

Oxford University Motor Drivers Club Sponsorship Proposal

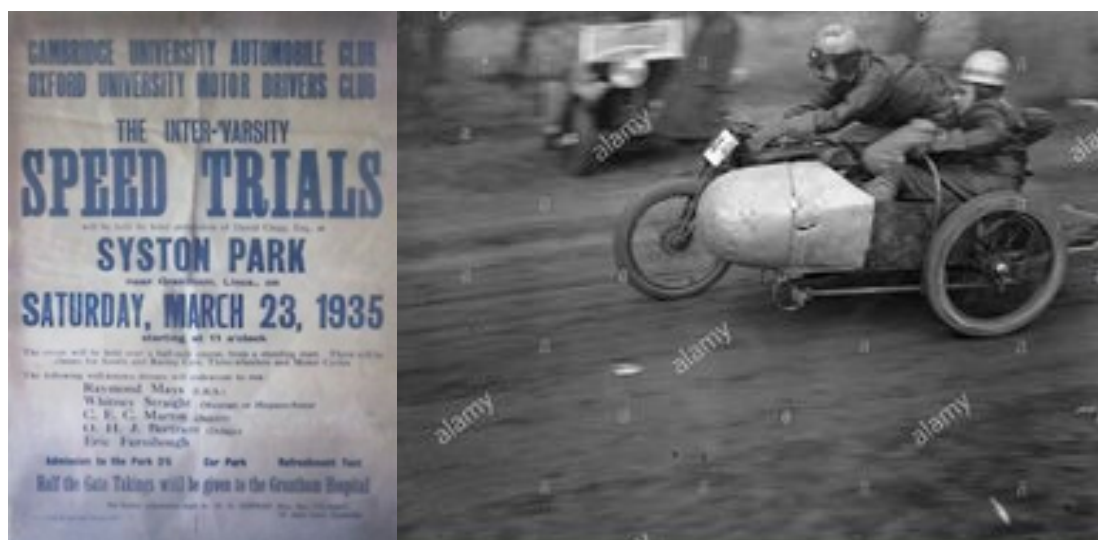
 [website](#)



Introduction

The Oxford University Motor Drivers' Club, also known as the OUMDC, was established in 1934 to contest the 'Battle of the Blues' motor race with Cambridge University. The competition ignited a great sporting rivalry racing bikes and cars, which would become the prestigious annual Varsity Match.

While the club still partakes in the legendary Varsity Matches, it has broadened to include the British Universities Karting Championship (BUKC) and the British Indoor Karting Championship (BIKC). All three events offer drivers a chance to earn themselves a half-blue.



(Image: 1935 inaugural Oxford-Cambridge race)

About OUMDC

- **Founded:** 1934
- **Membership:** ~100 undergraduate and graduate students
- **Team structure:** Two karting teams (A and B teams, total of 8 drivers)

Competitions:

- Annual Oxford-Cambridge "Varsity Match" karting race
- British Indoor Karting Championship (BKC)
- British Universities Karting Championship (BUKC) — Our A team qualified for the top national division this year

Other activities:

- Termly indoor karting events
- Inter-college “Karting Cuppers” championship
- Social events and motorsport trips
- Promoting diversity and inclusivity within motorsport

Sponsorship Requirements

We are seeking annual sponsorship support totaling £4,000–£8,000 to cover:

- Custom professional racing suits (~£2,000)

- Competition entry and travel expenses
- Driver training, simulator sessions, and test races
- Club marketing and event management

We welcome support from multiple sponsors; exclusivity is not required.

Sponsorship Benefits

1. Brand Visibility

- Your logo featured on team race suits, helmets, and equipment
- Promotion on our official website and social media
- Additional brand exposure through race photos and media coverage

2. On-campus Collaboration

- Co-host branded promotional or recruitment events at Oxford
- Title sponsorship of events (e.g. “XX Company Karting Cuppers”)
- Branded materials (e.g. medals, posters, backdrops)
- Leverage models from other successful collaborations (e.g. Oxford Poker Society’s partnerships with quantitative finance firms)

- Combine recruitment efforts with competitions to directly engage with high-caliber Oxford students

3. Recruitment Access

- Our members are primarily STEM students with strong technical and hands-on skills
- Sponsors can receive targeted promotion and referral opportunities within the club
- Priority access to member CVs

Suggested Sponsorship Tiers

We offer flexible and customizable partnership options. Example tiers:

Tier	Contribution	Summary of Benefits
Main Sponsor	£3,000+	Exclusive main logo, naming rights, top event access
Gold Sponsor	£1,500–£2,999	Logo on race suits, website promotion, custom campus event
Silver Sponsor	£500–£1,499	Small logo visibility, group sponsor activities, social media thanks
Supporting Partner	<£500	In-kind product or service sponsorship, acknowledgments

(We can tailor the plan based on your budget and goals.)

Contact

If your company is interested in exploring a partnership, we would be delighted to hear from you:

Contact:

Yunke Zhao

Sponsorship Officer

Oxford University Motor Drivers' Club

✉ yunke.zhao@trinity.ox.ac.uk

✉ zhaoyunke2004@gmail.com

☎ +86 13701906034

☎ +44 7376490062

🌐 Website: <https://oumdc.web.ox.ac.uk/home>

We sincerely welcome your company to join us in advancing motorsport culture at Oxford and building your brand's presence among Oxford students. We look forward to collaborating with you!