



Cambridge University Ski and Snowboard Club

Since 1922



Sponsorship Brochure

2025-2026 Season

Promotional and Confidential Material

Cambridge University Ski and Snowboard Club (CUSSC)

Founded in 1922, CUSSC are the current champions of the **oldest ski race in history** and the third most watched Varsity fixture in which Cambridge compete against Oxford.

CUSSC



Promote **competitive snowsports** for Cambridge students



One of the largest, most active clubs with **regular snow training**



Members from **50+ countries** and **60%** of membership **state-sector education**



Strong presence across all subjects and colleges



About Us

- CUSSC champions accessible skiing through **professional, highly-subsidised coaching**.
- Ski teams are a combination of elite, **experienced** skiers and **first-time racers**.
- We are looking to build on a victorious track record by working with new sponsors.



1,000
spectators

Ex-GB
ski racers

Oldest
ski race in history

A reputable institution and strong media presence

Over 100 years old, CUSSC has an enduring legacy well-adapted to the modern world. We offer a combination of benefits we are uniquely placed to provide.



Top students



Frequent brand exposure



Online and in-person presence

Benefits of sponsorship



- 1** Ranked 1st in the UK, Cambridge has a prestigious reputation and is home to a wealth of young, motivated students.¹
- 2** With pre-season, weekly training sessions, socials, team dinners and races Cambridge ski club is a lively, active society particularly during the Michaelmas Term.
- 3** Combined with a strong media presence with 795 Instagram followers, 8600 Tiktok followers, and regular features on the Cambridge University page, thousands of students watch our Varsity race at the largest and oldest ski trip in the world.



1. According to The Complete University Guide, 2024

Sponsorship Packages

CUSSC is going from strength to strength with a growing membership base. Sponsoring Cambridge Ski team offers a unique opportunity to reach the **largest student snowsport event in the world.**

Sponsorship Options



Light Blue Sponsor

- A fully flexible sponsorship package for companies offering non-monetary sponsorship or smaller financial contribution.

Flexible



Silver Sponsor

- Company logo displayed on our website, team kit (catsuits, ski jackets and leisurewear) and promotional materials, all of which are highly visible.
- Branded banners and distribution of marketing materials at major events during the year.
- Coverage on social media channels.

£1,000



Gold Sponsor

- Brand spotlight at all our events, especially the Varsity races, including banners and distribution of marketing materials in key areas such as the finish area.
- Brand names and logos on custom bibs worn at Varsity
- The Executive committee will act as brand ambassadors in Cambridge

£2,000



CUSSC Committee

CUSSC is managed by a team of 12 students throughout the year with decades of skiing experience with an executive committee overseeing key decisions.



Sam Hinton
Co-President

Sam is a 3rd year land economist at Trinity Hall. He has been skiing for 17 years in France and lived in the French Alps to ski. He has raced competitively at school and university.



Imogen Cockcroft
Treasurer

Imogen is a 2nd year engineer at King's College. She has skied for 11 years.



Jakub Nowrotek
Co-President

Jakub is a 4th year engineer at Peterhouse, who has skied for 18 years. Jakub is a qualified ski coach and has raced for 8 years in the Polish mountains.



Cara Beckwith-Aubry
Women's Race Captain

Cara is a 3rd year medical student at Sidney Sussex College. She started skiing when she was 2 years old and went on to compete in various English and French national races. Her skis were given to her by Rossignol for winning the Ski D'Or in 2024 and is now on her way to becoming a qualified ESF instructor.

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Kat Keeley

Sponsorship and Branding Officer

Kat is a 3rd year student at Peterhouse reading Anglo-Saxon, Norse, and Celtic. She has been skiing for 18 years and has experience with sponsorship on other committees.



Livia Kandel

Secretary

Livia is a 3rd year Classics student at Sidney Sussex. She has been skiing for 18 years and taken part in Varsity racing competitively.



Travis Parker

Men's Race Captain

Travis is a 3rd year Natural Sciences student at Jesus. He has skied for Great Britain for two years and won Varsity in 2024.



Archie Hall

Freestyle Skiing Captain

Archie has been skiing all his life and doing freestyle. He is trying to help those interested in freestyle try it out and gain experience at University.

Contact Us:

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