

Imperial College Fencing Club  
Sponsorship, Advertising and Promotion Services

21 – 11 - 2015



## **The Club**

Imperial College Fencing Club is one of the biggest sport societies amongst the over 340 societies registered at Imperial College Union. Run by its member students it annually has around 100 members, ranging from absolute novices to experienced international fencers. The club runs training sessions three times a week as well as a novice course, given by a professional fencing coach. It is also the British university fencing club with the most teams in the British Universities & Colleges Sport (BUCS), having 3 men teams and 2 women teams. These include representation in both the men and women south Premier leagues.

During the duration of the academic year, the club organizes and participates in several events and competitions. All year long the different teams travel across the UK to fence other universities in league and cup matches. The 2014-2015 season ended with the women's second team winning their league and being promoted and the 2013-2014 season saw the men's 1<sup>st</sup> team win both the Premiership league and the Championship cup. The club also organizes one of the two main south Premier weekends, where all the participant men and women teams gather at Imperial College to fence the league matches. Furthermore, every year, members participate in the BUCS individual competition, where last year 4 medals were obtained. The club runs a yearly trip to Paris to participate in the international student fencing challenge X-Systra, where members have previously obtained several medals. Finally even novices participate actively by taking part in several novice competitions along the year.

## **Working together**

At ICFC we are looking for potential sponsorship partners to work with, in order to exploit our publicity opportunities in a win-win solution. As part of a prestigious university, our club can offer a direct impact on prospective employees. Through our sport we unite a diverse set of active students, who are able to cope with training in addition to developing their academic education. Working with us, we aim to involve students with our sponsorship partner but also to use this partnership to enhance their fencing experience at Imperial. Moreover our sponsor partner would also benefit from having its image associated with a successful and structured club. The constant travelling of teams throughout the country and abroad and the attention such a flamboyant sport attracts would help expand this positive image of our partner.

Our club is convinced of being able to provide a worthy sponsorship opportunity. It is also open for discussion regarding its actual implementation. The duration of the partnership can range from a short period to a prolonged agreement. Similarly the amount and depth of services provided can be selected. Our aim is to use this partnership to acquire new club

material, since our income is spent in making training, courses and competitions affordable, thus allowing more people to take part.

## Services

The club is prepared and willing to provide any of the following services.

Publicity through our new website	Our webpage has been redesigned and can hold a logo and or information about our sponsor. It can be found here: <a href="https://www.union.ic.ac.uk/acc/fencing/">https://www.union.ic.ac.uk/acc/fencing/</a>
Publicity through our social media	Constantly updated with match scores, photos and useful information our social media includes Facebook, Twitter and a mailing list. All of them can also include the sponsor's logo and or info.
Sponsor's Logo on Team Jackets	Team jackets are part of the teams' image. Our sponsor's logo can be printed on them. Alternatively badges with the logo can be made and sewn on them and on other club material.
Sponsor's banner during matches	Home matches attract especial attention from many other Imperial students who can see the match from the gym. A banner holding the sponsor's image can be displayed during these matches and during the fencing weekend. During the latter it would be seen by students across many other universities.