

# SPONSORSHIP PROPOSAL

THE CAMBRIDGE GUILD  
CONNECTING CANTABS FOR  
ALMOST HALF-A-CENTURY

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CAMBRIDGE'S MOST PROMINENT STUDENT CAREERS SOCIETY





# OUR VISION

Over the past year, The Cambridge Guild has worked with firms and professionals from a variety of industries to host a wide range of events varying from speaker events featuring Sarah Loftus (Unilever's Engineering Director), Richard Reed (Co-Founder of Innocent Drinks) and Jordan Belfort to more intimate events such as Hackathons, "Consultancy & Cake" case study workshops and company hosted networking dinners.

Since our rebranding in 2016, we have grown exponentially, by finding new ways to bring employers and students together. Now, with over 4,500 members, we are excited to continue to build on our strong foundations by deepening our relationships with existing partners, working with a broader range of partners and attracting global leaders to give inspirational talks.

This year, we significantly strengthened our marketing outreach; we continue to leverage key faculties, communications officers and Guild representatives at each of the 31 Cambridge colleges along with increased representation at the Judge Business School. Every student in Cambridge will hear of the events that we run with you. Additionally, we understand that diversity is of tantamount importance to a successful recruitment process. We continue to expand on our data-guided insights that we offer our partners in respect to their event attendees: including the represented subjects, genders, and additional desirable data points upon request.

Now more than ever, our role as a platform for students and companies to interact is crucial. Students face a more competitive job market and want to consider a broader range of careers, whilst companies are looking to expand the pool they wish to recruit from. As the world of careers evolves, so do we, staying innovative to provide this service to our peers.

Your sponsorship is of utmost importance in ensuring that we can fulfil our role within the Cambridge community. We warmly invite you to find out more about our society and look forward to working with you in the future.

Pierce McLaughlin  
~President, The Cambridge Guild 2020-21

# OUR HISTORY

The Cambridge Guild is the longest-running and widest-reaching careers society at the University of Cambridge. We were the founding society of the Bright Futures network, an alliance of careers societies that has now spread to over 30 different UK universities.

After rebranding as Cambridge Futures and now the Cambridge Guild since 2016, we stand by our mandate of offering our members an all encompassing platform from which they are free to explore a wide variety of career paths.

**We have a proven track record of being an effective platform by which students are able to access employers:**

- In 2018, The Cambridge Guild was chosen as a Finalist for the Bright Network's Society of the Year: Impact Campus Award for going above and beyond in supporting our members and the university in achieving success in terms of careers, development of new skills and personal growth.
- We have been approached to work alongside both the Cambridge Careers Service and the Careers Research and Advisory Centre (CRAC), an NGO throughout Cambridge.
- The Cambridge Guild is one of Cambridge's largest societies, with over 4,500 members, we are proud to have supported many students' exploration of careers including those which they have not previously considered.



# MEET THE TEAM



Pierce Mcloughlin  
~President



Harry Stonebridge  
~Vice President  
(Sponsorship and Marketing)



Faizaan Pervaiz  
~Vice President  
(Events and Compliance)



Sophie Haissaguerre  
~Vice President  
(Speakers and Outreach)



Avinash Sekar  
~Head of Sponsorship



Yashwanth Matta  
~Head of Sponsorship

# RECRUITING IN CAMBRIDGE

“Cambridge is a complex place for a marketing campaign ... Cambridge is not a campus university, therefore unlike other universities, it has no central Students’ Union building or cafeteria, nor are there any central noticeboards. Contacting your target audience of students can sometimes involve a number of different routes”

## RECRUITING IN CAMBRIDGE FROM A STUDENT’S PERSPECTIVE:

- Intensive eight-week terms offer little opportunity for engagement in career development and interview preparations and practice, therefore students value any opportunity to gain these skills from **corporate-led skill sessions**.
- Degree courses are highly theoretical and specialised, and so students are attracted to events where they can learn more about different sectors from top firms.
- Many career paths do not follow on directly from Cambridge degrees, and so the degrees offer little specific training for future jobs.
- The passive approach of the Careers Service fails to comprehensively engage students and actively promote company events, creating the need for additional engagement channels.

