

**MANCHESTER DEBATING
UNION**

Sponsorship Brochure

ACADEMIC YEAR 2020-2021

Thank you for expressing interest in sponsoring the Manchester Debating Union. Please browse through this brochure to learn about the sponsorship opportunities we offer.

For more information, please contact our Secretary:
secretary@mdu.manchester.ac.uk

About us

Hello! We are the MDU, the Manchester Debating Union, which encompasses all university debating based in Manchester. Since we were founded in 1996, we have grown to be one of the UK's most active debating societies.

We are primarily based at the University of Manchester, and accept members from all of Manchester's institutions of higher education. Our goal is to open up debate and public speaking to everyone. We want as many people as possible to get the chance to see great public speaking and learn how to express their own ideas.

We organise the participation of Manchester students in inter-varsity debating competitions, arrange public debates, and host our own competitions at university and school level. We teach people how to speak in public, form persuasive arguments, and see issues from all sides. The MDU also hosts social events for our members to get to know one another as well as form valuable networks.

We hosted the European Universities Debating Championships in 2013, the second largest debate tournament in the world.

Why sponsor us?

- We are the largest student society in Manchester, with **150+ paid members**.
- We have over **3,000 followers** on the Manchester Debating Union Facebook page.
- Attendance at our Public Debates regularly exceeds **200 students**, making us one of the **largest debating unions** in the UK.
- Our weekly attendance for Competitive Debate Training is regularly over **60 people**.
- Manchester is the largest target city for graduate recruiters, with around **90,000 current students**.
- We are a **high-profile, renowned** debating society across Europe, having held the highly successful 2013 European University Debating Championships.
- Our yearly Inter-Varsity debating competition is one of the **largest in Europe** which hosts up to 300 people annually.
- We host the annual Manchester Schools debating competition, one of the largest in the country, hosting up to 150 school children each year.



Sponsor our social media

The face of the Manchester Debating Union is its active social media presence. Our website receives over **3,000 monthly views** and our Facebook page has over **3,000 followers**. We also have an active Instagram page with over 250 followers and a YouTube channel network with over **1,500 subscribers and 150,000 total views**.

Our social media not only reaches the over 90,000 students in Manchester, but also active and highly motivated students from other debating societies from around Europe. We publish online Termcards and frequent posts to advertise our activities and events such as our training sessions, socials, public debates, and more.

Social Media Sponsorship - £400:

- **Your branding** featured on our page banners and on our website
- **Advertisement** our on our pages and event pages
- Your branding on our flyers, posters, and all social media advertisements, including our Termcards



Sponsor a Public Debate

Manchester Debating Union's Public Debates regularly have an audience of **over 200 students**, where we host a wide range of prominent MPs, academics, and campaigners including Mail of Sunday columnist **Peter Hitchens**, former Conservative Minister **Edwina Currie**, and former Shadow Home Secretary and Mayor of Manchester **Andy Burnham**.



Sponsor a debate in Welcome Week - £200:

- Advertisement in our Termcard in print and on social media
- Branding on all flyers, posters, and social media during Welcome Week.
- Banner/stands and distribution of promotional material at the debate as required

Sponsor all other debates - £150:

- Advertisements in our Termcard in print and social media
- Branding on all posters around the University of Manchester and Manchester Metropolitan University Campuses and Halls
- Banner/stands and distribution of promotional material at the debate as required.

Sponsor a Debating Competition

We have a proud tradition of well-organised, large debating competitions. We host annual Inter-Varsity competitions and in 2013 we had the opportunity to host the European University Debating Championships, the largest student conference in Europe. It has since been known as the "best-organised EUDC in living memory".

Exclusive sponsorship of our Inter-Varsity competition :

Our annual IV is one of the **largest in Europe**, with up to **300 people** attending. We attract some of the **most intelligent** and **driven** students from across the UK and Europe, making the Manchester IV a unique and brilliant opportunity for graduate recruitment.

We offer:

- Your branding on all **emails** and **information packs** sent to participants.
- Your branding on our **Facebook event page** and other **social media**.
- **Your banner** displayed in the announcement room throughout the IV.
- Distribution of **promotional material** for your company to IV participants.
- The opportunity to give a **presentation** and for **networking** events with participants during the IV.

Full sponsorship of our IV: £500.

Sponsorship of our Schools Debating Competition:

Sponsorship is also available for our schools debating competition, featuring teams from across Manchester and the UK. For many students, this will be their first university experience and sponsorship will help ensure it is a highly enjoyable and accessible experience, encouraging them to seek higher education and debating in the future.

This package includes:

- Your branding on all **emails** and **information packs** sent to participants.
- **Your banner** displayed in the announcement room throughout the competition.
- Advertisement of non-graduate positions, apprenticeships etc.
- Distribution of **promotional material** for your company to participants.
- The opportunity to give a **presentation** to participants and **inspire** them to pursue higher education, specific degree programmes, and/or career paths.

Full sponsorship for schools: £200



Contact us

You can contact us and find out more about sponsoring the Manchester Debating Union via our Secretary, Eleanor Taylor.

Email: secretary@mdu.manchester.ac.uk

Address:

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