

# SCOTTISH UNIVERSITIES SPORT

ACTIVE • COMPETITIVE • INNOVATIVE



## Sponsorship & Advertising Opportunities



# Why Sponsor SUS?

Scottish Universities Sport (SUS) was formed in 2005 and is the established and recognised brand and co-ordinating body for university sport and physical activity in Scotland.

With over 220,000 students in Scottish higher education and 40,000 of these taking part in regular physical activity at sports facilities and 23,000 of these active members of sports clubs; the university sport sector is where brands and organisations can actively engage with their key student audience.

SUS manages the development of 35 sports in Scotland; working with 16 member HE institutions to increase participation in sport and physical activity and improve the quality of services and facilities for students and staff. In addition to this SUS is now extending an opportunity to the 43 Scottish colleges with the potential to deliver to approximately 400,000 students.

SUS also interacts and works with numerous external organisations including sportscotland, the Scottish Government, the Scottish Funding Council, National Governing Bodies, the voluntary sector and the media.

Across the sporting calendar SUS manages around 200 sporting, physical activity and professional development events. It also has representative teams in a total of 14 sports which play against the best university teams from England, Wales, Northern Ireland, Ireland and France.

The SUS website ([www.susport.org.uk](http://www.susport.org.uk)) is the first point of contact for people throughout Scottish higher education to keep up to date with news, event and other useful information. Our website currently gets 375,000 hits each month and our facebook and twitter pages are growing significantly since their introduction in summer 2009. Our annual 2 day SUS Conference attracts over 200 delegates and our 1 day Christmas Seminar attracts over 150 delegates from across the sector.

## **SUS has access to:**

- A unique target audience
- The best candidates for graduate recruitment
- Key decision makers handling university amenities, facility and service provision

## **Working with SUS can:**

- Influence people as they make key life decisions
- Create strong brand recognition
- Create a loyal and profitable, long term customer base



## Packages Available

### **SUS Headline Sponsorship £15,000**

- High profile and full publicity as overall sponsor
- Access to SUS events (sporting and non) for promotion and advertising
- Full profile on SUS website
- E newsletter advert
- Presence and profile on SUS facebook
- Opportunity to contribute news items on the SUS news and facebook pages
- Targeted advertising via 140 character twitter messages
- Access to SUS Rep Teams to provide product and potential shirt sponsorship
- Supplier and presence at SUS annual conference and seminar
- Access to SUS contact list

### **SUS Associate Sponsor £2,000 - £5,000\***

- Profiled as SUS sponsor (non-exclusive)
- Opportunity to provide product for SUS events and Teams
- Profile on SUS website
- Supplier and presence at SUS annual conference
- Access to SUS contact list

\*access to features listed above will be dependent on negotiated sponsorship amount

## SUS Representative Teams Sponsor £1,000 - (dependent on number of teams and sports)

- Sponsor one or many sports
- Logo on SUS Representative Playing kit
- Company Name and logo will feature within the respective sport profile on the SUS website and in any literature associated with that sport
- Profiled as SUS sponsor
- Opportunity to provide product for SUS Representative Teams

## Teams available for sponsorship

Badminton  
Basketball (m)  
Basketball (w)  
Cricket (m)  
Cross-Country (m)  
Cross-Country (w)  
Football (m)  
Football (w)  
Golf  
Hockey (m)  
Hockey (w)  
Netball  
Rugby (m)  
Shinty (m)  
Shinty (w)  
Swimming  
Table Tennis  
Volleyball (m)  
Volleyball (w)  
Water Polo



## Multi-sport Events

These are events involving high volumes of students and spectators over a number of sports.

Conference Cup Finals - see event specific document

British University Games - see event specific document

Colleges Cup Finals - see event specific document



## SUS Events Sponsor

Sponsor individual events starting from £500 per event. This provides the following benefits:

- Company name and logo featured on the event page on the SUS website and facebook and in any literature and entry forms associated with the event
- Profiled as sponsor on sports webpage
- Opportunity to provide product at event

