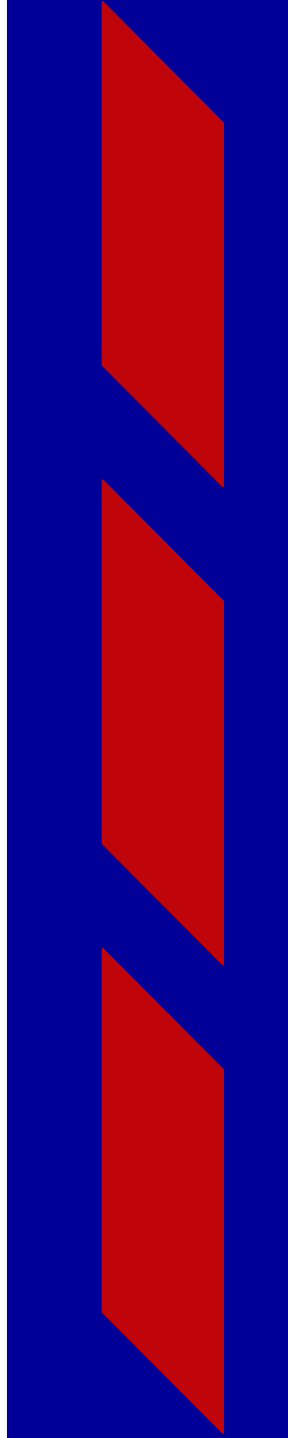




Sponsorship Brochure

Sidney Sussex Boat Club



Our aims

Sidney Sussex Boat Club's mission is to provide every member of Sidney Sussex College, Cambridge, with the opportunity to enjoy the experience of rowing, coxing and coaching.

Rowing is a popular sport at the University of Cambridge. However, as it is potentially expensive, clubs often require sponsorship to purchase equipment and to hire quality coaches in order to maintain an advantage over others.

Sponsorship would benefit not only the Boat Club, but also the company involved, as your brand will be displayed on club equipment, rowing kit and our website, as well as other publicity opportunities. This can greatly increase your exposure to students studying at the University of Cambridge who will soon graduate, and are therefore considering future employers.

Rowing at the University of Cambridge

Rowing is the most popular collegiate sport in the world-renowned University of Cambridge, with more than 2500 students competing for their college every year.

Whilst the Boat Race is the most high profile university rowing event, inter-collegiate rowing is in many regards more relevant to each college given high levels of participation amongst the student body.



Each year we train in excess of forty new students to row, many of whom continue to represent Sidney Sussex College further into their university career.

It is possible for these students to successfully compete for places in the University crews, the most recent examples from Sidney Sussex Boat Club being in 2004 and 2006. In 2008 we sent four of our rowers to the University Development Squads and we plan to continue such progress and success in the years to come.

Sidney Sussex Boat Club is not just about rowing. Many of our senior rowers choose to coach and help the less experienced crews, particularly providing support during races.



Hall Court, Sidney Sussex College

© SSBC

Our College

Founded in 1596 by Lady Frances Sidney, Countess of Sussex, the College lies in the historic centre of Cambridge. With an undergraduate population of around 330 students, plus an additional 130 postgraduates, the college regularly attracts the attention of large graduate employers, and can count Oliver Cromwell and Carol Vorderman amongst its alumni.

Strong academically, Sidney Sussex has been placed in the top-third of all colleges for the past three years, according to the Tompkins Table. Sidney is known for its open and friendly student community. This leads to a culture of participation within the college, with our facilities seeing enthusiastic use by many potential graduate recruits.

Our Boat Club

Sidney Sussex Boat Club (SSBC) was founded in 1837, with women first being admitted in 1978. For over a century, the club has not only been training enthusiastic students into highly motivated, committed and disciplined rowers, but has also shown students how to enjoy sport and the social aspects associated with being part of a crew.

SSBC competes in a wide variety of inter-collegiate events over the course of the academic year. For many, the Boat Club forms an integral part of their university experience. The Boat Club has a lot to offer its members, from enhanced fitness to skills such as time management, and a team working mentality where working together to achieve a common goal is strongly emphasised.

The Boat Club is run voluntarily by the SSBC Committee, comprised of students elected by the members of the Club. They strive to further the achievements of the Boat Club and its members through training, and by ensuring that every aspect of the club is run smoothly at all times, whilst keeping up with their studies and own rowing training.

