

ABERYSTWYTH DEBATING UNION

Sponsorship Opportunities



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The Debating Union

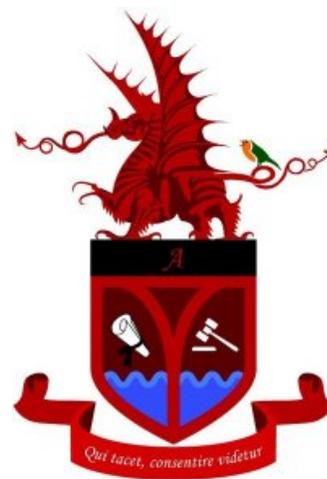
Aberystwyth Debating Union is a *debating society* that has been operating from within Aberystwyth University since 1884. We are one of the most *competitive* societies in Wales, having won the Welsh Mace national championships, represented Wales at the International Mace Finals and at the World Universities Debating Championship, and regularly competing around the UK and Europe. We also host the annual Aberystwyth Open Tournament, a *popular and successful* event that draws participants from top UK universities.

As debating is primarily an *intellectual* pursuit, our membership consists of many of the *university's most able students*, who will often go on to successful careers. Our public events are *popular*, drawing students from all disciplines.

The Need for Sponsorship

As a society registered with the Aberystwyth Guild of Students, our activities depend entirely on the generous contributions of our sponsors. We require sponsorship to book venues for events, to compete in tournaments, and to host our own annual tournament.

We offer a range of sponsorship opportunities, which are highlighted in this document.



Sponsorship Level	Suggested Sponsorship Amount	Number of Opportunities Annually
Main Union Benefactor	£300	1
Public Event Sponsorship	£100	4
Quiz Sponsorship	£30	16
Tournament Sponsorship	£400	1
Speaker Development Sponsorship	£100	2

All sponsorship offers will be considered.

Sponsorship Process

If you are interested in becoming a sponsor of the Debating Union, please contact us and we will see to it that you are issued an invoice for sponsorship by the Aberystwyth Guild of Students.

E-Mail: scty28@aber.ac.uk

Our accounts are handled by the Aberystwyth Guild of Students, at Aberystwyth University. All remittances should be made payable to Aberystwyth Guild of Students. We are willing to consider all offers made.



The Old College: The traditional home of the Aberystwyth Debating Union

Main Union Benefactor

The main union benefactor is the primary sponsor of the Aberystwyth Debating Union. Sponsorship lasts the entire academic year.

As a benefactor, sponsors receive:

- **Their logo** prominently positioned on our website.
- **Their logo** embroidered onto the Debating Society hoodie worn by our members, these hoodies are a common sight on campus.
- **An honorary mention** at each and every meeting of the union throughout the year.
- **An invitation** to attend and speak at our inaugural meeting in the first semester.
- **Any promotional material** distributed to our members.
- **A termly report** on the activities and progress of the union.
- A union representative can provide **statements and press releases** about the benefactor's generous gift on request.

~ Suggested Sponsorship ~

We suggest sponsorship of £300 to become the Main Benefactor of the union. This reflects the position's status as our most prominent internal opportunity, and that the benefits last the entire academic year.

Public Event Sponsorship

Throughout the year, the union hosts a number of public events on campus. These include public debates, where students come to hear a debate about a contemporary issue, and election debates, where candidates aiming to be elected to the Guild of Students debate against each other.

These events are popular; we always fill the room with students from across all disciplines. They are also widely publicised, we push the events via social media, poster campaigns across campus, and flyer campaigns across campus and student accommodation.

Companies may opt to sponsor an event, sponsors receive:

- **Their company name** in the title of the event
- **Their logo** on the online presences of the event (social media pages, web pages, etc.)
- **Their logo** on all posters and flyers produced to publicise the event
- Distribution of **promotional material** at the event itself
- An **honorary mention** at the event itself
- An **invitation** to introduce the event and tell participants about the company.
- A **report** on the event by a Union representative.

~ Suggested Sponsorship ~

We suggest sponsorship of £100 to sponsor an event hosted by the Debating Union. This reflects the wide advertising opportunities that come with sponsorship, the popularity of our events, and the appeal of events to students across all disciplines

Quiz Sponsorship

Twice per year, we host a Table Quiz at the Aberystwyth Student's Union building. This event is extremely popular, we regularly sell out of tickets. Participants enter in teams and answer general knowledge questions to win prizes.

Companies may opt to sponsor a round of the quiz, for this they receive:

- **An A4 advertisement** in the quiz answer booklet.
- **A mention** by the Quiz Compere during the round being sponsored
- **A bonus question** of the sponsor's choice, relating to the sponsor of the round. For example:

Q: "Which leading law firm, established in 1882, is offering 2013 graduates a £30,000 salary?"

A: *Your company name*

~ Suggested Sponsorship ~

We suggest sponsorship of £30 to sponsor a round of the quiz. This reflects the advertising opportunity afforded to the sponsor, and the unique promotional opportunity given by the bonus question.

Tournament Sponsorship

Every year, the Aberystwyth Open Tournament is held at Aberystwyth University. Competitors from all over the UK, including top UK universities, travel to Aberystwyth to attend our well-regarded and popular tournament.

Companies may opt to become the sponsor of the tournament, in return they will receive:

- **The tournament** will be renamed in their honour (“The Acme Aberystwyth Open 2013”)
- **Their logo** will be displayed prominently on the website of the tournament
- **Their logo** will be printed on all of the material given to participants, such as tournament schedules, registration forms, results lists, etc.
- **Promotional material** can be distributed to participants
- **An invitation** to introduce the tournament, or to introduce the finals ceremony, including the opportunity to tell participants about the sponsoring company.
- **A report** on the event
- **An honorary mention** at the tournament introduction, the finals ceremony, and the reward ceremony.

~ Suggested Sponsorship ~

We suggest sponsorship of £400 to become the sponsor of the Aberystwyth Open Tournament. This reflects the wide exposure sponsors receive; we promote the event to all other universities in the UK, widely publicise the website on the debating circuit, publicise the event on social networks, and create a dedicated website for the event. The tournament is attended by the most able students from leading UK universities.

Speaker Development Sponsorship

The Union has a proud history of taking novices, who may have little to no experience of public speaking, and turning them into confident and persuasive speakers who go on to be successful at national level tournaments. The employability and academic performance of these students increases with their ability to clearly and persuasively express themselves, our novice speakers value this service greatly. We achieve this through twice-weekly speaker development sessions, which include group lessons and one-to-one tuition, mentoring, and development.

Companies may opt to sponsor Speaker Development for one semester, for which they will receive:

- An **honorary mention** at every speaker development event.
- **Their logo** printed on all handouts distributed during sessions.
- **Their logo** on all slides, web pages, and learning materials used by speaker development officers.
- A **mention** in each reminder email sent to Union members
- **Promotional materials** may be distributed at speaker development sessions.

~ Suggested Sponsorship ~

We suggest sponsorship of £100 to become the sponsor of speaker development sessions for a semester. This reflects the lasting impression that comes from being the sponsor of an important personal development programme, and the advertising opportunities that come with the position.