



OXFORD UNIVERSITY

RIFLE CLUB



SPONSORSHIP OPPORTUNITIES

2017-18

The University



Oxford University is a world-renowned centre of learning, teaching, and research. Oxford University Rifle Club (OURC) is a student-led club; its members embody the University's spirit of academic excellence and extracurricular prowess. By supporting those at the heart of this institution, a sponsor will join the rich history and world-leading advances made at the University of Oxford.

History

The oldest university in the English-speaking world, Oxford is a truly unique and historic institution. Gifted men and women have studied or taught at the University throughout its history; among them are 27 British Prime Ministers, at least 30 international leaders, and 50 Nobel Prize winners.

Students

There are over 23,000 students at Oxford – the university attracts the best students from all socio-economic, cultural, and geographical backgrounds. All undergraduates become members of Colleges; these become their homes while at the University. Oxford students share a core set of skills. They are multi-talented, motivated, and intellectually curious.

Academic excellence

Oxford is one of the leading universities in the world. Ranked first in the Times Higher Education World University Rankings 2016-17, study at Oxford is both demanding and intellectually stimulating – students are equipped to become future leaders of their chosen fields.



The Club



Sport underpins the lives of many Oxford students, honing a competitive spirit, and the pursuit of excellence. OURC is formed of a group of students passionate about shooting, and represents the University in competition. The Varsity matches between Oxford and Cambridge tie the two universities together.

Heritage

OURC is one of the oldest Blues sports at the University of Oxford, with the fullbore Varsity dating back more than 150 years. OURC evolved from the Oxford University Rifle Volunteers, officially enrolled on 8 August 1859. The newly mustered corps was reviewed on Cowley Marsh by the Prince of Wales; he gave them the right to bear his feathers, which OURC and its members wear to this day.

Fullbore is shot at the National Shooting Centre, Bisley, whilst smallbore is shot in Oxford. Since the early 1960s, the English VIII Clubhouse has been home to OURC. Past members have represented their county, nation, and country, in all disciplines of precision rifle shooting.

Today, OURC moves from strength to strength, training young shooters, from those who have never shot before to those who are seasoned shooters.



The Club



Smallbore Shooting

Performed with a .22 inch calibre rifle at 25 yards, mostly in the prone position. Training is held throughout Michaelmas and Hilary terms, with two general sessions and one Blues session each week. OURC won all matches in their division of the BUCS (British Universities & Colleges Sport) 2016-2017 smallbore contests.

Fullbore Shooting

Split into Target Rifle (TR) and Match Rifle (MR) disciplines. These are shot outdoors at the National Shooting Centre, Bisley, and involve distances ranging from a minimum of 300 yards in TR, to 1200 yards in MR. Like smallbore, the rifles are single shot and breech loading, but fire a much larger 7.62 mm or .308" calibre round. The Imperial Meeting is the highlight of the fullbore year – the 2017 meeting saw a number of OURC members appear on MR and TR prize lists.

Blues Team

Rifle shooting is a discretionary Full Blue sport, which sees competitions against Cambridge University in both smallbore and fullbore. The fullbore Varsity matches are the Chancellors' (TR) and the Humphry (MR), whilst the Heslop (mixed) and Bentata (ladies') are contested for smallbore. There are also matches for the second and third teams, as well as three-position, and black powder pistol shooting.



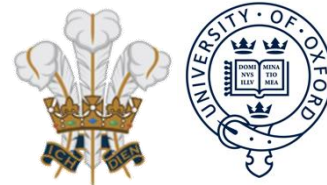
Ethos

OURC is a friendly, tightly-knit community formed by students who spend a lot of time socialising and shooting together. The club is very welcoming to new members, and is also dedicated to promoting accessibility and equal opportunities – two important foci are allowing disabled students to compete alongside the able-bodied, and improving the representation of women within the sport. Regarding the latter, shooting is a rare sport in which men and women compete directly and on equal terms. OURC members come from a range of courses, colleges, and backgrounds, forming a part of a 'shooting family'.

