

The place for sporting  
while studying in  
Rotterdam

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An association run by  
aspiring students.

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Unique partnership  
opportunities

**PARTNERSHIP WITH**



**ERASMUS  
VOLLEY**



# ABOUT US

## OUR CLUB

Erasmus Volley is a non-profit student sport club, associated with the Erasmus Sport group of Erasmus University Rotterdam. In 2012 Erasmus Volley was found after the fusion of two volleyball clubs: A.R.S.V. Alcazar/Erasmus and R.R.S.V.V. Snoopy. Since then Erasmus Volley has been growing a lot with around 100 new members (Dutch and Internationals alike) joining every year. Erasmus Volley is the most active and largest indoor student sport association within Erasmus Sport. We currently have more than 300 active members some of who just started playing volleyball and some whom are very advanced. Our pride are our Mens 1 (3rd division) and Ladies 1 (promotional class) teams.

## IN GLOBAL SCALE

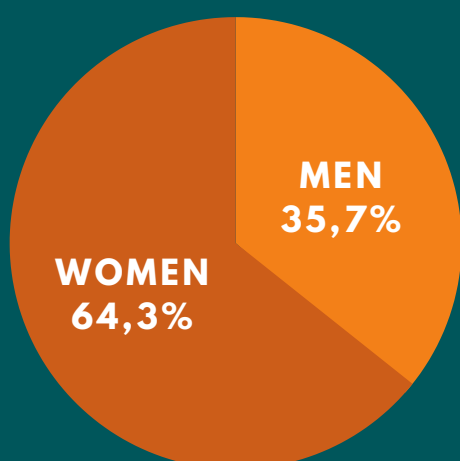
Throughout the year committees within Erasmus Volley organize tournaments and other activities, including the International Tournament. This is our largest tournament with approximately 350 people joining from all over Europe for a weekend full of matches, games, and parties! Besides the International tournament our social and activity committees organize events and activities for students to socialize and find their place within the club.

## BENEFITS

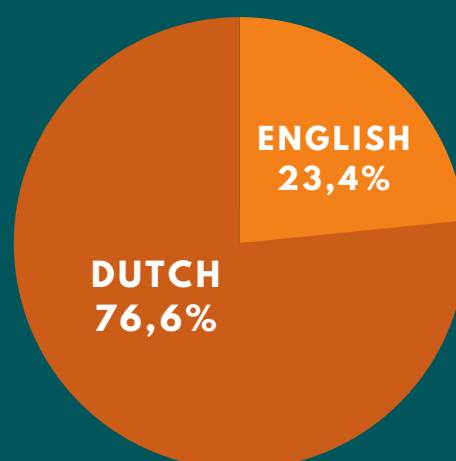
To make 2022/2023 a successful year, our committees are already buzzing and planning. In an effort to make it a memorable year, we are reaching out to you. We see great potential for a partnership through which we can both benefit.

