



# Hartpury sport sponsorship opportunities

Join **#hartpuryfamily**  
Support our Kick Start Campaign



# Leadership is in our DNA

Hartpury has a **commercial mindset**, like you.

## We:

- Maximise opportunities
- Produce leaders
- Strategise for success
- Set and achieve our goals
- Thrive on teamwork

## How can we help you **grow**?



**Did you know?**  
Hartpury campus is home to a number of thriving businesses and we work with over 2000 commercial enterprises

# Supporting businesses since 1948

We began our journey with just 50 students. Now we're a vibrant community of almost 4,000 students from nearly 50 countries worldwide, studying a range of qualifications including undergraduate and postgraduate degrees, as well as PhDs.



Hartpury University and Hartpury College are among the UK's leading specialist education providers in agriculture, animal, equine, sport and veterinary nursing. Located in Gloucestershire, our 360-hectare campus is home to over 4,000 university and college-level students studying degrees, A-levels and diplomas, as well as undertaking cutting-edge industry research.

# 1948

Hartpury was established after World War II as an agricultural education centre with only 50 students. Today, we have more than 4,000 with record numbers of students studying at both the university and the college.

Hartpury remained relatively unchanged until 1990, when a new Principal and Board of Governors initiated a rapid expansion programme, starting with the provision of a larger variety of college courses.



The first higher education degree in Equine Studies was introduced in 1992, followed by the first degree programme in Equine Science in 1994. In 1999, the first Masters degree programme opened with the first PhD student coming in 2004.



In 2017, Hartpury was granted 'Taught Degree Awarding Powers' (TDAP) and University status in September 2018. This provides us with the independence to grow and further strengthen our higher education offering.



**2018**  
Our new £8.8 million Sports Academy opened, including world-leading sports equipment.



**2019**  
Our new Agri-Tech centre is set to open on our commercial farm, helping to improve productivity in Gloucestershire and the UK.



Hartpury has had the acorn as its symbol for over 20 years. More than just a reflection of the beautiful countryside that surrounds us, it symbolises the potential that lies within us all.

# Industry driven and impact led research

- Collaborate in world-leading research
- Industry-standard facilities
- Benefit from knowledge exchange
- Align your brand with research that matters
- A test bed for impactful projects



# A focus on performance

10 specialist student sport academies

- Athlete performance
- Equine
- Golf
- Men's football
- Men's rugby
- Modern pentathlon
- Netball
- Rowing
- Women's football
- Women's rugby

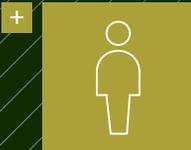


**Build a relationship  
with tomorrow's  
sporting heroes**



# Play on the global stage

- A breeding ground for **world-class talent**
- **200 alumni** have played international rugby or signed professional contracts around the world
- We host **international events**
- Our **global network** can become your network



**No 1 in the world at producing professional rugby players**



We're ranked  
**No.1**  
in new rugby study\*  
about England U20's  
\*NextGenXV

# Be part of our success story

- Increase your sales through enhanced visibility and networking
- Be part of a business network that is supporting young people
- Partner with a brand rooted in our community
- Align your business with our winning teams
- Connect with stars of the future and play your part in supporting the next generation of talent

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**Championing young people in Gloucestershire. Inspiring talented individuals to achieve their potential. Engaging with a driven and dynamic future workforce.**

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# Champion diverse and emerging talent

- Help young people achieve their potential
- Support inclusion and diversity
- Send positive messages to your employees
- A great way to achieve your corporate social responsibility (CSR) and social value goals
- Support post-COVID recovery

+



- **Align your brand values with ours**
- **Inspire your employees**



# Enhance your brand's visibility

- 100,000+ visitors & spectators
- 300+ international athletes
- Over 200 events a year
- 38k unique visitors per month across our website
- 250k page views per month
- 117k social media followers
- 14.6k newsletter subscribers



When you get incredible people, with great vision and drive, combined with great facilities, that's when the magic happens. Hartpury is a place where magic will happen.

Dame Katherine Grainger OBE

# Case study

Hazlewoods



Aligning with Hartpury has undoubtedly raised our profile and is an exciting way to support rising talent.

