



Imperial College Hockey Club

SPONSORSHIP PROPOSAL
2020-21



Imperial College Hockey Club (IHC) is one of the largest mixed societies in Imperial College London, with members from across the university, encompassing a diverse range of degrees and skills. IHC is split into three ladies' teams and four men's teams across the entire range of abilities, with both the men's and ladies' 1st teams being high performance. The men's 1st team travels across the south of England in the BUCS South Premier League and the London Universities Cup final was between our top two teams. Our ladies' 1st team also made the final of this competition, making IHC the highest ranked and best hockey club in London.

This, along with our large social media presence, allows us to maximise the number of students who will see and be attracted to your company's brand. This document outlines how your company can benefit from a long-term relationship with IHC.

As Imperial College London is consistently one of the top universities worldwide for STEM education with an incredibly diverse student body, ICHC is your perfect partner to find, access and recruit a pool of world class talent. With an expected paid membership this year of 150 members, ICHC can provide a lot of exposure within the student body and amongst many more Imperial Alumni. All of our members are studying degrees in a STEM field with most achieving a First or an Upper Second-Class degree; ICHC is an excellent way for them to develop and demonstrate their soft skills. Playing sport at Imperial is a large time commitment, requiring students to balance their work effectively, while also encouraging them to be social, outgoing individuals. Because of this, ICHC Alumni have previously secured many competitive jobs in many sectors including Engineering, Finance, Research, Consultancy and Business.



ICHC Headline Events

Autumn

- 2 League games per week - with all teams wearing your companies' branded kit
- Freshers Fair – Virtual in 2020
- Freshers trials
- Curry Night and Halloween events
- Alumni Networking Dinner
- Freshers Tour
- Christmas Dinner

Spring/Summer

- Varsity Week (Showcase hockey games)
- Annual Dinner
- ICHC London Club Night
- President's Day
- Summer Tour



A partnership between ICHC and your company will help us to run these major events in the ICHC calendar with the potential to run these and more events in collaboration with your company. We would be very interested to hear from you regarding any events you would like to run, for example careers events, which may be much harder to run due to the coronavirus restrictions. As outlined above ICHC can help you to reach more potential employees in Imperial and spread your company's brand throughout our university via social media and also to other universities with your logo on our kit and banners at our home pitch.



Sponsorship Offer Outline

How we can help you

- ICHC is one of the largest mixed societies at Imperial with an estimated 150 paying members giving you a lot of exposure throughout the university
- We have a very high standard of hockey - as the best club in London - and so play teams including Oxbridge creating brand exposure for you across the country
- We have a large Alumni network who are testament to the standard of our graduates, but will also be contacted and see any careers events run by you
- A large social media presence both as a club and for individual teams means regular posts reaching hundreds of current students
- A large pool of students all studying in STEM fields is a great opportunity for you to attract world class talent to your company, potentially with a careers event
- Your company name and logo on our kit and on banners at our home pitch in Harlington allows you to become more recognisable to students
- Potential for events such as dinners for our members and your employees to meet and network
- Flexible to your companies needs if you have any unique ideas for events then please contact us and we would be happy to discuss this further

Sponsorship Tiers

Benefits	Silver £3,000	Gold £5,000	Platinum £10,000
Logo on emails and space on selected emails and social media posts	•	•	-
Company logo and link to your website on our website	•	•	•
Company logo on our playing kit	•	•	•
Access to new world class talent every year	•	•	•
Banners and Hoardings at our home ground	-	•	•
Virtual Careers events *	-	•	•
Company logo on non-playing kit and primary logo space on playing kit	-	-	•
Tailored experience working closely with ICHC to create a strong partnership, hosting events including workshops, talks or site visits *	-	-	•
Enhanced social media outreach with increased and company specific emails and social media space	-	-	•
Company branding on all society events	-	-	•
In person representation at headline club events and matches *	-	-	•

Prices and packages negotiable to fit your company

* In-person events are subject to coronavirus restrictions; virtual events may become possible to hold in person





What Your Investment Will Go Towards

- Pitch Hire
- Umpire Fees
- League Subscriptions
- Kit and Equipment Subsidies
- Transport
- Social Events
- Growing ICHC even further!

Our Relationship

We are looking for companies that can see the mutual benefits of a long-term relationship with ICHC. So, whether you want more from us or have something unique to offer, like a talk, event, or discount, we are more than willing to put together a package that is tailored to your needs. We want your sponsorship to be as successful as possible to meet your company objectives.

For any questions you may have or if you would like to hold an event with us please contact:

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