

**BROCHURE 2020/2021**

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**PARTNERSHIP WITH**



**ERASMUS  
VOLLEY**

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**THE PLACE FOR SPORTING AND  
STUDYING IN ROTTERDAM!**

A small, stylized orange volleyball icon is located in the bottom right corner of the page.

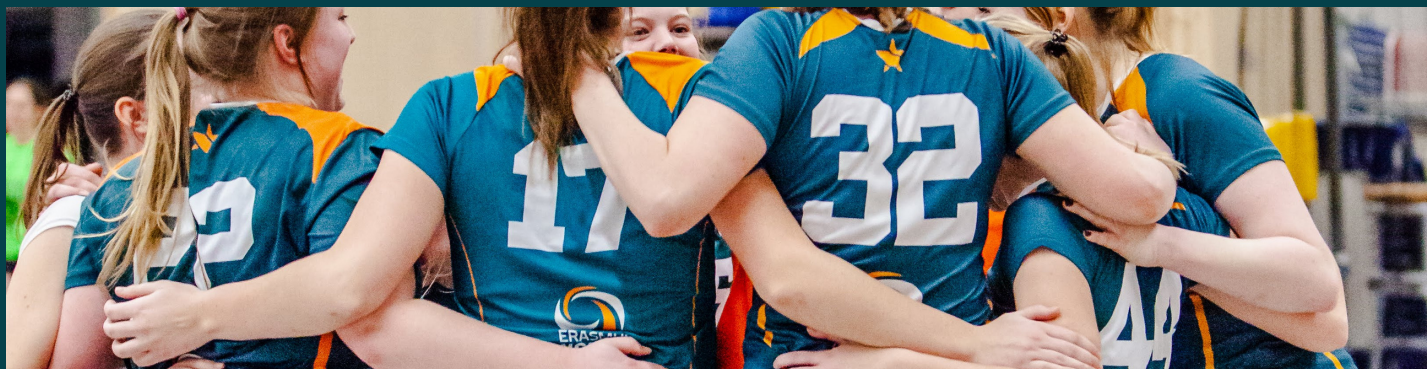
# ABOUT THE CLUB

Erasmus Volley (EV) is a non-profit, student sport club associated with the Erasmus Sport group of Erasmus University Rotterdam. In 2012 Erasmus Volley came to life after the fusion of the volleyball clubs A.R.S.V. Alcazar/Erasmus and R.R.S.V.V. Snoopy. Since then, the club has been growing with hundreds of new members (Dutch and internationals alike) joining every year.

EV is the most sportive, "gezelligste" and largest indoor student sport association within Erasmus Sport and we have more than 300 active members forming teams ranging from beginners to very advanced players; H1 (3rd division) and D1 (promotional class).

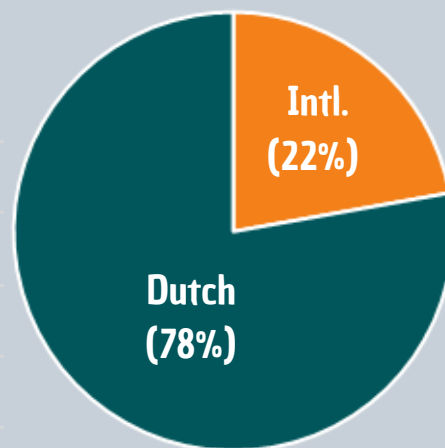
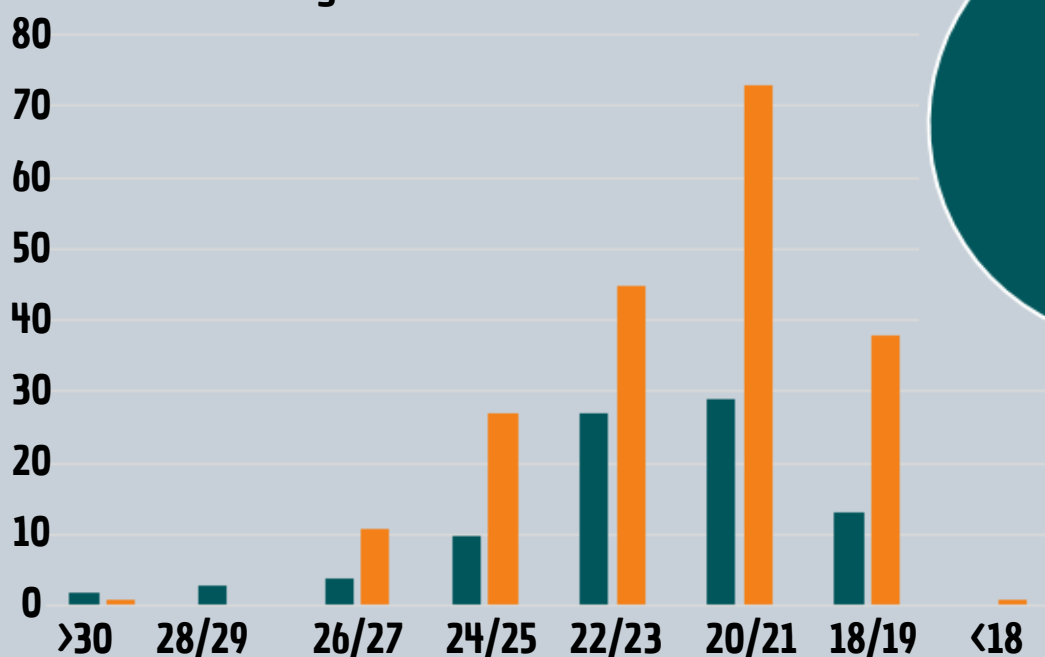
Throughout the year committees within EV organize tournaments, including the International Tournament. This is our largest tournament with approximately 350 people from all over Europe joining us for one weekend full of matches, games, and parties! Next to tournaments other committees also organize events and activities for students to socialize and find their place in the club.