Sue Birch, Director,  
Hazlewoods



**Hazlewoods saw an increase in web traffic of 12% within 30 days of starting a sponsorship plan**

**200+**  
industry events  
on campus each year

# Make Hartpury part of your game plan

- Sponsorship benefits
- Brand exposure
- Networking
- Support rising and reigning talent
- Access a talent pipeline
- Inspire your staff
- Celebrate inclusion
- Increase sales and positive profile



- **Join our #hartpuryfamily**
- **Email: [partnerships@hartpury.ac.uk](mailto:partnerships@hartpury.ac.uk)**



# Sponsorship packages

## Rugby academy



Option 1:  
Gloucester-Hartpury  
Women's teams

## Football academy



Option 2:  
Men's football teams  
Option 3:  
Women's football teams

## Rowing academy

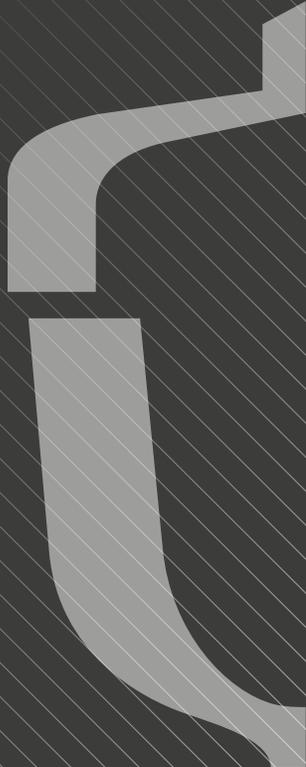


Option 4:  
Men's rowing teams  
Option 5:  
Women's rowing teams

## Netball academy



Option 6:  
Women's netball teams



# Sponsorship packages

Golf academy



Option 7:  
Golf academy sponsor

Modern Pentathlon  
academy



Option 8:  
Academy sponsor

Athlete performance  
academy

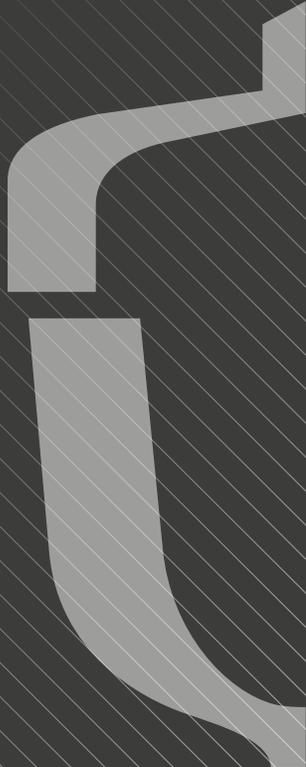


Option 9:  
Athlete sponsor

Equine academy



Option 10:  
Equine sponsor



# Package options and cost

## All options: £5k plus VAT

All annual 'Team player' packages benefit from:

- Sponsor logo on kit\*
- On-site presence through branding and signage
- Partnership joint press release
- Social media marketing plan
- CSR and social value case study provided
- Invitation to events
- Speaking opportunities

\*According to final kit design and availability

## For an additional £2.5k we offer the Captain's package which includes

All of the above plus a discover Hartpury team session. Give your staff some fresh air, enjoy the scenery and have some fun with a fantastic experience choosing from one of the experiences below:

- 2-hour room booking for your away day team meeting with complimentary tea and coffee – included with all options below
- Equine dressage simulator session. Our very own Margaret will put your through your paces.
- Wellbeing health check at our amazing SA2 sports centre opened by Olympic rower Katherine Grainger. Post Covid check your vital stats as shown in BBC2's 'How to Lose weight and get fit' shot on location at Hartpury.
- Walled garden tour - meet the meerkats, and all the other wildlife at Hartpury with a talk from our students.

## Captain's Package £7.5k plus VAT



# Let's talk

**Stuart Emmerson**  
**Director of Business Development**

**partnerships@hartpury.ac.uk**  
**07904 419268**



**HARTPURY**  
UNIVERSITY



**HARTPURY**  
COLLEGE