

# DUOCS 2021

DURHAM UNIVERSITY  
CHARITY FASHION SHOW

SPONSORSHIP BROCHURE

#REFLECT  
RESET





# WHO WE ARE

Durham University Charity Fashion Show (DUCFS) is the UK's largest student-led charitable organisation. We are an award-winning platform which inspires societal and behavioural change, primarily through the vehicle of creative philanthropy.



A partnership with DUCFS is an investment into capitalising on the next generation of consumers, providing direct access to some of the brightest and most innovative minds of the future who will shape our society.

Across the academic year we host upwards of ten events in conjunction with over 30 partnerships. We work as a progressive platform that promotes and fosters engagement with diverse student groups such as the LGBT+ and POC community.

In the past 4 years, DUCFS has raised nearly half a million pounds. Consequently, our influence and engagement now extends beyond the annual fashion show. Over the past 38 years we as a movement have developed a nationally recognised brand and following. We want to feature and promote your organisation to an audience of 20,000 students at Durham University.



# AWARDS

## BEST EVENT AWARD: LOCAL

National Societies and Volunteering Awards 2020

## BEST SOCIETY EVENT

National Society Awards 2018

## EVENT OF THE YEAR

National Societies and Volunteering Awards 2017



**10+**  
Calendar events

**3000**  
Attendees on show nights

**47,000+**  
Facebook engagement

**£171,000**  
Raised in 2020

**30+**  
Annual partnerships

**10,000+**  
Social media followers

**80,000+**  
Promotional video reach

# STATS



# TESTIMONIALS



## ALOHA 65

Incredibly well organised, electric atmosphere and very friendly crowd. Brilliant show to sample our product and loved the response we got from the guests. It ran like clockwork and **would give London Fashion Show a run for its money.** Would love to be back next year.



deliveroo

## RAPTOR MARKETING (ON BEHALF OF DELIVEROO)

We worked with DUCFS in 2019/20 to promote our client Deliveroo and **the level of execution from their team was brilliant from start to finish!** We brought the partnership to life by creating dual branded merchandise and having free Deliveroo 'food drops' at some of the DUCFS build up events. We look forward to seeing their plans for the 2021 show - thank you.



## RED BULL Red Bull

Great experience all around. A **very professionally run event that both supports great causes** and provides an evening of entertainment that is not one to miss.



## OFF THE EATEN PATH

DUCFS were incredibly professional to work with, and you could see the passion they had both for the charity they were supporting, and to provide the best experience possible for their sponsorship partners. **Our products were promoted above and beyond what was expected,** we couldn't be happier!



# PARTNERSHIP OPPORTUNITIES

In return for the donation of your product, DUCFS will offer you a tailored partnership package comprising of:

## YEAR-ROUND DIGITAL PRESENCE

- Feature on photo and video shoots posted on our Instagram
- Designated advertising space on our website
- Feature on our THREAD platform within our Sponsor Series
- Run giveaways and sponsored posts

## YEAR-ROUND PHYSICAL PRESENCE

- Present your brand at university 'hotspots'
- Sponsor exclusive tailored events including brand presence and naming rights
- Product featured at collaborative sponsor events

## SHOW NIGHTS

- Product placement on tables
- Logo featured on screens
- Banners and stair wrap around the venue
- Branding and "about us" in table brochures
- Become named sponsor of the auction, raising over £30,000 across all show nights





# THE CHARITY

DUCFS is uniquely positioned to bring about monumental change. We pride ourselves on having a platform to inspire other young minds to take on their own initiatives and make their own positive mark in our world.

In 2021, we will fulfill this responsibility by reflecting on how best we can make a difference in our community whilst also harnessing the power of technology to create long-term value. This year, DUCFS seeks to impact change on both the microcosm and the macrocosm. We have expanded the capability of our outreach programmes to set into motion the schema for long-term development within our local community.

As our financial donation, DUCFS will be partnering with technology agency 3 Sided Cube to support Create Arts, which is a smaller charity with the ambition to help those who are marginalised in society to overcome social barriers.

In light of the current pandemic, we at DUCFS feel particularly passionate about Create Arts because they provide the disadvantaged with the skills to combat the isolation and loneliness that has unfortunately become commonplace in the wake of 2020. The digitalisation of Create Art's platform furthers our long-standing commitment to adding sustainable value. DUCFS strives to reflect this ambition of effecting lasting change through our interactions with our stakeholders.

OUR VALUES

*Inclusivity*  
**Collaboration**  
**Innovation**  
**Integrity**  
*Transparency*



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## DUCFS 2021

President - Emily Kirkby

Vice Presidents - Sooyoung Hahn, Odi Oladuji

Head of Sponsorship - Isabel Rei

Product Sponsorship - Sian Gibbons, Niamh McGuinn

Financial Sponsorship - Eve Howarth, Alice O'Hanlon

Graphic Design - Laszlo Karsai, Lovisa Briem

## CONTACT US

Sponsorship Team - [sponsorship@ducfs.co.uk](mailto:sponsorship@ducfs.co.uk)

Presidential Team - [president@ducfs.co.uk](mailto:president@ducfs.co.uk)

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