



# Association of British And Chinese University Students Cambridge

ABACUS is one of the largest Oriental societies in Cambridge, with over 500 active members and access to many more. In order to achieve the society's goals, we organise weekly events ranging from relatively simple dinner meets to very large events such as the very successful and renowned Boat Party held in London. We are constantly looking to extend our membership base to a wider network of students and to build good relationships with external businesses so that we can further diversify our range of events. The society has also been quite successful in spreading its ideas to other universities; currently 5 other Associations have been founded.

## Who composes ABACUS' membership base?

The society has grown rapidly since its founding and is now composed of over 500 students within Cambridge and a large number of life members, who have graduated in recent years. The majority of our members are composed of British based Chinese students, however we do have a sizeable number of members from most countries situated in South-East Asia as well as other students. ABACUS welcomes anyone who is willing to partake in its events regardless of their race or background.

## Sponsorship packages

### **1. Core Sponsor (approx. £800 per year)**

We will advertise your company name, logo, address and website in the sponsorship section of our website. Your company name and website link will also appear at the end of every email we send out to our mailing lists. You are entitled to advertise any special deals through our advertising mediums.

### **2. Event (approx. £100 per event)**

You choose one of our events (see the pdf of "Main Events" for a flagship event, or get in touch for a time critical placement - as we also run smaller events) to sponsor. We will then advertise your company name, logo, address and website in events on our website, on Facebook, and at the event itself. Your company name and website link will also appear at the end of every email we send out to our mailing lists about the event.

### **3. Termcard (approx. £50 per term)**

Your company name, logo, address and website will appear in our termcard (this is a document we produce each term to give our members and overview of all events, and is used as a reference by our members throughout the term). We agree to send you a

complimentary copy of each term card and are willing to advertise any special deals you have on offer on the termcard.

**4. Publicise (approx. £40 per campaign)**

We send round a bespoke ABACUS headed email, and post from our official Facebook account about an event/opportunity you would like to publicise as a one off.

**5. Discount (free)**

Your name, logo and address will appear in the discount section of our website. This entitles our life members with a valid membership card to a percentage off purchases at your store / a discount at your restaurant, and in return we will publicise your establishment to our members.

N.B. The above packages are open to negotiation (and are subject to our discretion)

Please email me Oliver Black ([olb22@cam.ac.uk](mailto:olb22@cam.ac.uk)) if you have any queries.

[www.abacuscambridge.org.uk](http://www.abacuscambridge.org.uk)