# OUR NUMBERS

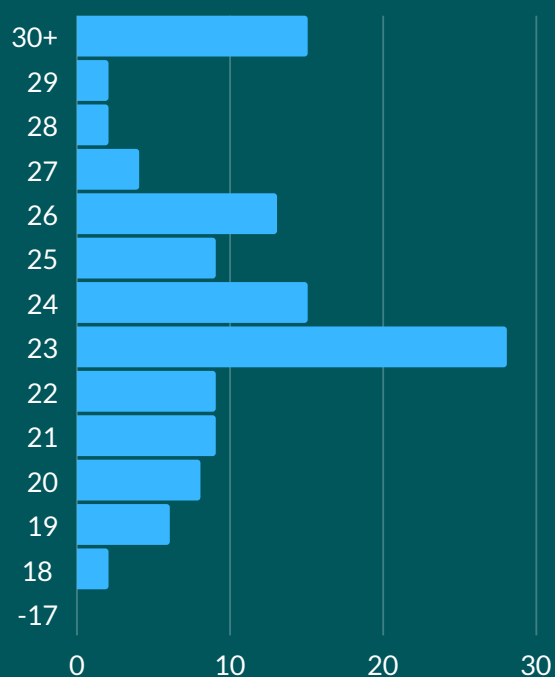
## GENDER



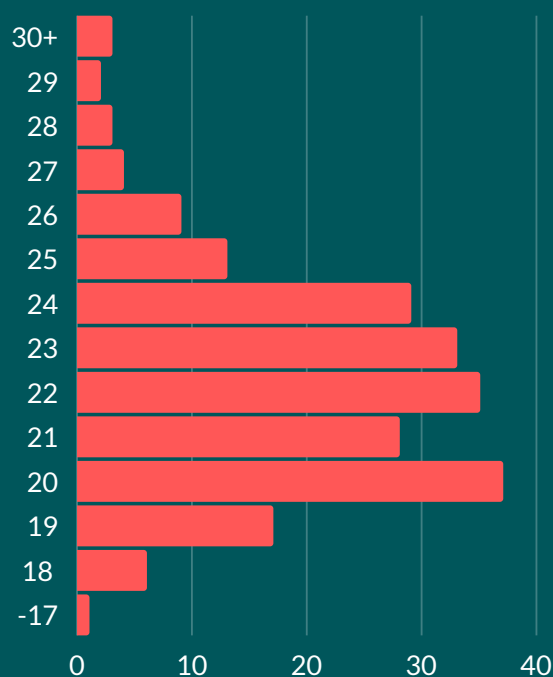
## LANGUAGE



## AGE MEN



## AGE WOMEN







# PARTNERSHIP

## MAIN AUDIENCE

Most members of Erasmus Volley are Students at the Erasmus University or Hogeschool Rotterdam. They live, study, and work in Rotterdam or in the close surroundings. Our members are the biggest audience group that your organization will reach and will be promoting to.

## A BROADER AUDIENCE

There are several big events that our club attends but there's also a lot of events that we organize as a club. As mentioned before, the biggest tournament that we organize is the International Tournament, during which we receive teams from all over Europe, students and non-students alike. Arrangements in terms of goodies, banners, or flyers from your company, can be made to acquire a broader reach to all the participants as well of this International Tournament.

## BENEFITS

Erasmus Volley is a sport association, so becoming partnered with us means that you and your company will be invited to join at one of our internal tournaments! At one of these tournaments you can witness, feel and live the Erasmus Volley ambiance!



# REACHING OUR MEMBERS

## SOCIAL MEDIA

Erasmus Volley uses several social media platforms, through which you can reach our members. The platforms we use are Facebook, Instagram, WhatsApp and our intranet "Play". On the following pages the use of each of these platforms will be explained, including some suggestions on how you can utilize them to get our member's attention in the best way for your organisation.

## WEBSITE

We also have a website, where you can place your own interactive logo. Check out how it looks with our current sponsors! [www.erasmusvolley.nl](http://www.erasmusvolley.nl)

## NEWSLETTER

Additionally, our members receive a monthly e-mail; a feature in the monthly mail, or a direct e-mail is great way to reach our members.

## NEWS SMASH

Each year, the Editorial Committee publishes 5 editions of our internal magazine, the "NewSmash". It includes articles about events, pictures, memes and gossip. This makes it a beloved paper and a great way to introduce your company to our members!



# SOCIAL MEDIA

## FACEBOOK

Erasmus Volley uses two Facebook pages - one internal, the other external.

The internal Facebook page is used as a means of communication with our current members. Updates about social events, news and tournaments are shared. Promotion on this platform is, for our association, highly effective. (>300 members)

The external Facebook page is used to communicate with anyone outside of the club. The main audience are prospective members, other sports clubs, potential trainers, etc. Everyone who uses facebook can find this page.

Another page belonging to Erasmus Volley is the International Tournament page. Since the IT has such a huge scope and a different target group, it has its own page. It is used to communicate information to those interested in joining the tournament. (Reach: > 1000 people)

## INSTAGRAM

Our Promotion Committee is very enthusiastic in managing our instagram account. We post promotions of events, action pictures, event recaps, and board updates there because it reaches a lot of members. In addition to these posts we invite teams to do take-overs, to introduce and showcase themselves.

Usually, this is an opportunity solely for our members, however it can be arranged, that your company does one too. This is the best, and most personal way to introduce your brand; who are you? What do you do? Why should our members know you?

Reach: >550 people



# SOCIAL MEDIA

## FACEBOOK & INSTAGRAM BENEFITS

As our sponsor you can also, or additionally, chose to promote your organisation to all of our members through our Instagram account. This can be done by publishing your own post describing your company, what you do and what you can bring our members. Another option is to do an Instagram Story takeover where you could share your company more interactively with our members.

As our sponsor you can chose to promote your organisation through the internal Facebook page, reaching all our current and prospective members easily and effectively. This can be done either by publishing your own Facebook post or doing a Facebook story on our internal or external page where you can show your business to all of our members.