Sport	Event	Month
Archery	SUS Outdoor Champs	May
Archery	Novice Champs	December
Archery	SUS Indoor Champs	March
Athletics	SUS Indoor Champs	February
Athletics	SUS Outdoor Champs	April
Athletics	SUS Freshers Meet	October
Badminton	Conference Cup Finals	March
Badminton	SUS Champs	February
Basketball	Conference Cup Finals	March
Boxing	SUS Boxing Champs	December
Climbing	SUS Bouldering Champs	April
Cricket	SUS v MCC	May
Cricket	SUS v Scotland u19	June
Cricket	Indoor Sixes	February
Cross-Country	SUS Road Relay	October
Cross-Country	SUS Inter-District	January
Cross-Country	Frehers Challenge	October
Cross-Country	SUS 10K Road race	March
Cross-Country	SUS Hill Running	May
Cross-Country	SUS Champs	November
Curling	League Finals	May
Curling	Open Champs	April
Fencing	SUS Individuals	February
Fencing	SUS Beginners	February
Fencing	SUS Team Champs	March
Fencing	BUCS Qualifiers	October
Football	Conference Cup Finals	March
Golf	SUS Championships	April
Golf	Women's H-cap Champs	April
Hockey	Conference Cup Finals	March
Hockey	SUS Mixed Tournament	March
Judo	SUS Champs	February
Karate	Team Cup	February
Karate	SUS Champs	April
Lacrosse	SUS Tournament	October
Netball	Conference Cup Finals	March
Netball	SUS Tournament	November
Netball	Funetball	February
Physical Activity	Active Age Festival	August
Physical Activity	Dance Festival	February
Rifle	SUS Indoor Champs	February
Rifle	SUS Outdoor Champs	April
Rifle	ISSF Champs	March
Rugby	Cup Finals	March
Shinty	International Match	January
Snowsports	SUDS	November
Squash	SUS Team champs	November
Squash	SUS Individual Champs	March
Swimming	SUS Champs	February
Swimming	Celtic Nations	April
Table-Tennis	SUS Individual & doubles Champs	November
Table-Tennis	SUS Cup finals	March
Tennis	SUS Individuals	April
Tennis	SUS Mixed Festival	April
Trampolineing	SUS Open (incl. SUS League 3)	February
Volleyball	SUS Men's Cup	February
Volleyball	SUS Women's Cup	February
Waterpolo	SUS Cup	February
Waterpolo	Celtic Nations	April

# SUS Conference Sponsorship Options

We have various conference sponsorship packages, each with varying levels of exclusivity:

## **Gold £5,000**

- Conference title: SUS Conference in association with ...
- logo on all promotional material and programme
- Attendance at event for 2 people including accommodation and dinner
- Exhibition stand (maximum size of 3m x 2m)
- Inclusion in delegate pack advertising (up to option 3)
- 4 professional photographs from the event for your own use

## **Silver £3,000**

- Attendance at event for 2 people including accommodation and dinner
- logo on all promotional material and programme
- Exhibition stand (maximum size of 2m x 2m)
- Inclusion in delegate pack advertising (up to Option 2)
- 2 professional photographs from the event for your own use

## **Bronze £1,000**

- Attendance at event for 1 person including accommodation, dinner
- logo on all promotional material and programme
- Exhibition stand (maximum size of 2m x 1m)
- Inclusion in delegate pack advertising (Option 1)
- 1 professional photograph from the event for your own use

## **Drinks reception £750**

- Sponsor the pre dinner drinks reception

## **Dinner £2000**

- Sponsor the dinner

## **Exhibitor Package charges**

- You Provide: Promotional Material
- We provide: Table and 2 chairs

**Commercial price £300**

**Charity price £200**

## **Delegate Pack Advertising Option 1**

- Booklet (not exceeding 10 pages)
- PowerPoint Advert in reception area/main Conference room and before all workshops in syndicate rooms
- Logo and fifty words of text in Conference Programme
- Small promotional item inserted into delegate packs

**Commercial price £250**

**Charity price £200**

## **Delegate Pack Advertising Option 2**

- Booklet (not exceeding 10 pages)
- PowerPoint Advert in reception area/main conference room and before all workshops in syndicate rooms
- Logo and 50 words of text in conference programme

**Commercial price £200**

**Charity price £150**

## **Delegate Pack Advertising Option 3**

- 1 Business Card and/or 1 Sheet of A4
- PowerPoint Advert in reception area/main conference room and before all workshops in syndicate rooms
- Logo and 50 words of text included in Conference Programme

**Commercial price £150**

**Charity price £100**

## Contact information

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