



Welsh Varsity Social Clothing Tender

The Welsh Varsity is one of the largest student sporting events in the country. Over 900 students compete across 35 sports for the honour of victory over their arch rivals. Cardiff University and Swansea University have a long and proud history of sporting competition and the Welsh Varsity is one of its highlights.

As a spectacle the event draws crowds of up to 15,000 students and sports fans to the games. In April 2017, the event will take place in Cardiff, making use of many of the city's top sporting venues.

Throughout the day, athletes representing their institutions are in fierce competition for the right to call themselves Welsh Varsity champions. Sports include everything from Football, Netball, Hockey and Basketball to Rowing, Sailing, American Football and Fencing. Results from the games contribute towards the Welsh Varsity Shield, the prize for the winning institution.

The final game of the day is a grudge match of epic proportions. The inaugural rugby match was played in 1997 and since then, the two teams come together as the finale of the Welsh Varsity event. Swansea have taken the trophy 13 times, to Cardiff victories.

The Welsh Varsity is an event that is organised and delivered by Cardiff University, Swansea University, Cardiff University Students' Union and Swansea University Students' Union.

The Welsh Varsity is seeking partners to join the event

The sea of red and green supporters help create an electric atmosphere. We want to be able to provide every supporter, upon buying a ticket, with a red or green T-shirt to wear at the event. We are looking for a clothing provider to work with us to make this a reality.

You would benefit from:

- Exposure to up to 15,000 attendees wearing your branded clothing
- Branding opportunities on the lead up and throughout the event hosted at four iconic sporting venues including the Principality Stadium, Cardiff Arms Park, Swalec Stadium and Welsh Institute of Sport

- Extensive media coverage of the event
- Being named as an official partner and supplier to the Welsh Varsity
- Opportunities to engage partners in relation ongoing sport kit supply

In turn we are looking for:

- A bulk deal in supply of social clothing for spectators
- A flexible supply system to meet our demands
- A reliable supply, providing us what we need, when we need it
- A multi-year commitment

If you have an interest in joining the Welsh Varsity as a partner, please send a proposal to athleticunion@cardiff.ac.uk by Monday 9th January 2017.

Stage Two

We are looking for:

- Around 4,500 green and 6,500 red t-shirts with single colour (white) print on front and back and in range of sizes
- For supply around late February / early March
- Option to purchase additional T-shirts at a set and prior agreed price

We can provide:

- Official partner status opportunities
- Headline sponsor opportunities
- On site presence through the events
- Branding opportunities pitch side around the sporting events.
- Representatives to join the event with VIP treatment
- Opportunities to engage with institutions regarding ongoing sports and leisure wear supply.