to achieve in the coming academic year which are briefly outlined below:

- Continue to run an off-Cam training camp to improve both the ability of the rowers and the social aspect of the club.
- Enter at least our first boats, (and hopefully our second boats) into a couple of regattas outside of Cambridge each year. This will enrich the rowing experience of our members and inspire new members to stay with the sport. Taking part in races outside Cambridge will also help to increase the exposure of the advertising on kit and the boat.
- Enter our first boats into the Henley Regattas held in June – Henley Women's Regatta and Henley Royal Regatta. These events are international events and are possibly the most famous regattas in the world. Churchill entered a women's IV+ into Henley Women's Regatta in 2016, and raced fast enough to qualify for the knock out stages. This year, we aim to return and show the world what we can achieve.
- Win the Marconi and Pegasus cups again, for best overall club in the Lent and May bumps respectively. Churchill has enough opportunities to move upwards in the bump charts in order to make this a real possibility, and we would really like to see it happen.

As well as this, the club has other expenses to pay. These include:

- Paying for race entries. The cost to enter races has drastically increased over the last 10 years. For instance, Henley Royal Regatta, mentioned above, costs £160 for an VIII to enter.
- Upkeep of our equipment. Rowing is an expensive sport, with a new racing shell costing upwards of £25,000.
- Upkeep of our boathouse. CCBC is lucky enough to share a brand new boathouse with 3 other boat clubs, so it is important the boathouse is kept in a good condition.



Churchill College Men's 1st VIII in victory – Lent Bumps 2015



Members of W1 collect plate after winning Women's College Eights category at Bedford Regatta 2019

Recent Successes of Churchill College Boat Club

Year	Achievement
2019	Head of the River Race – M1 place as the fourth fastest Cambridge college boat Bedford Regatta – W1 win the College Eights category, beating crews in the top three positions in May Bumps May Bumps – M3 achieve blades, W1 finish 8 th on the river
2018	Peterborough Regatta – M1 win the Band B 8+ division Xpress Head – M2 and M3 win their divisions May Bumps – W1 bump up three times to finish 9 th on the river
2017	Head of the River Races – W1 place as the third fastest Cambridge college, finishing 104 th Member of CCBC beats Oxford in the inaugural women’s spare pair race on the Tideway
2016	Head of the River Races – W1 places 79 th , an improvement of 72 places on the previous year’s results; M1 places well into top 200 May Bumps – W1 breaks into top ten for the first time since 1998
2015	Lent Bumps – Marconi Cup winners; M1 achieve blades May Bumps – Pegasus Cup winners; M2, W2 and M3 achieve blades Marlow Regatta – M1 wins IM.3 category British Rowing Indoor Championships (BRIC) – Individual Women’s U23 2km champion
2013	May Bumps – Pegasus Cup winners; W2 and M3 achieve blades

Contact

If you require more information, or would like to get in touch, please contact Katie Kirk, the Overall Captain of Churchill College Boat Club. We would love to hear from you! Alternatively, check out our Facebook, Twitter and Instagram accounts to find out more about CCBC.

Katie Kirk

*Overall Captain, Churchill College Boat Club
Churchill College,
Storey's Way
Cambridge
CB3 0DS*

churchill.captain@cucbc.org



[/churchillcollegeboatclub/](https://www.facebook.com/churchillcollegeboatclub/)



[@CHU_BC](https://twitter.com/CHU_BC)



[@churchill.boatclub](https://www.instagram.com/churchill.boatclub)

Forward.



Katie Kirk

Overall Captain, Churchill College Boat Club
Churchill College,
Storey's Way
Cambridge
CB3 0DS

churchill.captain@cucbc.org