We have very strong links to a number of clubs and societies, including:

- Oxford University Pistol Club
- Vincent's Club
- Atalanta's Society
- Cambridge University Rifle Association
- Oxford Rifle Association
- English VIII Club

What We Can Offer



Sponsorship of OURC would give your business exposure across not only the University, but also the wide-reaching shooting community. Alongside publicity, OURC can also offer corporate or team-building days, and an opportunity to tap into the valuable resource that is the student population.

Events

OURC represents Oxford University against other universities and clubs throughout the year. Your company name, logo and, where possible, tag line will be displayed on all kit and promotional material we produce regarding these events.

The Imperial Meeting

A must in any shooter's calendar, this is a five-week long meeting that sees nearly 4000 competitors from across the world shoot together at Bisley. Individual, county, national, and international matches are all shot here, with Oxford competing as a top contender. We camp at Bisley during the meeting.

Chancellors' Cocktails

In the evenings of the Imperial Meeting, the famous Bisley clubs take over, and competitors enjoy Bisley hospitality at its best. Held at the English VIII clubhouse, Chancellors' Cocktails are arranged by OURC for the best of Bisley Camp to enjoy.

Varsity Matches

OURC competes against Cambridge in smallbore, TR, and MR. Held at various locations, these are of great importance to Oxford students and alumni. Blues shooters may earn their Blue or Half-Blue for outstanding performance.

OURC Annual Dinner

Held in the dining hall of an Oxford college, the annual dinner is a chance for members, alumni, and friends of OURC to socialise whilst enjoying a three-course meal with port and cheese.

Jersey Tour

Another shooting highlight, OURC takes a team to the Jersey Summer Meeting in August.

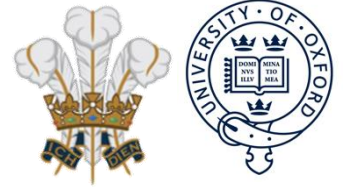
This list is not exhaustive; OURC participates in a number of different fixtures and social events in any given year.

Training and Competition Kit

OURC members are proud of their club; club clothing is worn not only to training, but also daily: to lectures; around town; and to national competitions, giving wide exposure.

The sponsor's logo and tag line will be embroidered or printed onto all OURC clothing.

What We Can Offer



Sports and Societies Fairs

OURC has stands at numerous college fairs and intercollegiate events. In particular, the Oxford University Student Union's Freshers' fair lasts three days with an exposure of over 11000 undergraduates and 9000 graduates.

A sponsor's logo and tag line would be printed on all banners, promotional literature, and club kit worn by members manning the stands.



Correspondence

Our mailing lists comprise nearly 600 people, including both current students and alumni.

All OURC-related correspondence sent by committee members will include the sponsor's logo and tag line.

Online Exposure

The OURC website will provide a clear acknowledgement, link, and description of the sponsor.

Social media accounts – Facebook and Instagram – will acknowledge the sponsor wherever possible.



Corporate or Team-building days

Led by Oxford University students, OURC can offer a day out at the National Rifle Association, Bisley.

Basic position and technique will be taught, with emphasis on focus and precision.

Team building skills will be required to master wind-reading and plotting.



Proposal



Shooting can be an expensive sport. As a university club catering for students, OURC makes shooting as accessible as possible for anyone who is interested.

We are looking for a sponsorship amount starting at £5000 for the 2017-18 academic year. OURC has two key aims for sponsorship money: provide members with decent shooting equipment, and subsidise shooting such that no student has to miss out.

Even the greatest shooters are limited by the quality of their equipment, and we are currently relying on second-hand items and outdated equipment. Better kit, in the form of rifles, jackets, and scopes, means that we can continue to compete with the best

The cost of shooting has risen in the past few years; students should not have to suffer financially for their sport. Subsidising competition entry fees, ammunition costs, and travel means that OURC can retain and continue to grow excellent shooters.

OURC has achieved an extraordinary amount over the past 150 years.
We require your help to ensure we can represent the University of Oxford to the best of our ability.





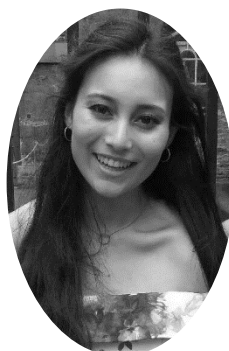
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