SSBC is currently financed by contributions from Sidney Sussex College, a small income from the Cambridge College Programme; a summer camp for American children which hires our boats, and fundraising events, such as our biennial Alumni Dinner. Another of these fund-raisers is our popular Boat Club Cocktails, typically attracting in excess of 300 students, rowers and non-rowers alike. This is held after the annual University examinations in June.

*'Go Travel round the town, my friend,
whichever way you please,
From Downing up to Trinity, from Peterhouse
to Caius;
Then seek a little College just besides a busy
street,
Its name is Sidney Sussex, and you'll find it
Bad to Beat'*

(E H Griffiths 'A Song of Sidney Sussex' 1900)

Sidney Sussex

Races



© SSBC

Summer rowing on the Cam

Rowing at the University of Cambridge runs throughout the academic year from September to June, with inter-collegiate races occurring regularly. Bumps, the twice yearly inter-collegiate rowing competition, are undeniably the highlight of the Cambridge rowing calendar.

During the summer term, May Bumps is thought to be the biggest annual student participation sporting event in the country with over 1600 students racing and another 2000 spectating. Held over four days, results are often reported in broadsheet national newspapers such as the Times and the Telegraph, and students across the University eagerly anticipate the live commentaries broadcast by local radio stations.

The club also competes in races away from Cambridge including Peterborough Head, Kingston Head and the internationally renowned Head of the River Races on the Thames Tideway, where we have had the opportunity to row against some of the top clubs from both this country and abroad.

High- Profile Events

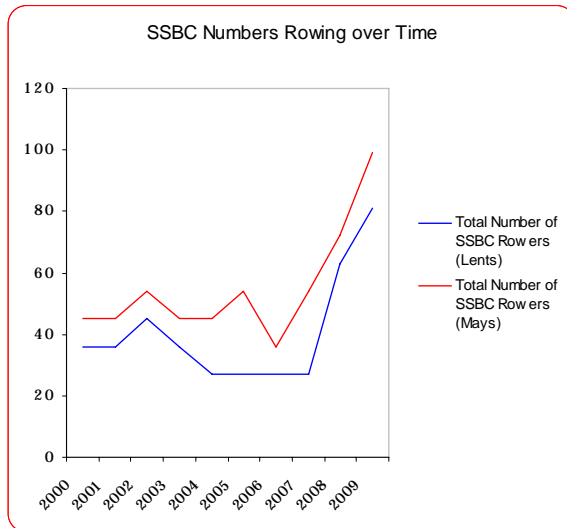
A crew from SSBC took part in the Cambridge Channel Challenge in 2005; a 21 mile cross-Channel rowing race involving crews from both Cambridge and Oxford. This involved press coverage from the BBC, ITV and local papers, as well as a dedicated website.

In September 2008, two crews participated in the Sponsored Row to Ely, organised by Cantabrigian Rowing Club. A photograph of our women's crew was selected by Rowing & Regatta Magazine to be displayed on the inside cover of their November 2008 Edition. This magazine is read by all subscribers to the Amateur Rowing Association (ARA); that is to say almost every rower across the United Kingdom who must be registered under the ARA for legal and insurance purposes.

Thanks to the outstanding efforts of the previous three Boat Club committees, SSBC has seen unprecedented success in races both on and off the River Cam.

We understand that success is an extremely important consideration for any sponsor and we hope that the charts below demonstrate that Sidney Sussex Boat Club is worthy of your investment.

Participation



Bumps racing is a style unique to Oxford and Cambridge. Developed in the early 1800s, it was designed to enable college crews to compete against one another since much of the River Cam is too narrow and winding to allow side-by-side racing. Crews start 1 ½ lengths apart and aim to 'bump' the crew in front. With a total of 10 divisions now in the Mays, this makes for a very exciting rowing event!

Performance

Fairbairns

Fairbairns is a time-trial type race organised by Jesus College Boat Club, and held at the end of each Michaelmas Term. The event dates back to 1929 and is named after Steve Fairbairn, an alumnus of Jesus College, whose famous motto, "Mileage makes champions" is reflected in this 4.3km course!

