

# EUSU

EDINBURGH UNIVERSITY SPORTS UNION

## PARTNER WITH US



# EUSU

# EDINBURGH UNIVERSITY SPORTS UNION

#WeAreEdinburgh

THE UNIVERSITY OF EDINBURGH IS ONE OF THE WORLD'S TOP UNIVERSITIES, CONSISTENTLY RANKED IN THE WORLD TOP 50.



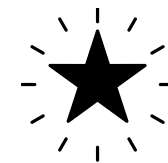
WE ARE THE BEST SPORTING UNIVERSITY IN SCOTLAND AND RANK TOP 5 IN UK.

**Always  
Inclusive**



EDINBURGH UNIVERSITY SPORTS UNION IS AN INTEGRAL COMPONENT OF POSITIVE STUDENT EXPERIENCE AND SENSE OF BELONGING WITHIN OUR UNIVERSITY COMMUNITY, MAKING MEMORIES AND FRIENDSHIPS WHICH LAST A LIFETIME, WHILE STRIVING FOR EXCELLENCE AT EVERY LEVEL OF SPORTING COMPETITION.

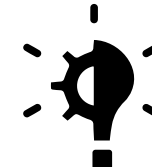
**Strive for  
Excellence**



THE SPORTS UNION HAS OVER 8000 MEMBERS EVERY YEAR, WITH MEMBERS FROM MORE THAN 100 DIFFERENT COUNTRIES. AND WE SUPPORT OVER 1000 STUDENT VOLUNTEERS THROUGH OUR COACHING AND VOLUNTEERING ACADEMY.

PARTNERING WITH US WOULD GIVE YOU ACCESS TO MOTIVATED, ENGAGED AND UPSKILLED STUDENTS AS WELL AS OUR STRONG ALUMNI COMMUNITY.

**Be  
Innovative**



WE WOULD LOVE TO WORK WITH YOU TO CONTINUE TO IMPROVE OUR OFFER TO STUDENTS.

**EUSU**

# WHY EUSU?

**> 8,000**  
SPORTS  
UNION  
MEMBERS

**> 17,000**  
SOCIAL MEDIA  
FOLLOWERS

**1ST**  
SCOTTISH  
UNIVERSITY  
FOR SPORT

**1,350**  
STUDENTS  
VOLUNTEERS  
AND COACHES

**> 100**  
COUNTRIES  
REPRESENTED  
IN OUR  
COMMUNITY

**5TH**  
UK  
UNIVERSITY  
FOR SPORT

**8,000**  
STUDENTS  
ENGAGED AT  
EVENTS

**1,100**  
MATCHES  
PLAYED PER  
YEAR

**1,000**  
INDIVIDUAL  
BUCS ENTRIES

# OUR OFFERING



**ACCESS**  
MOTIVATED,  
ENGAGED &  
SKILLED  
STUDENTS

**PRESENCE**  
EVENTS WITH  
~8,000 IN-  
PERSON  
ATTENDEES

**EXPOSURE**  
REACH 40,000  
CURRENT  
UNIVERSITY  
STUDENTS AND  
15,000 STAFF

**DEVELOPMENT**  
POTENTIAL TO HOST  
AND PRESENT AT  
STUDENT/STAFF  
EVENTS



**ENGAGEMENT**  
DIGITAL  
OPPORTUNITIES  
ENGAGING  
>150,000 PEOPLE  
EACH YEAR



# OUR CLUBS

**70** MEMBER CLUBS

**20 - 1,300**  
MEMBERS PER CLUB

**146**  
INTRAMURAL SPORT TEAMS

**5TH**  
RANKED BUCS INSTITUTION

**BEST** UNIVERSITY FOR  
SPORT IN SCOTLAND

SPORTS RANGE FROM  
**ARCHERY** AND **WEIGHTLIFTING**  
TO **ROUNDERS** AND **RUGBY**.

**EUSU**



# EVENT OPPORTUNITIES



**HEADLINE  
EVENT  
SPONSOR**

**DIGITAL  
ADVERTISEMENT  
TO A  
FOLLOWING OF  
+17K**

**ADVERTISEMENT  
BANNERS IN  
EMAILS TO  
+8000 MEMBERS**

**SPONSOR  
AN  
AWARD**



**POP-UP  
EVENTS  
AND  
STANDS**



**PHYSICAL  
& DIGITAL  
BRANDING  
AT EVENTS**

**FLYER /  
PROMOTIONAL  
MATERIAL ON  
VENUE TABLES**

# EVENTS - LARGE SCALE EVENTS

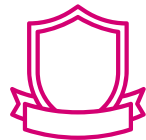
**SPORTS FAIR**



**8000 STUDENTS**

**INTRODUCTION TO SPORT AT  
EDINBURGH**

**OPPORTUNITY TO DISCOVER  
MORE ABOUT OUR SPORTS  
CLUBS, PARTNERS AND  
FACILITIES**



**SPORTS BALL**

**2000 STUDENTS**

**12 AWARDS**

**CELEBRATING SPORTS  
CLUBS, ATHLETES AND  
VOLUNTEERS**

**EUSU**



# EVENTS - CELEBRATION EVENTS

## BLUES & COLOURS

120 EXCELLING COACHES AND  
ATHLETES

AWARDS RECOGNISING  
COMMITMENT AND SUCCESS



## PRESIDENTS' CEILIDH

150 STUDENT LEADERS

WELCOMING AND CELEBRATING  
THE PRESIDENTS AND  
COMMITTEES OF SPORTS CLUBS

**EUSU**





# DIGITAL OPPORTUNITIES

COMBINED SOCIAL MEDIA FOLLOWING OF **+17K** AND REACH OF **200K+**

BANNER ADVERTISEMENT TO EMAIL DATABASE OF **+8,000** RECEIVING E-NEWSLETTER

DIGITAL SCREEN ADVERTISING - VISIBLE TO ALL **16,000** GYM MEMBERS

COMPETITIONS AND GIVEAWAYS



**EUSU**



# COACHING AND VOLUNTEERING ACADEMY

**800 CLUB COMMITTEE MEMBERS**

**UP-SKILLED STUDENTS FROM OVER 700 DEGREE PROGRAMMED**

**700 STUDENTS COMPLETING CPD**

**> 350 STUDENT COACHES**

**30 EDINBURGH AWARDS PRESENTED**

**MORE INFORMATION ON OUR CVA PROGRAMME**

**EUSU**



# CONTACT US



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**EVENTS AND COMMUNICATIONS  
COORDINATOR**

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**LAUREN BENSEMAN**

**PARTNERSHIPS AND ALUMNI  
OFFICER**

**EUSU.PARTNERSHIPS@ED.AC.UK**

## SEE WHAT WE'VE BEEN UP TO:



**UOESPORTSUNION**



**UOESPORTSUNION**



**UNIVERSITY OF  
EDINBURGH SPORT**

**EUSU**