

# CUFIS SPONSORSHIP BROCHURE 2024-2025



**CUFIS**

CAMBRIDGE  
UNIVERSITY  
FINANCE AND  
INVESTMENT  
SOCIETY



## Cambridge University Finance and Investment Society

The Cambridge University Finance and Investment Society (CUFIS) is the leading finance society in Cambridge, dedicated to connecting some of the world's brightest students with rewarding and exciting careers in finance.

**With over 4,500 current students and alumni from a wide range of backgrounds and academic disciplines, our core goal is to provide our members with an engaging platform through which they can enter a career in finance.**

CUFIS aims to nurture meaningful relationships between our sponsors and members. Through workshops, networking sessions and recruitment events, we aim to provide a class-leading platform for our students to gain deep insights into the finance industry while simultaneously enabling sponsors to attract the brightest talent.

A partnership with CUFIS would give you comprehensive access to our members. Our team will be well-placed to efficiently and effectively organise targeted events with our university-wide presence, both online and in-person. As a sponsor, your firm will be able to contribute to our educational initiatives and participate in our flagship events, thereby helping to shape and guide our students' career trajectories. With your insight, internships and graduate opportunities, we hope to promote a purposeful two-way exchange that will help jumpstart students into meaningful careers in finance.

We would be immensely grateful for your invaluable support. In addition to the sponsorship opportunities listed herein, I would be happy to discuss bespoke packages that best suit the specific requirements of your firm. Please do not hesitate to contact me via phone at +44 7918 650768 or email at [sponsorship@cufis.org](mailto:sponsorship@cufis.org).

I look forward to working with you.

Kind Regards,

**Vadim Rikunov**

President 2024-2025

Cambridge University Finance & Investment Society

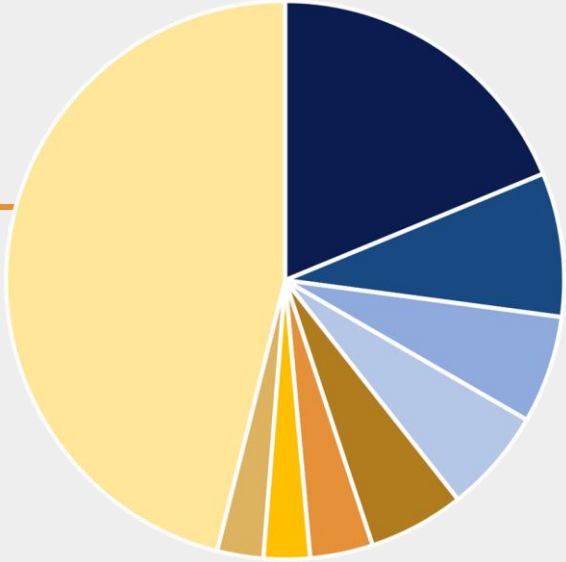
# CUFIS *Members*

## MEMBERSHIP

CUFIS is the largest finance society in Cambridge, and the single-largest society by active membership. We comprise over 4,500 members (currently enrolled and alumni) and attract a diverse range of highly career-driven students across all academic disciplines.

## DISCIPLINES

■ Economics	-----	19%
■ Mathematics	-----	8%
■ Land Economy	-----	6%
■ Engineering	-----	6%
■ Natural Sciences	-----	6%
■ Law	-----	4%
■ Finance	-----	3%
■ History	-----	3%
■ Other	-----	46%



## ACADEMIC YEAR

■ First Year	-----	36%
■ Second Year	-----	29%
■ Third Year	-----	17%
■ Postgraduates	-----	18%



# CUFIS *Activities*

## COMPANY EVENTS

CUFIS delivers unique and successful company presentations and networking sessions, ensuring maximum impact for both sponsors and members. We operate an individualised registration and screening process that allows us to provide our sponsors with student's CVs and contact details before the event to cultivate a personalised experience for both parties.



## ANNUAL ROUNDTABLE DINNER

The Roundtable Dinner is one of CUFIS's flagship events. Members are given a unique chance to interact with our sponsors in an intimate setting. With a high employee-to-student ratio, this is one of the best ways of connecting students with firms. Sponsors are offered a CV booklet of all attendees to encourage continued networking opportunities.



## DIVERSITY INITIATIVES

Our women's, LGBTQ+ & BAME networks encourage students from underrepresented backgrounds to consider careers in finance. Through targeted networking events such as our Diversity Dinner and Diversity Drinks, we help to break down barriers and connect students with the leading firms across the financial sector.





### **CAMBRIDGE APEX FUND**

In line with our focus on education, the Apex Fund offers students an unparalleled investing experience at university. This £30,000 long-only fund is run entirely by students who learn and apply investment strategies, conducting bottom-up research and financial modelling, with the Annual Investment Presentation marking the end of each yearly cycle.



