SPONSORSHIP
2013/2014 Plans
Cardiff University Students’ Union
Undeb Myfyrwyr Prifysgol Caerdydd
SPONSORSHIP

2013/2014 Plans

GO GLOBAL
February 2014 | £3000

Go Global is a festival of culture and diversity celebrating the vibrant mix of nationalities here at Cardiff University. The festival culminates with a showcase of talent featuring around 30 cultural groups performing. Audience size is usually around 400 and the evening is recognised in high esteem by both the University and student community. The event follows a significant marketing campaign and brand awareness is essential. We’re looking to change the format slightly this year and celebrate with a black tie evening with guests sat on round tables themed on a particular country.

Sponsorship opportunities include, but are not restricted to, the following:
• Naming of the event i.e. Go Global sponsored by (your company name).
• Physical presence at the event.
• Logos on all branding including digital media and student media.
• Sponsorship of an individual or set of tables.
• Full page advert in the evening’s programme.
• An opportunity to speak at the event.

Ideally, sponsors would fit the theme of the event. For example, a company that prides itself on an international reputation or is of particular interest to international students e.g. Santander, HSBC, Google.

THE CARDIFF FRINGE
March 2014 | £500

For the first time, we’re running a week-long festival celebrating Welsh history, culture and talent. The Cardiff Fringe will celebrate all things great about Cardiff and Wales from food and drink to the arts, poetry to comedy. This will be a Union wide event with a real Welsh feel. The week will culminate in a traditional Welsh Twmpath with hundreds of students from across the University experiencing Welsh folk at its finest.

Sponsorship opportunities include, but are not restricted to, the following:
• Naming of the event i.e. The Cardiff Fringe sponsored by (your company name).
• Physical presence at the event(s).
• Logos on all branding including digital media and student media.
• Full page advert in the week’s programme.

Ideally, sponsors would fit the theme of the week. For example, a company that prides itself on being Welsh or is well known for its activity in Wales e.g. Principality, Brains, Garth Bakery.

THE SOCIETY AWARDS
May 2014 | £1000

We hold an annual Awards ceremony celebrating the successes of our 160 student-led societies and the 900 committee members that give up their time for the benefit of students. The evening is a black tie event with guests on round tables. Attendance is around 300-350 and these are typically the most engaged students in the University.

Sponsorship opportunities include, but are not restricted to, the following:
• Naming of the event i.e. The Society Awards sponsored by...
• Physical presence at the event.
• Logos on all branding and tickets including digital media and student media.
• Logos on branding at the event i.e. Table Plans, Place Cards.
• Sponsorship of an individual or set of tables.
• Full page advert in the evening’s programme.
• An opportunity to speak at the event.
• Sponsorship of awards i.e. Most Improved Society sponsored by (your company name).

Ideally, sponsors would be of interest to the attendees. For example, a large graduate recruiter or training provider e.g. PwC, Windows, EY.

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