



SPONSORSHIP BROCHURE

london-athletics.com



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Jay Cornish (Roehampton) wins the 10,000m LCAS Championship



- Associate with one of the worlds most popular sports and with some of the worlds top universities.
- Reach a diverse audience of trend-setting students with disposable income.
- Consistent advertising campaign covering the entire year.
- Impactful programs customized to meet your goals and objectives.
- Immerse your brand in an environment about which the audience is most passionate about: athletics.
- Sponsorship sends a message that your brand is strong and vibrant and that you a continuing to invest. in it.

WHO ARE WE?

4



- 4 events between November and June
- 9 London Uni's participated in 2015
- Over 170 entries at the LCAS final
- Attracts performance athletes (e.g Laviai Neilsen) and participation athletes

LUCA is the result of the unification of all the athletics competitions for higher education establishments in London.

The two biggest competitions are the London Colleges Athletics Series (LCAS) and the London Colleges League (LCL). In addition to these, the University of London Athletics Championship (ULAC), XC championship and United Hospitals Cup have been incorporated into LUCA.

LUCA is more than the governing body for competition. It has a constitutional duty to develop athletics in London by working with university clubs and strategic partners.

The LUCA education program is aimed at getting more students involved in coaching, officiating and club management.

Hence, LUCA is the home of university athletics in London.



- 6 races between October and February.
- 13 London universities represented.
- Between 100 and 200 participants in each race.
- Attracts performance athletes (e.g, Max Nicholls, Mo Farah) and participation athletes



OUR MISSION

“To improve the sport of athletics and promote it within the higher education sector in London in light of its unifying, cultural and health values” – LUCA constitution (3.a).

LUCA is committed to develop the sport of athletics across all higher education establishments in London.

Our mission is to usher in a golden era of university athletics in London.

We want to see self sustaining clubs at every university in London with a quality coaching set up.

This makes us different to other university sport organising bodies because we are not solely a competition organiser.

Competitions are a crucial part of the LUCA mission, but we also recognise the importance of club development.



Barrington King (GB Masters International) hands Seb Zajackowski (KCL) the UL 800m Trophy

How do we plan to usher in a golden age of athletics at London Universities?

1. Provide high quality competitions

LUCA will organise the London Colleges League (XC), LUCA indoor championships (including UL champs) and the London Colleges Athletics Series (LCAS). We are planning investment in the LCL to professionalise the league by purchasing a bar-code timing system (approx. £1000). **We need additional funds to make this investment.**

2. Train a generation of coaches

By working with our partners at England Athletics, London Region, we have organised a Leadership in Running Fitness course and will fund two places for university students based on club need and commitment to coaching. **We need additional funds to make more funded positions available.**

2. Train a generation of leaders

We plan to host a club management course to train club committee members to be effective leaders. **We need additional funds to make this course a reality and fund positions for the most needy clubs.**

2. Train a generation of officials

By working with our partners at England Athletics, London Region, we have organised a Officials Level 2 course and will fund four places for university students based on commitment to officiate at LUCA events. **We need additional funds to make more funded positions available.**

2. Give back to the community

We have entered a charitable partnership with the London Sports Trust. We will sign-post students to volunteer with their schemes, raise funds for them open our courses and competitions to them and promote relevant scholarships on our website.



John Parlett (London Olympics 1948)
and 800m European Champion (1950).
Speech at UL Indoor Champs, 2011

OUR MEMBERS

Total student population in London: 400,000

18 University Athletics / Running clubs

Historic, world-famous universities that are among the top in the world

Olympic, World and European medal winners

Adam Gemili
University of East London
(Graduate)
2014 European Champion 200m
and 4X100



Laviai Nielsen
King's College, London
2015 European Junior Champion
400m



Dina Asher-Smith
King's College London
2014 World Junior Champion 100m
British 100m record holder



Mo Farah
St Mary's University (Graduate)
Olympic, World and European Champion
5000m and 10,000m



Articles and adverts in Athletics Weekly.

We have connections in Athletics Weekly and the privilege of national media attention. We submit regular articles and adverts which can include your company's logo and quote. Stories range from match reports from league races to special events and promotions.



Direct emailing

Reaching our audience couldn't be easier with our two mailing lists:

- 1) Club presidents, student union officers and sports department heads
- 2) Athletes, supporters, coaches, and more.

Use our email newsletters to provide information about your upcoming event or promotion.

Banners, flags and trackside signage

Reach our audience at our packed league events with logo placement on our eye-catching banners and flags. New banners and flags will be ready for the new 2015-16 season.



WEB AND SOCIAL MEDIA

Social media provides sponsors the opportunity to reach our audience at a high frequency, faster and in higher numbers than ever before. Reaching our audience through social media (complemented by Facebook, Twitter and website elements) to promote a specific service, product or opportunity gives a sponsor consistent and multifaceted exposure to our audience.

<http://www.london-athletics.com>



FACEBOOK

Reach of more than 9,000

Use our Facebook page to post pictures and links about your upcoming event or promotion



Twitter

Let our twitter feed @LUCA_Athletics alert thousands of twitter users about your upcoming event or promotion.

RETAIL PROMOTIONS

LUCA offers a wide variety of customized at-event engagement opportunities. This includes key note speeches, kiosks, flyers and more. We also invite partners to sponsor specific trophies and prizes.

This allows your company direct access to communicate with our audience in a personal way.



CONTACT US



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