



MAGDALEN COLLEGE BOAT CLUB
ESTABLISHED 1859

To whom this may concern,

My name is Will Nelson, and I am the Captain of Boats for Magdalen College Oxford for the 2017-18 year. If you are reading this letter, you are likely interested in the details and opportunities available in becoming a sponsorship partner with Magdalen College Boat Club (MCBC) – a move that I can assure you would be a sensible and beneficial one. I hope that I can provide clarification for any questions you may have on the matter in the following, and convince you of the numerous merits of entering into a partnership with us.

ABOUT THE COLLEGE AND BOAT CLUB

Magdalen College, pronounced ‘Maud-lin’, was formed in 1458, and since then has grown steadily into a college that is highly well-known and influential both in Oxford and beyond. Boasting alumni from Oscar Wilde and A.C. Grayling to Cardinal Wolsey and Louis Theroux, Magdalen has established itself as a powerhouse of academic excellence and endeavour, which continues strongly to this day in its commanding reputation at the very upper echelons of the Norrington Table for the ranking of undergraduate performance at Finals exams.

Magdalen College Boat Club is one of the oldest and most distinguished college rowing clubs in Oxford. Our Men’s side has the fourth highest number of headships at the annual Oxford Summer Eights bumps competition, having held onto it from 2004-07, with our First VIII maintaining a strong position in Division 1 of both Torpids and Eights since the 1990s. In the past ten years, the women have also distinguished themselves, retaining the headship at Torpids from 2010-13, and regaining it in 2016. What’s more, two members of MCBC had the honour in 2017 of competing against Cambridge, with one racing in the OUBC spare pair, and another sitting at 7 in the OUWBC Osiris boat, before both coming back to compete in Summer Eights.

Having recruited large numbers of first-years in 2016, particularly on the women’s side – a success we will build on in 2017 – we are an ever-growing club with high aspirations and a culture of performance. For our growth to continue, we need to be able to finance securely the day-to-day costs of running a boat club and invest in the future of rowing at Magdalen. To help us in this, we would like to form a partnership with a corporate sponsor.

WHAT ARE WE ASKING FOR?

An annual contribution to the day-to-day running costs of the club, consisting of:

- Boating Costs – including boating equipment and maintenance (such as blades, seats, footplates, lifejackets), boathouse maintenance and fuel and regular servicing for our coaching launch.
- Club Fees – for coaches (4 in total), British Rowing club affiliation, Environment Agency licences for boats, regatta entry and boatman’s trailering costs.

We believe that a suitable figure to cover these costs would be £6000 p/a provided by a single corporate partner, though we are of course open to negotiation on the matter.

WHAT CAN WE OFFER IN RETURN?

We strongly believe that a sponsorship such as this must be reciprocal, and as such we are committed to offering

the following at very minimum, alongside any other suitable requests from yourselves. It is of the utmost importance to us that we do the best by a partnership as possible.

The company would have exclusive access to Magdalen undergraduate and graduate students rowers for graduate opportunities and consideration. Magdalen students are consistently amongst the most high-performing in the university, as evidenced by our Norrington Table results. Magdalen rowers are also well equipped in time-management skills and work ethics, balancing and thriving at both their academic studies and sporting endeavours. We would promote the company strongly to all current rowers, and would, with due notice, be able to host networking dinners for the company in Oxford, in addition to any specific requests of your own.

We have a number of ways to promote company visibility and branding:

- The company logo will be prominently displayed on any current and new kit purchased. This includes splash jackets, tracksuits and base layers, all of which are used daily both in training and racing.
- All boats and blades, including our launch, will carry at least one sticker with the company logo, and any new kit will be similarly branded.
- The company logo and links to the company website will appear on the club's website along with a short introduction to the company and opportunities available for students, and on internal and external club emails.
- The logo will be prominently displayed on a large banner attached to the boathouse at all three college regattas: Christ Church Regatta, Torpids and Summer Eights, as well as any other appropriate Oxford rowing event at which Magdalen is in attendance. This prominently exhibits the company to a large number of spectators and rowers (for Summer Eights, the number is c.1900 rowers alone).

The company will have access to the Magdalen Boat House, for presence and recruitment during large races, any corporate away-days or rowing-based team-building exercises. For this, we are happy to provide MCBC rowers to help instruct and aid company members in whatever capacity they are needed.

Company representatives will be cordially invited to any suitable events organised by the club, such as our BBQs during Summer Eights or our formal dinners after Torpids.

If you are interested in sponsoring MCBC or have any further questions, please do not hesitate to contact Sophie Greenstreet, the Boat Club secretary, for more information: (sophie.greenstreet@magd.ox.ac.uk). We look forward to hearing from you.

William Nelson,
Captain of Boats, Magdalen College Oxford.