Additionally, you could also promote your company through an advertisement post on the Facebook event page of the International Tournament, reaching more than 1000 people!

## WHATSAPP

Every team and committee has a group chat. With a total number of 28 teams and 14 committees (incl. the board) this amounts to 38 unique group chats. This is the main way of communicating with each other for most of us. Messages are sent quickly, directly, and they reach all of our members. Next to the usual within-team chatter, the board broadcasts announcements and committees inform (and remind) about upcoming events.

We see an unmatched opportunity for you to create a message that you want everyone to read. This message will spark conversations among team members, clearly drawing attention to your brand.

Reach: >300 members



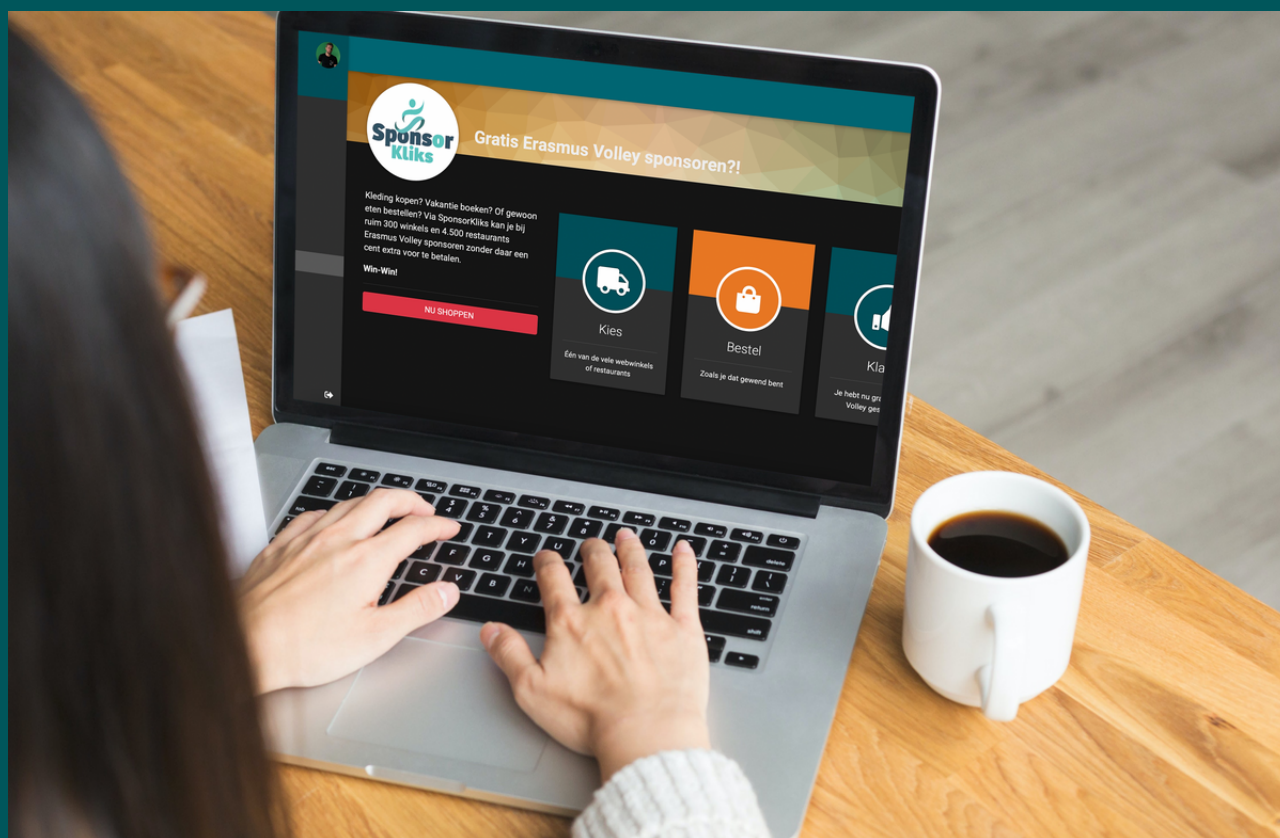


# PLAY

## PLAY BUSINESS PAGE

Next to all the general social networks, we also have our own: Erasmus Volley Play. This custom made online environment provides a great overview of all information our members need, concerning their games, practices and social events.

Below you can find a great example of how your personal 'play page' could look. As you can see, your company name could be mentioned in the menu, and the page could contain your special offers or advertisements





# CONTACT US

## CONTACT INFO



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