



COLLEGE VARSITY 1ST MARCH 2020

An action packed day of sport with 1,000 competitors: 500 from the University of York and 500 from Durham University. 64 fixtures across 16 sports on the UoY campus with a dedicated venue "The Spectator Lounge". All competitors will be encouraged to access the venue, with drinks vouchers valid during the day. The Lounge is an events space with a fully licensed bar. All pool and darts games will take place at the venue, which will also feature live student media broadcasts and live music, as well as other entertainment which will make it the focal point of the day.

FACEBOOK:

19,300 LIKES

20,100 FOLLOWERS

TWITTER:

12,000 FOLLOWERS

INSTAGRAM:

5,500 FOLLOWERS

STUDENTS:

19,000

SPONSORSHIP PACKAGES:

VENUE PACKAGE

£1,000 (+VAT)

Become our primary sponsor for Varsity 2020, including sponsoring our flagship venue for the weekend, The Lounge. You will be able to include your organisation's name in the venue's for the weekend e.g. "The YUSU Spectator Lounge". This will mean that your name will be used as the official location for Varsity and will also be included on all student broadcasts throughout the day- including student radio and television. Package. The venue package also includes a stall at The Lounge, T-shirt sponsor, month on campus plasma screens, article in college varsity newsletter, 4 social media posts.

GAMEDAY PACKAGE

£600 (+VAT)

A fantastic way to have an in-person presence at Varsity 2020 and get your brand all over campus and beyond. Package includes stall at The Lounge, T-shirt sponsor, month on campus plasma screens, social media post thanking sponsor.

SUPPORTER PACKAGE

£300 (+VAT)

A budget- friendly option to communicate your brand during Varsity 2020. Package includes T-shirt sponsor, leafleting in venue, fortnight on campus plasma screens.

INDIVIDUAL OPTIONS

T-shirt Sponsor £200 (+VAT) - Your logo on the back of 500 competitors t-shirts.

Stall at Sports Hub £300 (+VAT) - A stall in or around our flagship venue for the event.

Leafleting in principal venue £100 (+VAT) - We will distribute your marketing material within our flagship venue.

Bag sponsor £200 (+VAT) - Your logo on 500 draw-string bags issued to competitors.

Bottle sponsor £200 (+VAT) - Your logo on 500 bottles issued to competitors.

Include a product £200 (+VAT) - Include your branded product within our competitor packs.

All sponsors are able to include a 1920x1080 image on our screens on March 1st as complementary with their package. All sponsors' logos will be added to any media or graphics produced for the event, which will include but is not limited to: plasma screens on campus, Facebook event and social media posts, banners, website graphics, emails to students.

Can't see what you're looking for?

Get in touch at advertising@yusu.org to see if your idea is possible.