



OXFORD UNIVERSITY YACHT CLUB SPONSORSHIP BROCHURE 2024



About OUYC

Oxford University Yacht Club (OUYC) provides a **powerful platform** for firms to advertise to prospective high calibre employees. We are made up of over 100 active members involved in both Yacht and Dinghy sailing. Both sides have a strong reputation nationally, with the Dinghy 1st team taking home bronze at BUCS Team Racing Finals 2022, and the Yacht Squad claiming 2nd place at BUCS Yachting Championships 2022. The Women's Team is also going from strength to strength, notably winning Women's Nationals in 2023, and the Oxford and Cambridge Varsity Match in 2024, for the fifth consecutive year.

Annually, the **Dinghy Section** hosts two national events, the Top Gun and The Magnum, hosting a total of 28 university teams from the UK and Ireland. In 2026, Oxford will also host the prestigious Varsity Match against Cambridge. Our exceptional reputation for the standard of our events, as well as our strong connections to Cambridge will allow sponsors to regularly enter the best student/alumni pools in the country.

With a larger percentage of post-grads, the **Yachting Section** allows access to a pool of highly skilled, motivated and innovative potential employees. Our annual Yachting Extravaganza welcomes sailors of all abilities to get a taste of yachting and train for the competitive season ahead. During the summer, we run an offshore campaign, which has included JOG and RORC races including the Rolex Fastnet Races and the 2018 Round Britain and Ireland Race.

OUYC also recently began running a **Summer Sail Week**, which takes 150+ Oxford and Cambridge students to the Mediterranean for a week of sailing, sunbathing and partying, with no sailing experience required. Popularity of the trip is rapidly increasing throughout the universities; in 2024 we sold 162 tickets in less than 5 minutes. Going into our third year in 2025, we hope to continue expanding, which will provide a solid foundation for sponsors wanting to reach upcoming Oxbridge graduates.



Top: Teams competing at Top Gun

Middle: Oxford on a cruising weekend

Bottom: SSIW Croatia 2023

What we offer

The key attributes of our sponsorship packages are detailed on the next page; this section outlines the base opportunities that OUYC will offer you. We will also be proud to affiliate your company to Oxford University:

- 1,200+ likes, 1,400+ followers on Facebook - <https://www.facebook.com/OxfordUniversityYachtClub>
- 1,400+ Instagram followers - @oxfordunisailing
- 350+ Instagram followers - @varsitysummersailweek
- 1,000+ Oxford students on our OUYC Mail-lists
- 350+ Life Members (members who have graduated and are contactable)
- 100+ Current OUYC members

All sponsorship packages will be entitled to exposure on our club website (<https://ouyc.web.ox.ac.uk>) and social media pages, as well as on our annual newsletter to all Life Members.

Upon discussion, various other opportunities for sponsors are available:

- Visibility to thousands of students at the OUYC stall at Oxford Uni SU Freshers' Fair (October each year)
- Branded event t-shirts for photographs
- Access to Oxford college rooms for lectures/panel events
- Learn to sail days or team building events
- Promotional advertising at events, such as banners, stalls, stickers/logos on boats



Top: The annual Top Gun Invitational Dinner

Bottom: OUYC sailors doing a photoshoot for a previous sponsor

Sponsorship Packages

OUYC GOLD PARTNER £2500 - Become OUYC's sole partner for the year, receiving our utmost focus. You will be represented as our sponsor at every OUYC event during the season. Specialised approaches will be arranged and discussed for exposure throughout the year.

TOP GUN £750 - The Annual Top Gun is the most prestigious event in the university team racing calendar with the top 7 teams (42 sailors) invited to Oxford to race. A Black-tie (60+ person) dinner takes place on the Saturday night, where the whole of OUYC's current and Life Members are invited to join and celebrate the year. Cambridge are annually invited to the event and dinner.

VARSIITY £750 - The Oxford vs Cambridge Varsity Match sees 36 Oxbridge sailors compete over 3 days with a formal dinner post event. This high-status event, followed closely by alumni from both universities, ensures exceptional visibility for your name while offering a targeted opportunity to engage with past and future Oxbridge graduates.

SUMMER SAIL WEEK £750 - Hosted by OUYC, SSW encompasses a week of sailing around the Mediterranean in a large fleet of 40-50ft yachts. Annually attended by upwards of 150 Oxford and Cambridge students, open to both sailors and non-sailors, your company will be highly visible to a diverse range of upcoming graduates, and circulated extensively on our ever-growing social media page.

MAGNUM £500 - The Oxford Magnum sees 20 visiting teams (120 sailors), including about 8 alumni teams, compete in a team racing event at our home lake Farmoor. Your name will especially circulate amongst students and graduates of Russell Group universities nationwide.

EXTRAVAGANZA £500 - Extravaganza is a landmark event in our Yachting calendar. 20+ Oxford sailors take to the Solent to train for the season ahead, as well as recruiting new members for the squad. Sponsorship will make you stand out for supporting new students trying the sport.

If you would like to find out more, discuss any of these packages, or further the conversation please contact George Edwards at sponsorship@ouyc.co.uk. We look forward to hearing from you.



Previous examples of OUYC sponsors and supporters