### **INTERACTIVE COMPANY WORKSHOPS**

Throughout the year, sponsor firms get the opportunity to host interactive workshops with CUFIS members. Whilst being greatly beneficial for members, these workshops have also successfully given recruiters access to our diverse talent pool. Workshops have included IBD case studies, simulated trading games, and application workshops.



### **VARSITY-LEVEL STOCK PITCHES**

CUFIS frequently hosts stock pitch competitions with prominent buy-side institutions to give contestants the ability to enhance their fundamental modelling and presentation skills. In 2022, CUFIS launched its annual stock pitch competition in partnership with the Oxford Alpha Fund. To date, this is the largest inter-university stock pitch competition in London.



# Sponsorship Packages

## PLATINUM

£3,500

Differentiate yourself as our **exclusive top-level** sponsor with unmatched access to all CUFIS resources.

### EVENTS

CUFIS will organise 4 events on your behalf, arranging sign-ups, publicity, food, beverages, and venue. As our sole Platinum sponsor, your firm can host the most exclusive events on campus, including:

- Varsity-level competitions
- Training boot camps
- Inter-university summits

All event types included in our other packages are included in the Platinum package as well.

### MARKETING

As our Platinum sponsor, your firm and opportunities will be exclusively featured on all CUFIS publicity material and marketing channels. Your firm will also be solely affiliated with CUFIS in our custom branding, such as:

- CUFIS merchandise
- Booklets and guides
- Posters and banners

As the largest finance society at Cambridge, CUFIS will build an unmatched presence for your firm on campus.

### CUFIS ACTIVITIES

By joining CUFIS as our Platinum sponsor, you will gain access to a diverse range of unique CUFIS activities and events, including:

- Diversity network events
- Alumni dinners
- Corporate office visits
- Apex Fund presentations
- Themed social events
- Annual Roundtable Dinner

Being our platinum sponsor, you will be able to tailor the annual roundtable dinner to your preferences.

### CV BOOKLETS

You will gain full access to a complete CV booklet for the attendees of all CUFIS events. CUFIS will also provide a report on the demographics of event attendees as per your firm's D&I requirements.

### DEBRIEF MEETINGS

In addition to our year-end feedback data, you can arrange preparatory debrief meetings with our team to help us better understand your desires and priorities for your recruitment cycle.

## GOLD

£2,000

Run **tailored recruitment campaigns** and exclusive corporate events with dedicated CUFIS support.

### EVENTS

CUFIS will organise 3 events (one per term) on your behalf, arranging sign-ups, publicity, food, beverages, and venue. As a Gold sponsor, your firm can host more exclusive events that are tailored to your firm's needs, including:

- Invite-only private dinners
- Interactive competitions
- Corporate conferences
- Skills training workshops

All event types included in the Silver package are included in the Gold package as well.

### MARKETING

As a Gold sponsor, your firm and opportunities will be featured on the CUFIS website (the highest-ranked finance society website for SEO). Your latest opportunities will also be displayed at the top of our email bulletins and on the inside cover of our revamped CUFIS Internship Guide.

All marketing services included in the Silver package are included in the Gold package as well.

### CUFIS ACTIVITIES

By joining CUFIS as a featured sponsor, you will gain access to a diverse range of unique CUFIS activities and events, including:

- Diversity network events
- Alumni dinners
- Corporate office visits
- Apex Fund presentations
- Themed social events
- Annual Roundtable Dinner

These unique CUFIS activities offer you an unparalleled way to build personal connections with the brightest talent at Cambridge.

### CV BOOKLETS

You will gain full access to a complete CV booklet for the attendees of all CUFIS events. CUFIS will also provide a report on the demographics of event attendees as per your firm's D&I requirements.

### FEEDBACK REPORT

You will receive feedback data collated from our year-end member survey. This data can enhance your recruitment processes by giving you direct insight into the student body at Cambridge.

## SILVER

£1,500

Become a featured sponsor to access our student network and organise **regular on-campus events**.

### EVENTS

CUFIS will organise 2 events on your behalf, arranging sign-ups, publicity, food, beverages, and venue. As a Silver sponsor, your firm can host more exclusive events that are tailored to your firm's needs, including:

- Invite-only private dinners
- Interactive competitions
- Corporate conferences
- Skills training workshops

All event types included in the One-Off package are included in the Silver package as well.

### MARKETING

As a Silver sponsor, your firm and opportunities will be featured on the CUFIS website (the highest-ranked finance society website for SEO).

