

Peterhouse Boat Club

A sponsorship opportunity



Peterhouse Boat Club

Rowing is the quintessential Oxbridge sport and is an integral part of university life. Peterhouse Boat Club (PBC) was founded in 1828 and the current boathouse was constructed exactly 100 years later. The Boat Club is the largest sports club in the College, and continues to grow. Our aim is to improve the Club's standings in the Lent and May Bumps, and to compete in other races both on and off the River Cam.

The Club is run by students and is open to all members of Peterhouse. College alumni are also involved, rowing as the Cross Keys Boat Club. We employ a Head Coach to oversee our training and benefit from additional coaching from alumni and current members. We are proud to have an active old members' network. Recently more than one hundred alumni of all ages filled Peterhouse's hall, celebrating the fiftieth anniversary of our most successful year, 1955-1956. This *annus mirabilis* saw Peterhouse take the Headship of the Lent Bumps, also winning the Ladies' Challenge Plate at Henley, the Fairbairn Cup, the University Clinker IVs and almost every other event on the Cam.

The Club is thriving and each year we attract a strong and enthusiastic cohort of new rowers: in 2006, nearly two-thirds of new College members tried rowing. In the same year the novice women achieved their best-ever result in the Fairbairn Cup, with the senior men's first IV finishing in third place. This was an impressive achievement and a testament to the enthusiasm and commitment of our members.



Peterhouse

Established in 1284

Peterhouse is the oldest of the Cambridge colleges, founded by Hugo de Balsham, Bishop of Ely in 1284 and granted its charter by King Edward I.

As a charitable institution dedicated to education and research, the College has made its own distinctive contribution to society for over 700 years, surviving the Reformation, the Civil War and the upheavals of every century since.

It remains the smallest college in terms of numbers of Fellows and students, but as the late Noel Annan put it in his 1999 survey of universities and society, *The Dons*, this small College has always had "an intellectual influence ... out of all proportion to [its] size". Amongst its illustrious alumni, Peterhouse lists names such as Lord Kelvin, actor James Mason, inventor of the jet engine Frank Whittle, and several Nobel Prize winning scientists.

An Unrivalled Opportunity

Sponsoring Peterhouse Boat Club offers an unrivalled opportunity for promoting your business whilst helping us to improve our performance.

Peterhouse admits high-achievers to a wide range of subjects. Managing busy training schedules whilst studying for a Cambridge degree requires personal discipline, teamwork and self-motivation. Our graduates enter a range of professions such as law, accounting, computer science and engineering.

As a sponsor you will be associated with a culture of excellence, both academic and sporting. You will share in our experiences and our rich history, forming meaningful connections with both students and alumni. We have recently launched a major development campaign, the *Spirit of '56 Campaign*. This, combined with our ever-growing alumni network, makes now an excellent time to get involved.

A sponsorship agreement provides excellent opportunities for brand recognition and graduate recruitment. The long-term links generated will greatly enhance your profile both within the College and the University as a whole. Sponsors of College Boat Clubs are often viewed as the most attractive graduate employers.

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



The Fairbairn Cup

November / December

The last two days of the Michaelmas Term each year see hundreds of crews line up along the river, preparing to compete for the Fairbairn Cup in the biggest and most gruelling race of the year.

Fairbairns is a time-trial with the boats started at 30 second intervals. Racing over 4.3km - the longest possible course on the Cam - tests every crew to their limit.

The race is particularly significant for the many novice crews as it is their first major race and marks their transition into the senior section of their Club. This first experience of competitive rowing, in the freezing December winds on a narrow stretch of river alongside dozens of other boats, is something that is never forgotten.

Peterhouse has enjoyed success in Fairbairns in recent years; in 2005 the Novice Women achieved their most successful result ever and one of our men's crews was a mere few seconds from victory.

Sponsorship Benefits

As members of Cambridge University, we have unrivalled access to the student population of one of the premier universities in the world. We can provide unique opportunities for graduate recruitment and links with our alumni, who span a huge range of professional fields and geographical locations.

Visibility Our Boathouse occupies a prominent position overlooking the river, on which your banner will be highly visible during races and other events. Your logo will be displayed on our boats, oars and clothing. It will be visible not just on the river but also throughout Cambridge and at national rowing events. You will be featured on our website and in every letter or email sent to students and alumni.

