



Oxford Russian Club

SPONSORSHIP PROPOSAL

ABOUT THE RUSSIAN CLUB

The Oxford University Russian Club was founded in 1909 by Prince Felix Youssoupoff and is the oldest cultural and national organisation operating within the University of Oxford. Our association brings together students of any level of studies from the Russosphere as well as allowing non-Russian speakers to have an immersing cultural, social, and learning experience.

SOME OF OUR EVENTS



CHARITABLE CAUSES

The Oxford Russian Club throughout its long history has been involved in charitable work and always aims at offering back to society and those in need. Currently we are involved with three charity organisations for which we host two receptions and a social event on an annual basis: St Gregory's Foundation – a charity of our Club's royal patron HRH Prince Michael of Kent – which supports families and individuals in need in Russia and Georgia, the Russian LGBT Network, which offers much needed support and relief to the LGBT community in every part of the Russian Federation, and the Naked Heart Foundation, a charity with the aim of ensuring that children do not end up in orphanages or institutions.

SPEAKER EVENTS

In its long history, the Oxford Russian Club has hosted a great variety of speakers, many of whom happened to be associated with its administration in their student days. The Russian Club has managed to stay on top of current affairs, in literature, art, culture, Russian studies, and politics by always inviting the people of the day. Past guests have included Russian Ambassadors to the UK, Russian politicians, Vladimir Nabokov, His All-Holiness the Ecumenical Patriarch of Constantinople and others.

FORMAL SOCIALS

The Russian Club has been the proud host of many formal socials throughout its history. Whether organised to host Russian or British royalty, to celebrate an anniversary, or simply as a student celebration, our association is dedicated to excellence in hospitality. From state banquets, to balls and concerts, to formal dinners and drinks receptions, we have always managed to attract the interest of the wider student community and be a centre of social life within the city of dreaming spires.

CULTURAL EVENTS

As a primarily cultural organisation, our Club has always been dedicated to the promotion of Russian culture within the University of

Oxford. With a variety of cultural immersion events, exhibitions, screenings, shows of student work, and current guests, the Oxford Russian Club has always been the first stop of everyone with an interest in Russian culture or language outside the capital region.

A NETWORK OF OPPORTUNITIES

The Oxford Russian Club is the sole creator and owner of an exclusive contact network between the committees of twenty major Russian Clubs in top-ranking universities across the United Kingdom (all local partners are members of Russell Group), Ireland, France, and the United States (all local partners are members of Ivy League). We are henceforth in an ideal position to promote partnerships or initiate contacts between businesses and Russian associations within most high-ranking universities.

WHY SPONSOR THE RUSSIAN CLUB?

Our sponsorship proposal targets a selection of companies in the United Kingdom, the EEA, or the Russian Federation. Through the Oxford Russian Club companies get a unique opportunity to recruit talented Russian speaking Oxford graduates and gain an advantage in the Russian and international markets.

As the oldest cultural/national club within the University of Oxford – and one of the very few that are charity-oriented – our association has a long history of very prestigious patrons and contributors, as well as alumni. Hence, connecting our trademark to a business or an individual benefactor has an immense value.

WHAT DOES THE RUSSIAN CLUB OFFER?

We are happy to offer a variety of bespoke sponsorship arrangements for every type of sponsor. Most arrangements might include:

Online Exposure

- Company Logo and information on www.russianoxford.org.uk in the official partners section with a link to the organisation's website.
- In select cases mention in the record of great benefactors of the Oxford Russian Club.

Social Media & Mailing List Promotions

- Promotion of recruitments in our social media outlets and mailing list.
- Invitations sent to Russian Club members through social media for specific events hosted by a partner.

Recruitment Events

- Ability to host recruitment events within the University of Oxford.
- Distribution of promotional material.
- Online promotion of the event through the Club, and publicizing of subsequent pictures.

FACTS AND FIGURES

Membership Body

The Oxford Russian Club has one of the widest membership bodies of any student society as we issue life-memberships. We can be expected to have at any given time between two to three hundred members currently at the University of Oxford.

Online Outreach

- Facebook page of 1,300 likes, and a reach of 8,000 in 28 days; daughter Facebook group of 3,000 members (as of October 2017).
- The Club's Twitter account is followed by most major institutions and individuals on the field of Russian studies.
- Mailing list of about thousand addresses (as of October 2017) with newsletters typically sent fortnightly during term time.

Kindly note that the above figures may fluctuate due to various factors

--CONTACT: sponsorships.ours@gmail.com