



Sponsorship Brochure

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What is LCAS?

LCAS is the London Colleges Athletics Series. It is a series of three athletics meets held under UKA rules staged at venues across the capital with all 23 London universities and 72 specialist institution invited to take part. It is an opportunity to call together all of the higher education institutions in London to celebrate their athletic talent and promote participation in the sport. We are passionate about developing LCAS and recognize its huge potential to become a major annual event that can be built upon each year. With backing from the federal University of London and a partnership with England Athletics, we have a large media and publicity pedestal at our disposal and will use this position to advertise the series to attract a large number of students across London.

Highlights

- All 23 London Universities invited
- All 72 Specialist institutions invited
- Facebook page reach approx. 300 and growing. 722 at it's highest.
- High profile GB and GB junior athletes such as Dina Asha-Smith and Lavia Neilson likely to attend
- 4 London Universities featured in the top 20 universities in the world
- 10 universities in the top 50 in the UK
- Three matches in March, April and May
- Opportunity to use social media platforms as advertising
- Large support base within all universities involved, particularly the colleges of the University of London and our three founding universities; King's College London, Imperial College London and University College London.
- Between 150-200 Athletes projected to participate
- 40-80 spectators
- Local and national media attention

The 'inclusion games'

- LCAS will be the most inclusive athletics event for London university student athletes. We have ensured that all our venues are disability friendly and will be welcoming disabled athletes to take part.

The 'green games'

- LCAS is committed to sustainability and minimizing its environmental footprint.
- Every effort is being made to ensure the event is carbon neutral. All applications will be made online and all paper/card used in the games will be from recycled sources.

Packages we offer

We offer three main sponsorship packages that provide a range of options including social media, keynote addresses, logos, branding and more. We are happy to negotiate and discuss packages to suit the needs of potential sponsors.

What's in it for you?

Sponsorship for this event is mainly based upon our extensive access to students at all London universities and our wide reaching social media platforms. As the event is aimed at providing sporting opportunities for students across London, there is a heavy focus on young, intelligent and socially active individuals. We believe there is huge potential to use this

target audience for your company's benefit. Student athletes are an influential group of trend-setting and highly involved students.

Gold Package (£1000)

- **Keynote speaker** of your choice to deliver a speech at each event and the awards ceremony/presentation evening.
- Social media promotion (twitter, Facebook and website). Once a week.
- **Advert** on our website in top right position.
- Opportunity to hold a stall at meets
- Inclusion of **larger logo** on banners (see Fig 1.)
- Endorsement within thank you speeches and in all formal communications (sponsorship logo at bottom of correspondence)
- Feature in **the title of league** e.g. [Company title] London Colleges Athletics League (extra £150)

Silver Package (£680)

- **Medium** feature of logo on banners (see Fig 1.)
- **Medium** amount of social media coverage and featured endorsement on Facebook page. Once a every two weeks.
- Twitter endorsement
- Logo on **email signatures**
- Opportunity for sponsor stall
- **Advert on website**
- Thanks in LCAS awards

Bronze Package (£300)

- Small feature on **banner** (see Fig 1)
- Twitter coverage and Facebook
- **Specific product endorsement** (either Facebook or twitter)

Add-on Packages

Sponsor Logo on all vest numbers (£250). Available to silver and gold.

How will your money be used?

- The series is not for profit.
- To book tracks, electronic timing, first aid support, medals etc is very costly.
- We want to minimize the financial burden on our student athletes
- This means raising funds from other sources – primarily, sponsorship.

Dates and Venues

Saturday 21st March. Tooting Bec Athletics Track

Sunday 19th April. Parliament Hill Fields Athletics Track

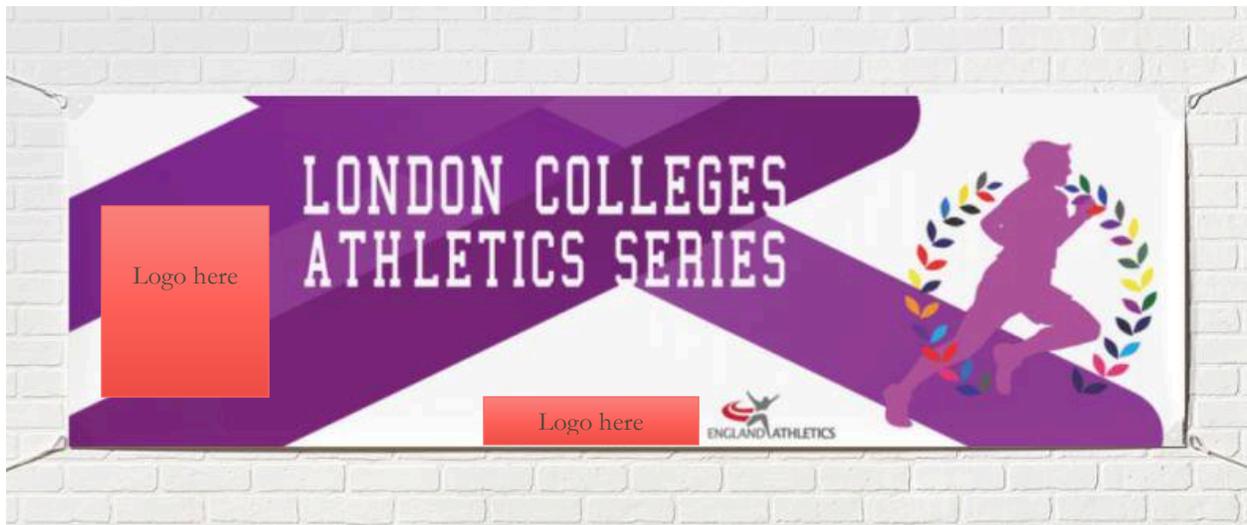
Sunday 24th May. Millennium Arena, Battersea.

What's next?

On behalf of the LCAS organizing committee I would like to thank you for taking an interest in this project. The development of sporting opportunities for young people is something that we hope to encourage – as a foundation for cross college co-operation and the encouragement of participation in athletics on a wider level – this opportunity is one that truly has wider benefits for all involved. Particularly with its up-coming place in the sporting psyche of the masses, since the Olympic Games it seems that running and athletics has begun to take a step into the limelight. It is therefore out hope that this is one step in the direction of creating a wider and more inclusive running community.

Appendix

Fig 1. Example of banner and advertising sizes (shown are large)



The banner (as seen above), will be used throughout the series in each venue and will remain a feature of the games. It includes all the colour's of the participating universities.

Fig 2. The makeup of the LCAS Logo.

LCAS Logo story



WREATH
Represents unity and is made up of 23 pairs of leaves for the 23 major universities in London.

COLOURS
Each pair of leaves represents one of the 23 major London universities.

TYPEFACE
Varsity font, the most eye-catching sport's competition font.

PURPLE AND BLACK
Colours of the University of London Athletics Club who are funding the series.

Find your Universities colours:

Left	Right
	Brunel
	Birkbeck
	Goldsmiths
	Kingston
	South Bank
	Middlesex
	Queen Mary
	SOAS
	UCL
	City
	Westminster
	West London
	Imperial
	KCL
	Metropolitan
	LSE
	Regents
	Roehampton
	Royal Holloway
	St Mary's
	East London
	Arts
	Greenwich

