

CASE-STUDY

Client: Oxford & Cambridge Universities.

Websites: www.gerrard.com www.ox.ac.uk www.cam.ac.uk

Project: 2005 Varsity Squash Match sponsorship consultancy.

Contract status: Project based contract.



Henman Communications was responsible for the initial introduction and subsequent sponsorship consultancy that led to Gerrard becoming the title sponsor of the Oxford and Cambridge Squash Varsity Match in 2005.

The sponsorship was a strong fit with Gerrard's sponsorship strategy as they were already sponsoring and running a leading professional squash tournament taking place each year.

Gerrard Limited

Gerrard Limited is one of the leading private client wealth managers in the UK, with over £12.5 billion funds under management and is owned by Barclays Bank PLC. With a network of over 1,200 staff in offices across the UK, and conduct over 750,000 transactions annually. Gerrard provide a full range of wealth management services, including: Investment Management, Stock broking, Charities, Pensions and Ethical Investment, SIPP's and ISA's.

Sponsorship activities

- Brokering initial sponsorship deal between O & C and Gerrard
- Construction of sponsorship rights packages for all parties
- Fee structure and subsequent legal contracts
- Introduction meetings and all further sponsorship negotiation meetings
- Site-visit for match venue and after formal dinner afterwards
- On site event management : match, prize giving, dinner, speeches, photo opportunity
- Branding: match shirts & kit, court signage, match trophies, invitations and table designs
- Additional programme of networking opportunities through the university calendar for Gerrard
- Media management: journalists & photographers
- Potential employment opportunities for future graduates from both Universities.

Testimonial

"We are delighted and extremely grateful that Gerrard Limited has agreed to sponsor the annual Varsity Squash Match for 2005. This financial support will not only enable the development of University squash at grass roots level but also and give students further benefits and access to top professional coaching. We look forward to working with Gerrard Ltd in the future to enhance this prestigious Varsity Squash match, which is the highlight of the season for all our players."

Captain Mike Sauvage

| Senior Member of the Oxford University Squash Club