Our dedicated marketing team will also publicise your events and opportunities via the following channels:

- Instagram (1.2K followers)
- Facebook (2.3K members)
- LinkedIn (1K followers)
- Newsletter (4.5K recipients)

### CUFIS ACTIVITIES

By joining CUFIS as a featured sponsor, you will gain access to a diverse range of unique CUFIS activities and events, including:

- Diversity network events
- Corporate office visits
- Themed social events
- Annual Roundtable Dinner

These unique CUFIS activities offer you an unparalleled way to build personal connections with the brightest talent at Cambridge.

### CV BOOKLETS

You will gain full access to a complete CV booklet for all attendees of your events. CUFIS will also provide a report on the demographics of event attendees as per your firm's D&I requirements.

## ONE-OFF

£750

Partner with CUFIS to advertise and organise **one corporate event** tailored to your firm's needs.

### EVENTS

CUFIS will organise 1 event on your behalf, arranging sign-ups, publicity, food, beverages, and venue. Past CUFIS events have included:

- Company presentations
- Recruitment campaigns
- Networking sessions
- Keynote speaker events
- Interactive webinars

### MARKETING

Our dedicated marketing team will publicise your event and opportunities via the following channels:

- Instagram (1.2K followers)
- Facebook (2.3K members)
- LinkedIn (1K followers)
- Newsletter (4.5K recipients)

### CUFIS ACTIVITIES

CUFIS can provide various add-ons to your event to make it more tailored to your firm's needs. Additional arrangements will be charged separately to the package.

### CV BOOKLETS

You will gain full access to a complete CV booklet for all event attendees. CUFIS will also provide a report on the demographics of event attendees as per your firm's D&I requirements.

# Advertising Package

## STANDARD

£150

### MARKETING

CUFIS will produce publicity material for your event/vacancy. This will be promoted via the CUFIS Instagram account (1,200+ followers), CUFIS Facebook page (2,300+ members) CUFIS LinkedIn page (1,000+ followers) and the CUFIS mailing list (4,500+ recipients).

# Sponsorship Packages

	ONE-OFF £750	SILVER £1,500	GOLD £2,000	PLATINUM £3,500
<b>MARKETING</b>				
<b>YOUR EVENTS &amp; OPPORTUNITIES WILL APPEAR ON:</b>				
• CUFIS mailing list (4,500+ recipients)	■	■	■	■
• CUFIS social media channels (4,500+ collective followers)	■	■	■	■
• Our revamped website (highest-ranked for SEO)		■	■	■
<b>YOUR FIRM'S BRANDING WILL APPEAR ON:</b>				
• Our revamped website (highest-ranked for SEO)		■	■	■
• Banners, posters, and internship booklets			■	■
• Representative CUFIS merchandise				■
<b>EVENTS</b>				
<b>NUMBER OF EVENTS THAT CUFIS WILL ORGANISE:</b>	1	2	3	4
<b>TYPES OF EVENTS THAT YOUR FIRM CAN ORGANISE:</b>				
• Company and recruitment presentations	■	■	■	■
• General networking sessions	■	■	■	■
• Keynote speaker events	■	■	■	■
• Invite-only private dinners		■	■	■
• Interactive competitions		■	■	■
• Corporate conferences		■	■	■
• Skills training workshops		■	■	■
• Varsity-level competitions			■	■
<b>ACTIVITIES</b>				
<b>YOUR FIRM WILL BE INVITED TO:</b>				
• Diversity network events		■	■	■
• Corporate office visits		■	■	■
• Themed social events		■	■	■
• Annual roundtable dinners		■	■	■
• Alumni dinners			■	■
• Apex Fund presentations			■	■
<b>CV BOOKLETS AND FEEDBACK</b>				
<b>YOUR FIRM WILL HAVE ACCESS TO:</b>				
• CV booklets for events organised for your firm	■	■	■	■
• CV booklets for all events organised by CUFIS during the year			■	■
• A copy of our Year-End Event Feedback Data			■	■
• Termly debrief meetings with the CUFIS team				■

# Benefits of Sponsorship

UNPARALLELED ACCESS TO A **VAST AND DIVERSE** POOL OF STUDENTS ACROSS A WIDE VARIETY OF BACKGROUNDS

ACCESS TO A SKILLED, ENTHUSIASTIC AND **DEDICATED COMMITTEE** TO ORGANISE BESPOKE EVENTS

EXTENSIVE **ADVERTISING CAPABILITIES** BY OUR DEDICATED MARKETING TEAM, REACHING **OVER 4,500 STUDENTS AND ALUMNI** VIA A HOST OF ONLINE AND OFFLINE MARKETING METHODS

ACCESS TO EXCLUSIVE **DINNERS, CONFERENCES AND VIRTUAL EVENTS**

ACCESS TO EVENT **DATA AND FEEDBACK**

SPECIALLY **TAILORED SERVICES** EXCLUSIVE TO YOU TO ENSURE YOU GET THE BEST RETURN ON YOUR INVESTMENT