In 2006 we were only able to enter one senior crew in the race due to dwindling membership numbers. In 2009 we entered four senior crews with excellent results. Our 2nd Ladies' VIII won their category, with our 1st Men's VIII coming 21st from a total 60 crews, our 2nd Men's VIII coming 45th and our 1st Ladies' VIII coming 11th out of 32 crews.

Bumps

Both the Lent and May Bumps take place over four days of racing. Performance of many crews is not based entirely on their speed or technique, and can be affected severely by luck. Sidney crews have however seen growing success in this event. The highest accolade is winning a 'blade'; being awarded a hand-painted oar. This is only achieved if a crew manages to climb four places in the Bumps tables over the four days of racing; an accomplishment which sounds far easier than it is in reality.

From having no place on the Bumps charts, our Ladies' 2nd VIII have won three consecutive blades and now have a guaranteed starting position. Our 1st Ladies' VIII won a blade in the 2009 Lent Bumps; fantastic achievements for both the crews and the club.

Performance

Rowing is very competitive amongst colleges and SSBC strives to gain greater advantages than its competitors. At present, we have managed to achieve success on very limited, and limiting, funds.

Pre-season training is vital in maintaining and increasing our competitive advantage and we would look to use sponsorship as a means to fund training camps across the UK and to purchase much-needed new equipment.

Coaching is clearly a crucial ingredient of the Club's success, and at the moment it is provided by a combination of senior members of the Boat Club and external coaches, mostly voluntarily. We would seek to employ more external coaches to help improve the standard of our training.

Over the next three years, we intend to send more crews to more national rowing competitions, increasing the experience of our rowers and raising the status of the club and our sponsor.

Boat Club Association

We are proud that former students continue to maintain strong links with the Boat Club long after they graduate.

These relationships are maintained through our Boat Club Association (BCA), which is involved in social activities, attending national rowing events such as the Peterborough Summer Regatta, and in supporting SSBC. Members range from those who studied at Sidney in the 1950s to those who graduated last year.

In November 2008 many of our alumni attended the first Alumni Dinner, held in Sidney Sussex College. The success of this event has encouraged us to organise similar dinners biennially.



© Andy Marsh

Strong relations with alumni

Many of our boats are proudly named after influential members of our college. Here are some examples:

Dorothy Larkum, currently our 1st Men's shell, is named after the wife of our late bursar.

Lord Protector is a reminder of arguably our most famous alumnus, Oliver Cromwell.

Lady Frances, currently the 2nd Ladies' shell, is so-called in commemoration of the college Foundress.

Donald Green, the men's IV, is named in acknowledgement of a former senior treasurer of the Boat Club.

Roger Andrew, now used by the ladies' lower boats, is named after a former bursar of the college.

Tomminox, named after Thomas Knox Shaw, former bursar of the college and supporter of the Boat Club.

The majority of students row at some point during their time at the University of Cambridge and so sponsors will be able to raise their profile amongst some of the brightest and most motivated students in the country.

Typically, sponsorship guarantees the placing of company logos on both kit and equipment. Sponsorship also guarantees the right to place detailed information on the SSBC website and in our newsletters to members and alumni, and to hang a banner from our boathouse during races.

For more detailed information on sponsorship options, please refer to our Sponsorship Guide.



© SSBC

The cox is an integral part of each crew



© Adam James Nall

The annual Boat Club Garden Party

In addition, a sponsor would be able to take advantage of corporate rowing retreats at Sidney Sussex College. We are happy to help arrange coaching, equipment hire and accommodation in newly refurbished college rooms. This would be a superb way to enjoy the beautiful city of Cambridge, steeped in history, culture and architecture, and to row; the ultimate team-building challenge!

The Boat Club has a number of events throughout the year including formal dinners in the beautiful college hall, at which representation from our sponsor would be very welcome.

Your Benefits

Contacts

We are a highly competitive and friendly club looking to maintain our high standards. In return for sponsorship we can offer a high level of exposure to some of the most intellectually promising people of our generation, while also being able to offer you access to college facilities to host private events in a remarkable environment.

If you would like more information about how your organisation could benefit from a relationship with SSBC, please contact our Sponsorship and Development Officer:

Emily Whitelock

Sponsorship & Development Officer

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Sidney Sussex College

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Further information about Sidney Sussex Boat Club can also be found on our website:

www.ssbc.org.uk

Many thanks to Andy Marsh, Adam James Nall and members of SSBC for the photographs used in this brochure.



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