# WHAT DO PAST STUDENTS SAY?

Integral to our success at The Cambridge Guild is our dedication to delivering incredible value to the students of the University of Cambridge.

You can be assured that the quality of our events will continue to attract students of the highest calibre.

## **Shamil Shah**

~ Incoming Consultant, d-fine

“The Cambridge Guild has certainly developed my career prospects, by expanding my commercial awareness at talks and company presentations, improving my applications and interview skills at workshops, and enabling me to network with individuals from industry and across the University at drinks and dinners. Earlier this year, I attended a Guild talk and networking event by the management consulting firm d-fine and, after the application process, I received an offer from the firm and will join as a Consultant in September!”

## **Solene Peroy**

~Graduate Analyst, Global Markets, BNP Paribas

“The events put on by the Guild stood out for me in their diversity and quality, and very much enabled me to explore where I wanted to start my career. A speaker panel on sustainability, for example, helped me understand the different career paths to consider in this field. Now working in finance, I am still continuing the thought process that I started then by finding ways to integrate sustainability in my work. The workshops put on, and the opportunity to meet and speak to representatives from many different industries, were invaluable.”

## **Muhammed Khan**

~ Incoming Business Analyst, McKinsey & Company

“Through my time on the Guild committee, I was fortunate to work with so many wonderfully talented people. Though driven, they were always willing to lend a helping hand when needed. The relationships I formed served me well when trying to find partners to case with in interview season. The Guild not only gave me a solid network of contacts, but more importantly a group of friends who I’m indebted to for helping me get to where I am today.”

# CHOOSE US.

The Cambridge Guild is one of the widest-reaching societies in the University, offering an extremely effective platform which firms can leverage to reach a large number of students. We have built a strong reputation within Cambridge by hosting a number of high-quality events and are uniquely placed to host events which can draw large numbers as well as more exclusive and intimate events.

The Guild is unique amongst the societies in Cambridge that offer careers support to student in that our mandate is general, we are therefore able to work with firms from a multitude of sectors giving us a more wide-scale appeal; this means we are more effectively able to connect firms to a diverse pool of students and connect students to careers that they may not have previously considered (shown by the varied employment of Cantabs after six months).

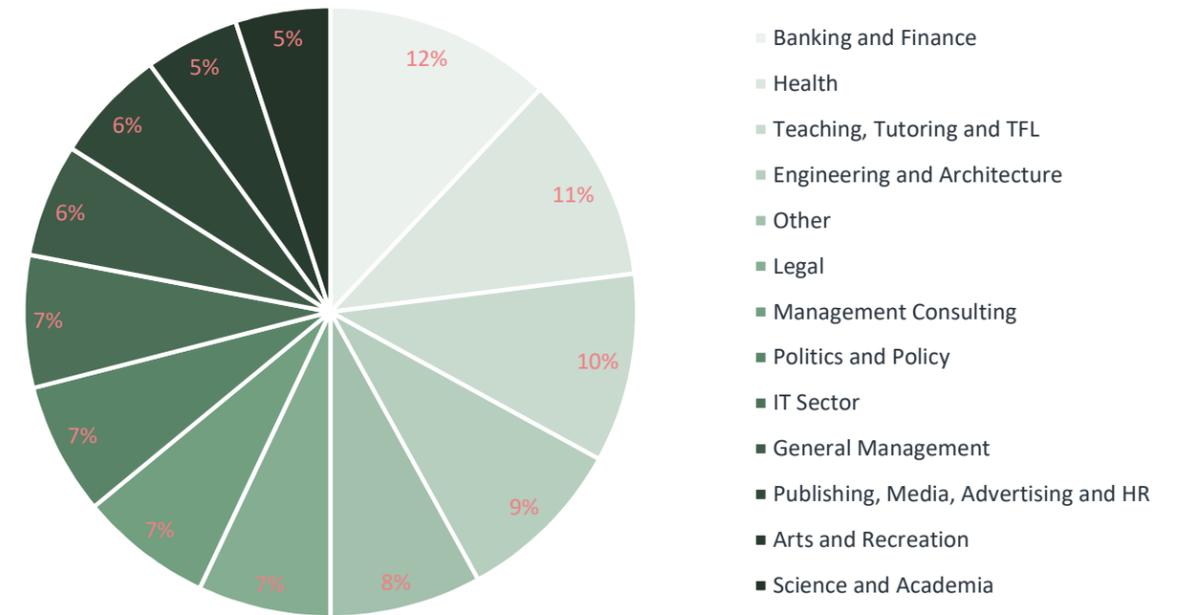
## Our members:

