

# Selwyn College Boat Club

## A Sponsorship Opportunity

# Selwyn College

Selwyn is a small Cambridge college founded in 1882 in memory of Bishop George Augustus Selwyn. A tight-knit student body of 450 undergraduates and 200 post-graduates fosters a friendly and welcoming atmosphere. Selwyn has a record of consistent academic success having topped the Tompkins Table in 2008, whilst its students are outgoing, engaging, highly motivated and athletic. Selwyn has a place at the centre of Cambridge life.



Selwyn also boasts one of the most active boat clubs in the university. Each year over fifty new and experienced rowers join SCBC, participating both in inter-college competitions and in large international events such as the Henley Royal Regatta. SCBC members are characterized by their ambition and determination, in addition to the team skills they develop by participating in rowing.

# Why Rowing?

Rowing is the epitome of **teamwork** in sport: 8 oarsmen moving perfectly in time to ensure maximum **efficiency** in the water. Our top college crews train together up to 11 times a week to prepare for Bumps races. Just like business teams, there are individual stars in every boat, but no eight-man shell crosses the finish line unless the team finishes together.

After just a year at Selwyn, **dedicated rowers** are elected into **positions of responsibility** in the Boat Club: from coaching a squad of novices to organising annual dinners and alumni events, and even keeping on top of the Health & Safety side of things. Aside from funding, everything that the Boat Club does comes from students.



*"...the symbol of the eight, as hardly any other grouping can display, are the interacting forces. None above, none down. No egoism, no single-handed attempts, no superstars, no deviating. No illusory acting, no rivalry. Alliance, discipline, consonance, responsibility, asceticism, sacrifice, friendship. The eight simply is the ultimate CREW..."*

# An Outstanding Opportunity

Sponsoring Selwyn College Boat Club offers an outstanding opportunity to **promote your business** whilst allowing us to improve our performance.

Selwyn College admits the highest achievers in a wide range of disciplines, shaping them into the leaders of the future. Managing a busy training schedule whilst studying for a Cambridge degree requires discipline, teamwork and excellent self-management skills, hence producing **graduates that are an asset for any company**.



As a sponsor of the boat club you will be associated with a **culture of excellence**, both sporting and academic. You will be able to share in the club's rich history and form **close links** between yourself and the college's membership: postgraduate, undergraduate and alumni.

# What We Offer

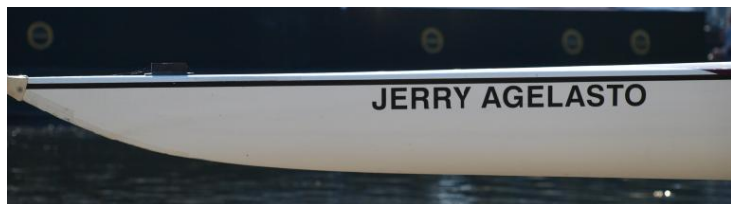
Sponsoring the boat club provides **unrivalled opportunities** for **brand recognition** and **graduate recruitment**. The exposure a sponsorship agreement would create for your company will greatly enhance your reputation within the college and the university as a whole. Sponsors of college boat clubs are held in high regard throughout the university and are always seen as highly attractive graduate employers.



Sponsorship can take many forms, ranging from well publicised one-off gifts to a long term 'headline' sponsorship. We look forward to discussing all of the available options with you so that we can agree upon a package that will suit your aims.

# Developing The Club

The vast majority of our members have never rowed before coming up to Cambridge. SCBC subsidizes the cost of teaching beginners to row, meaning that novices get full use of equipment, coaching and race experience for a very small personal cost. We are determined to ensure that any member of college, including staff, has the opportunity to try rowing regardless of their family, sporting or social background.



Our senior rowers are committed to a single goal: outstanding sporting achievement. In order to provide them with the greatest chance of success we seek to expose them to the best coaching that we can provide. Not only does this result in excellent race results, it also reinforces the mantra of dedication to success which inspires SCBC members both in their rowing and in their lives.



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