Connecting with Students and Alumni You will be invited to join our rowers, coaches and alumni in the oldest hall in Cambridge for our termly Boat Club Dinners. Our May Bumps marquee, sited by the river, allows you to offer your employees and customers a unique experience, meeting socially with students, alumni and supporters as they watch the biggest event on the Cam. We also send a termly newsletter to our alumni which will keep them informed of your ongoing commitment to the Club.

Conferences and Away Days Peterhouse offers excellent facilities which can be hired out for a wide range of conferences. If you wished, we could combine your conference with a corporate away-day and you could enjoy the experience of rowing with one of the oldest boat Clubs in the world, potentially under the expert tuition of an oarsman from the Cambridge University Blue Boat.



The Bumps

February / March and June

Twice yearly - at the end of the Lent and Easter terms - scores of students and fellows take to the water for the biggest rowing events of the year. Started by a cannon, boats are spaced ninety feet apart and aim to catch and "bump" the crew ahead.

A race unlike any other, the Bumps attract thousands of spectators including students, alumni, overseas visitors and local residents, all seeking to sample the atmosphere of a sporting event that has been tradition for over 175 years.

During the May Bumps Peterhouse Boat Club hosts a hospitality marquee offering our supporters a relaxed retreat from the crowded river banks. Refreshments are combined with an excellent view of the racing and commentary from some of our rowers.

Drawing spectators from around the world, the Bumps are a unique and unforgettable experience for crews and supporters alike.

Developing the Club

Over the next few years the Club plans to develop on two fronts:

- Improving the competitive standard of our top crews, with the aim of regularly entering high-profile events such as Henley Royal Regatta and the Head of the River Race.
- Increasing the profile of rowing within the College and promoting the sport more widely.

To realise the first aim it is essential for the Club to keep up to date in a rapidly advancing sport. Stronger materials and more efficient designs improve the performance of racing boats, while training aids such as in-boat feedback devices are becoming progressively more advanced. If our athletes are to compete at a high level they need access to a high quality fleet of boats and modern training equipment.

The two aims are linked: the purchase of new boats and equipment for our top crews frees older equipment for use by novice and lower commitment rowers. This provides accessible, low commitment boats allowing more people to sample the atmosphere of the Club, some of whom will then continue rowing at a higher level.

In conjunction with our committed coaching team, enhanced funding will place the Club in a very strong position from which to significantly raise the standard of rowing and to encourage and facilitate an even wider participation from within the College.



Peterhouse Boat Club Fund

Charitable fundraising and support

The Peterhouse Boat Club Fund was established in 1956 to provide the Club with the boats required for its future survival and achievement.

The Fund has been very successful and, through the generous support of alumni, has purchased the boats required for over 50 years. However, the increasing complexity and cost of racing boats combined with the growing size of the Club has left the Fund struggling to reliably raise enough money to replace boats when needed.

As a result, the Fund is currently running a major development campaign with the aim of raising a £300,000 endowment fund to support the future of the Club without jeopardizing the capital of the Fund. The *Spirit of '56 Campaign* is being run through our old members' network and is the most significant in the history of the Club, uniting alumni and students in its support.

<http://www.pbcf.org>

Sponsorship Summary

Sponsorship agreements take many forms and last for varying lengths of time.

While one-off donations can have a powerful effect in publicising your business, ongoing relationships are usually the most successful as they allow both parties greater benefits through longer-term association.

Your involvement with Peterhouse Boat Club will allow us to invest in new boats, equipment and training kit whilst improving your company's image within Cambridge.

Peterhouse Boat Club is proud to have been sponsored by ctm Information Technology for the past five years. Whilst this agreement has now expired, we still have a very close relationship with ctm, and would like to repeat this successful arrangement with a new headline sponsor.

We are also very grateful for the support of Colliers CRE and Achilles, who have both funded essential training equipment during the last year.

However you wish to be involved, please get in touch. We look forward to hearing from you.

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Did you know?

Peterhouse was the second institution (after the Houses of Parliament) in the country to have electric lights fitted. This was done in 1884, courtesy of Lord Kelvin, to mark Peterhouse's 600th anniversary. During the 1840s he had rowed for Peterhouse, becoming the first Peteran to win the prestigious Colquhoun sculls.

James Mason (actor) and Stephanie Cook (winner of an Olympic gold medal in modern pentathlon) have both rowed in our First Eight. Peterhouse regularly fields up to four men's eights and two women's eights in the May Bumps.

Our membership frequently includes Olympians with many College members representing Cambridge against Oxford in the Boat Race.

Over half of students at Cambridge try rowing during their time at University.

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