We are committed to being accessible to every single student at Cambridge; **our membership is free and always will be.**

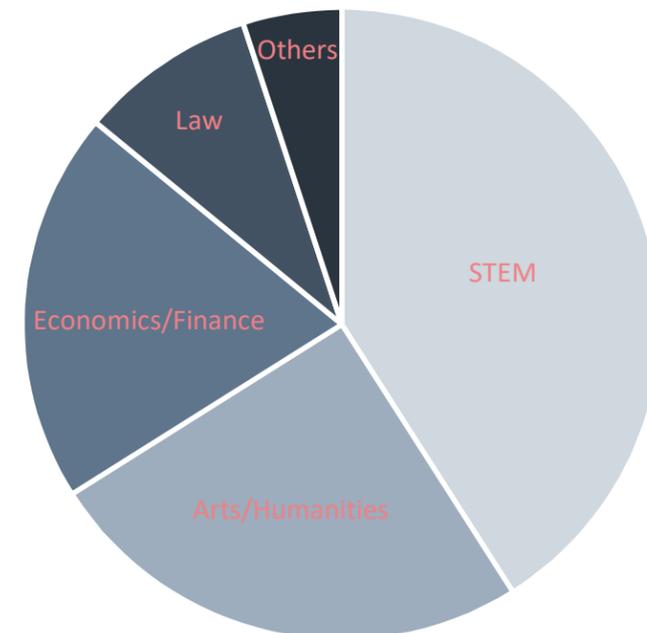
You will have access to students from a wide range of subjects, including both Undergraduates and Postgraduates. Here is the breakdown:

At The Cambridge Guild we are very proud of our strong marketing presence, actively engaging with the student population through a number of channels. **For details on our marketing approach please see our next page.**

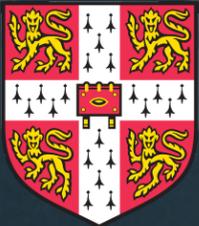
Employment of Undergraduate and Masters students six months after graduation



Breakdown of degree courses of Guild membership



# OUR MARKETING APPROACH



- Our posts reach **over 14,000 students** across the university via the collegiate system.
- 31 College Representatives publicize The Cambridge Guild within **every Cambridge college**.
- Our Representatives cooperate with every college's JCR Communications Officer to provide us with access to their college mailing list and Facebook group.
- We successfully **overcome the challenge of reach** inherent to a collegiate university without a central building that is accessible by the students of all colleges.



- Mailing list of **over 4,500 student members**.
- Our emails have an **engagement rate of over 30%**, including direct clicks.
- Regular email updates are sent to our subscribers, supporting awareness of our upcoming events.
- We are very active via this channel during busy recruitment periods; students subscribe to our mailing list to remain updated on career opportunities.



- Our Facebook page has **almost 3,000 followers**, providing direct engagement with the newsfeeds of Cantabs.
- **Over 2,500 likes** of our page ensures that our events reach even further than our current followers.
- Posts by The Cambridge Guild in February 2020 alone had a cumulative **reach of over 18,000**.
- We strongly publicise events and opportunities through this channel, supporting the careers of students.

