

Investing in a Partnership with

ABERDEEN UNIVERSITY BOAT CLUB

Our Position



AUBC: Winners of the 12th Aberdeen Asset Management City of Aberdeen Universities' Boat Race with a new course record.

Aberdeen University Boat Club is one of the most successful sports clubs at Aberdeen University. Members of the club compete variously, not only for the University in regional, national and university events but also for Scotland and Great Britain in events such as the Home International Regatta, Commonwealth competitions and Youth Olympics. The club has a proud and successful history dating from 1870 and

wishes to maintain its position at the forefront of the sport.

Recognition and Development

Aberdeen University Boat Club has consistently produced a number of winners and medallists. In 2006 at the Commonwealth Regatta, several members of the Scottish team came from Aberdeen University Boat Club, with four silver medals and two bronze. While the past three years have seen AUBC in the semi-finals at Henley Royal Regatta.

The sport of rowing has moved forward immeas-

urably in recent years. With national and international recognition and development has increased greatly. However, in terms of funding and support, rowing has largely been passed over to remain at an amateur level. AUBC is funded mostly by membership fees with donations from alumni. To allow the club and our very talented members to compete at the level to which we aspire, investment is much needed.

*2 Gold Medals
from the Youth
Olympics
SYNDEY 2007*

Competitions won by AUBC members:

- Aberdeen Asset Management City of Aberdeen Universities' Boat Race, current holders and winners every year bar one.
- AUBC Second Place in Scottish University Championships 2006, 2007
- Stephanie McDowell, AUBC, 2 Youth Olympic Gold Medals for Great Britain, Sydney 2007, Bronze at Junior World Championships, Commonwealth Silver & Bronze, currently in the Great Britain U23 Development Squad, University Blue.
- Alan Sinclair, Ross Cruikshank and Rob Hamilton, AUBC, Commonwealth Regatta 2006, Silver Medals (Scotland)
- Alan Sinclair and Ross Cruikshank, AUBC, Bronze medallists at Ghent International Regatta Belgium, 2005, 2006 and also Henley Royal Regatta semi-finalists, 2004, 2005, 2006.
- Gillian Toal, AUBC, Commonwealth Regatta 2006, Silver Medal (Scotland), University Blue.
- Elizabeth Chrighton & Stephanie McDowell winners in Championship Double Scull, BUSA 2007—now go on to compete at European University Level in Banyoles, Spain at EUSA 2007

Our Aim

With the annual Boat Race won for another year there is a now a position for a major sponsor to combine with the club to provide financial support & build on the season's successes to date.

In order for the club to progress & for our members to improve & train effectively, investment is needed in new boats and equipment. In particular, the members of the Commonwealth and Great Britain rowing teams would benefit from boats in which they could compete for the University. One of our members, Stephanie McDowell, has just returned from the Youth Olympics with two gold medals and continues to train with the Great Britain squad, while other members of

the senior crews hold silver & bronze medals from the Commonwealth Regatta, Home International Regatta, the Franco-British Match & Scottish Indoor Rowing Championships amongst other events. With so many talented individuals at the club, the potential for the future is great. These established athletes give of their time to coach & develop other students new to the sport & provide a driving influence in the way AUBC competes.

The costs of rowing at AUBC include boat maintenance & procurement, training kit, transportation (athletes & boats), event fees & accommodation, insurance. Structured investment and support is essential.



Stephanie McDowell collects Gold for Great Britain, overcoming France for the win. (Photo: B. Pluckrose.)

Our Proposal

A sponsorship arrangement with Aberdeen University Boat Club is an investment. To invest in the future of the club and the future of the sport provides a unique opportunity. Sponsorship creates a number of PR, advertising and tax benefits for the company and is a chance to demonstrate commitment to Aberdeen, local young people and to sport. The club's very successful image and our

ethos of dedication, commitment, and ultimately of course achievement is something which will benefit the corporate sponsor by association. The current oarsmen and women at Aberdeen University Boat Club are proven athletes while the club itself has a track record of success and competition at the highest level. By combining forces both parties to the arrangement will clearly benefit.



Above: AUBC, winners in Strathclyde Park Regatta men's open fours. From bow: Alan Sinclair, Nick Bird, Colin Williamson and Ross Cruickshank. (Photo Roy Sinclair).

Below: Gillian Toal of AUBC, winning a silver medal in quadruple scull for Scotland at the 2006 Commonwealth Regatta.

The Tax Man Takes the Strain!

100% of your investment in our success can be written off against Corporation Tax and any VAT is reclaimable by your company. We are happy to advise you on how best to claim relief.

What We Need to Succeed

- Planned, sustainable, sensible investment in the medium to long term. The following is a "wish list" from which the successful sponsor can choose which items to provide for the club.
- Boats, a selection to replace part of our current fleet: 1 x Stampfli 8+ (£16450 each), 2 x Stampfli 4+ (£8250 each) & a Stampfli 2x- (£5600) plus VAT
- Rowing Machines (Concept II) [8 x £1015] & other training equipment (eg. Megaphones, tools for repairs & maintenance, life-jackets, etc - approx £500)
- Lightweight DeGraaf Trailer [RB1500/4] £TBC
- Kit sponsorship: racing, training & leisure clothing with AUBC & prominent sponsor logos £(negotiable)
- Refurbishing current boats & adding sponsor graphics on the sides, blades (oars) & trailers in return for the cost of the work carried out. From £1800 to around £2600 per boat
- Provide a modest annual fund for travel & race entries to subsidise the cost of coaching & an annual training camp to allow intensive coaching & finishing of crews (typically a weekend's racing can cost up to £60 per athlete.)



Potential Benefits

- Company branding on boats, oars and boat trailers
- Company branding on racing and training kit, shirts, sweaters, track-suits and other clothing
- Promotional opportunities at events, in programmes, on tickets, badges, calendars and the like
- Promotional opportunities with other club and University marketing activities such as press, radio and TV involvement, website, newsletters etc
- Access to local, regional national rowing events (plus the possibility of international involvement) such as: Tideway HERR (Thames), Scottish Championships, BUSA, Women's Henley, Henley Royal Regatta and the U23 World Championships
- Coaching and use of boats for the inter-company row

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