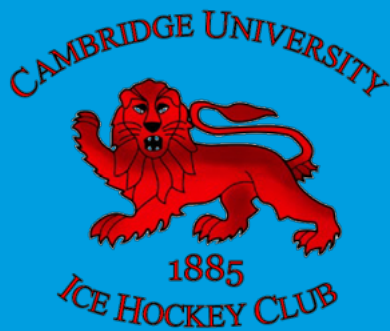




2015-16 Partnership Brochure

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Heritage

The Cambridge University Ice Hockey Club (CUIHC) is one of the oldest ice hockey clubs in the world. Its founding in 1885, only ten years after the first officially recorded ice hockey game in history, predates professional leagues, international federations and almost everything else in the hockey world, making it one of the sport's pioneering entities. Along with their Oxford counterparts (the OUIHC), the CUIHC is part of the oldest ice hockey rivalry in the world, culminating each year in the annual Ice Hockey Varsity Match, first played in 1885 in St. Moritz, Switzerland.

Throughout the years, it has counted many distinguished alumni, such as Lester B. Pearson (Nobel Peace Prize winner and former Canadian Prime Minister), Michael Spence (winner of the Nobel Prize in Economics) and Mark Carney (current governor of the Bank of England). The Cambridge Women's Blues similarly pioneered women's university ice hockey in the UK after their inception in 1981, as one of only three all-women teams in the country along with their Oxford counterparts.

The Cambridge Men's Blues (Discretionary Full Blues) count up to 20 players in their squad, an overwhelming majority of graduate students (MPhil and PhD) in different fields among them. The Cambridge Women's Blues (Half-Blues) count up to 20 players on their squad, about half of which are enrolled in undergraduate programmes. All Blues players are outstanding student-athletes who are also highly involved in their community.



The historic rivalry between Cambridge and Oxford started in 1885 when the teams played against each other in St. Moritz, Switzerland. This rivalry, along with the varsity match, is recognised by the Hockey Hall of Fame in Toronto as the oldest in the world and the 1885 varsity match is likely the first ice hockey match to ever have been played in Europe.



Team values

Gender equality in Sports.

The CUIHC is extremely committed to promoting gender equality in ice hockey and more generally all of sports. The club actively backs various initiatives towards this goal, such as the White Ribbon Campaign and the We Support Women in Sport project. All funds gained from potential partnerships will be split 50-50 between the Men's and Women's Blues.

Excellence on- and off-ice.

The CUIHC maintains extremely high academic and athletic standards. Many of its members are some of world's top students in their fields and include published scholars, so the club's training structure is set so as to never interfere with academic objectives. However, the club expects of its members the highest discipline, as exemplified by the Men's blues six session per week training schedule (three for Women's Blues) held. The Blues dedication also shows in their willingness to travel by coach for several hours each week to their ice rink in Peterborough (further than any other university club) as well as weekly matches in other cities, often until the early hours of the morning due to exclusively late availability of ice time.

Student run.

Since its inception, the CUIHC has been run by and for students. Students are responsible for the organisation of all club-related events and sporting and social activities. The team is exclusively made up of students who have been accepted to Cambridge for their academic merit, and in the team for their talent on ice.

Key events of the year

Varsity Match.

The varsity match is the culmination of every CUIHC season and the main focus throughout every training session. It is organised exclusively by the two clubs and alternates in location between Cambridge and Oxford. As one would expect for such a storied event, it always draws a sizeable crowd, often in excess of 1000 people, including both knowledgeable fans and complete newcomers to the sport. We are also in the process of negotiating an additional match between the teams in St. Morritz, Switzerland, the historical home of the rivalry, which would be set to attract even more publicity and spectators.

Training Camp.

Each year, the Men's Blues travel to the village of Zuoz in Swiss Alps for a week of intense training and preparation. This has been made possible through a recurring invitation from the Lyceum Alpinum Zuoz, a private boarding school with a reputation for both academic and sporting excellence. The tradition goes back to the start of the 20th century and is made possible by the mutually beneficial relationship between the CUIHC and the Lyceum, with the latter providing free use of their facilities and CUIHC members holding informal career talks for the Lyceum's students.



Women's Blues, Varsity Match, 2014.



Men's Blues, Varsity match, 2015.



Benefits to Partners

Cambridge ice hockey is the most expensive sport in all of Oxbridge, costing every player several thousand pounds per year in equipment, fees and travel costs. We hope to cover these substantial costs at least in part through sponsorship in the form of recurring donations or one-off endowments and can provide various benefits to partners in return.

Outreach.

Our varsity match reaches 1000 people present at the event itself while the Facebook and Twitter posts reach over 30000 people and our website counts in excess of 2000 unique visitors per year (with a notable increase expected due to our new website) while our alumni newsletter reaches over 500 distinguished international alumni.

We look forward to discussing more specific plans on a case by case basis and look forward to discussing them with any potential partners.

Widespread publicity.

Partners' information is to be added to the 'Partnership' section of our website and will be attached to newsletters, articles about the team (frequently published in local student newspapers and websites), varsity programmes as well as social media posts. Company logos can be included on our new website, banners at our home games and the varsity match itself, on club apparel and as watermarks on club photographs and videos.

Networking and recruitment.

As an organisation with more than 50 active players, we promote and facilitate our partners' access to a talent pool across a wide range of subjects.

Excellence, commitment and respect for all players are core values of the club.

Support the oldest rivalry on ice.



david tudman photo

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