# TAILORING EVENTS

- We have the knowledge, expertise and marketing exposure that is required to deliver **events of the highest standard**.
- Regardless of the type of event you wish to host through us, we know that **getting the timing, location, format and promotion right** is crucial to the success of an event.
- **By perfecting these simple principles, we maximise attendance.**



## Value for money:

We know that sponsoring a student society is a difficult decision to make, yet we are confident we can bring you value for money. Compared to other societies in Cambridge we offer the **best return on your sponsorship**, hence our three promises:

- The money raised from sponsoring packages will be spent on making your **events as effective as they can be**.
- We will go above and beyond your expectations; aside from running events on your behalf, we offer **bespoke services** such as conducting surveys, analysing event attendance and collating a CV booklet from those present.
- If you are unsatisfied with our performance, **we will refund** any remaining sponsorship money that has not yet been spent on your events.



## We have a wealth of experience in hosting a wide range of events:

- **Annual Events** - the Varsity Masquerade Ball and The Cambridge Guild Garden Party are immensely popular, attracting over 200 attendees.
- **Speaker Events** - high profile speakers, notably 'The Real Wolf of Wall Street' Jordan Belfort, and John McCallum (previously the Canadian Ambassador to China) have both spoken at Cambridge Guild events.
- **Panel Events** - events such as the 'Future of Energy Panel Discussion', with the Green Investment Group, appeal to a wider audience.
- **Interactive Workshops** - companies such as Jackal, PwC and Mars have directly engaged with potential applicants whilst providing vital application feedback.
- **Network Socials and Company Presentations** - networking dinners and presentations allow firms to meet Cantabs interested in careers with them.



# PAST PARTNERS



# OUR PACKAGES

**GOLD:** The most comprehensive package which offers you everything you could ever want. With unrivalled presence among the student population and unparalleled exposure to the brightest minds - this is our most attractive offer.

- Up to four events of any format, catering included.
- Unlimited number of skill workshops and representatives present at our networking socials.
- Access to all college representatives.
- Branding will be visible on all promotional channels and physical articles.

**SILVER:** Our silver package gives you the tools needed to make a lasting impression in Cambridge.

- Up to two events of any format, catering included.
- Unlimited number of skill workshops.
- Access to college representatives and promotional channels.

**BRONZE:** This is designed to give you exactly what you need to build your presence in Cambridge.

- One on-campus event with catering included.
- Workshop events included.
- Advertising through Facebook, website and mailing list.

# THE DETAILS

Our packages are designed so that whichever you choose **our services will be as effective as possible** in accessing the Cambridge student population.

We will work with you throughout to make sure that you are entirely happy with our performance, meaning you will receive the **greatest possible return on your sponsorship**.

## We also offer Bespoke Custom Packages

To discuss this option do not hesitate to contact our Sponsorship Proposal Team:



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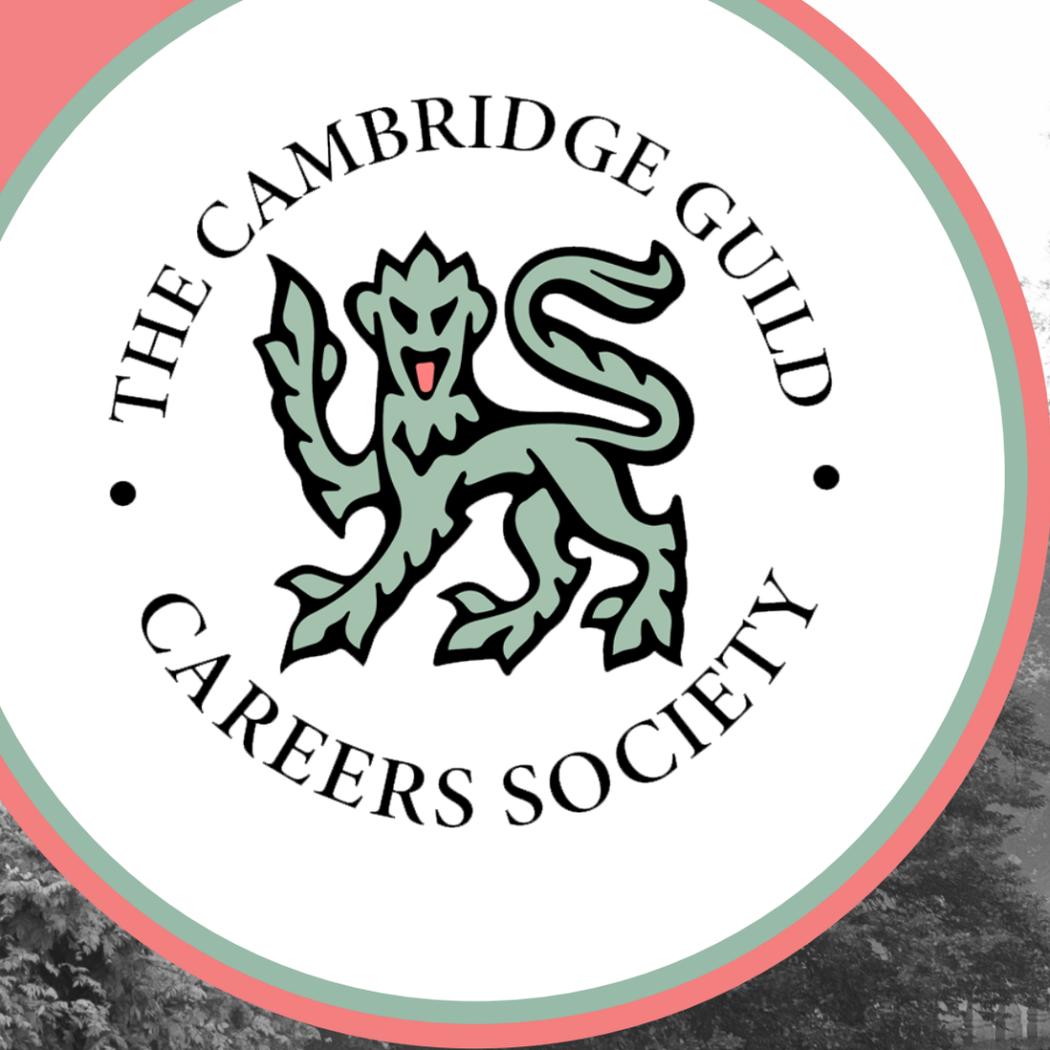


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| Your company will be invited to  | Bronze        | Silver        | Gold          |
|--|---------------|---------------|---------------|
| Host the following number of on-campus events of any format with catering included                         | 1             | 2             | 4             |
| Send representatives to all Cambridge Guild networking socials   | ✗             | ✗             | ✓             |
| Your branding will benefit from  | Bronze        | Silver        | Gold          |
| Advertising of events and opportunities via our weekly newsletter, Facebook page, termcard and website     | ✓             | ✓             | ✓             |
| 31 reps posting in their college to give comprehensive publicity to all Cambridge students                 | ✗             | ✓             | ✓             |
| Links with subject faculties so information about events is passed through them to students                | ✗             | ✓             | ✓             |
| College Communications Officers notifying students about their events through bulletins in all colleges    | ✗             | ✓             | ✓             |
| Up to four stand alone emails and Facebook posts per term  | ✗             | ✓             | ✓             |
| Sign up sheets for your company's upcoming events at our Freshers' Fair stall                              | ✗             | ✗             | ✓             |
| Company logo advertising on all of our promotional channels  | ✗             | ✗             | ✓             |
| Your company will benefit from   | Bronze        | Silver        | Gold          |
| Peripatory meetings before each of your events with our president  | ✓             | ✓             | ✓             |
| Compilation and transferral of the event attendees' CVs for exclusive company recruiting events            | ✗             | ✗             | ✓             |
| Analysis of the composition of the event attendees based on event sign up information (e.g. subject, year) | ✗             | ✗             | ✓             |
| Feedback from student surveys about what they thought of the event   | ✗             | ✗             | ✓             |
| <b>Price</b>   | <b>£1,500</b> | <b>£2,500</b> | <b>£3,500</b> |



# CONTACT US

**For more information about working with us, our existing sponsorship packages, or to discuss a custom package tailored to your needs.**

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