To make 2020/2021 a successful year, the 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.



# ASKING FOR OUR NUMBER(S)?

Age Distribution



31% Men



69% Women

Other (16)

Erasmus University (216)

Hogeschool Rotterdam (36)



# PARTNERSHIP

Most members of Erasmus Volley are Students at the Erasmus University or Hogeschool Rotterdam, who live, study, and work in Rotterdam (and close surroundings). Therefore, this becomes the biggest target group for your organization to reach and promote to.

Further, there are several big events that our club attends and organizes. As mentioned, the biggest tournament 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 have a broader reach to these participants as well.

Finally, we are a sport association, so becoming a partner of us means that you and your company might be invited to join at one of our internal tournaments! Witness, feel and live the Erasmus Volley ambiance!



# HOW TO REACH OUR MEMBERS?

Our association uses several social media platforms, through which you can reach our members. Facebook, Instagram, WhatsApp and our intranet "Play" all reach our members in a unique way. In the following pages each platform will be elaborated on, with some suggestions on how you can utilize them to get our member's attention in the best way for your brand.

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)

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.

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!



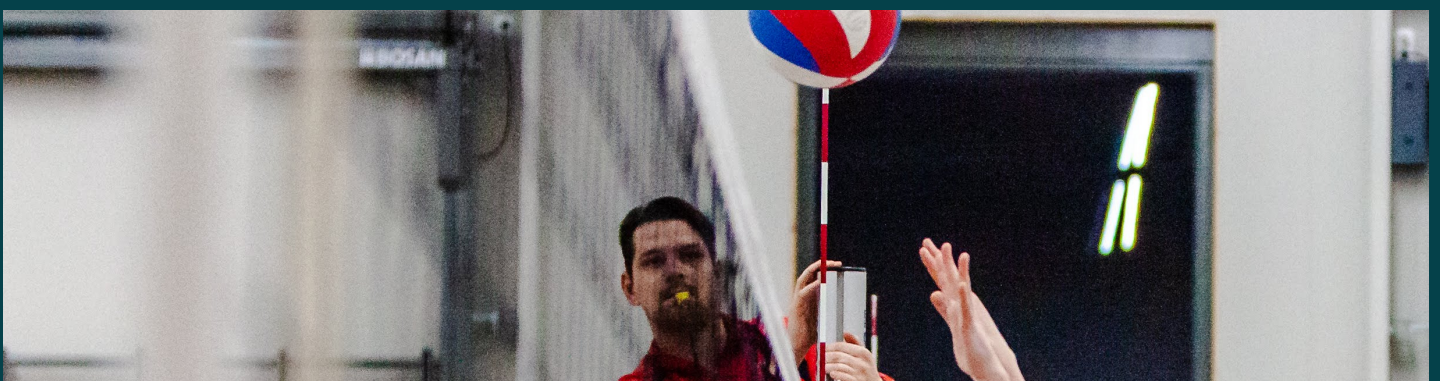


Erasmus Volley uses two Facebook pages - one internal, the other external.

The **internal** Facebook page is used as a mean 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)





**The 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**





**FACEBOOK**



**INSTAGRAM**

### **What is in it for you?**

**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 a thousand people!**



Every team and committee has a group chat. With a total number of 24 teams and 14 committees (incl. the board) this amounts to 38 individual chats. This is the main way of communicating with each other for most of us. Messages are sent quickly, directly, and they reach everyone. 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

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

The screenshot displays the Erasmus Volley Play web application interface. On the left is a dark teal sidebar menu for user 'Marieke Wiersma', containing options like 'Mijn pagina', 'Teams', 'Dames 5', 'Trainingen', 'Beschikbaarheid', 'Sporthallen', 'Leden', 'Commissies', 'Documenten', 'SponsorKliks' (highlighted), and 'Pardoen'. The main content area has a header banner with the 'SponsorKliks' logo and the text 'Gratis Erasmus Volley sponsoren?!'. Below the banner, a text block promotes sponsoring through 'SponsorKliks' with a 'NU SHOPPEN' button. To the right are three vertical cards: 'Kies' (with a truck icon), 'Bestel' (with a shopping bag icon), and 'Klaar' (with a thumbs up icon), each with descriptive text.

**SponsorKliks** Gratis Erasmus Volley sponsoren?!

Kleding kopen? Vakantie boeken? Of gewoon eten bestellen? Via SponsorKliks kan je bij ruim 300 winkels en 4.500 restaurants Erasmus Volley sponsoren zonder daar een cent extra voor te betalen.

**Win-Win!**

**NU SHOPPEN**

**Kies**  
Één van de vele webwinkels of restaurants

**Bestel**  
Zoals je dat gewend bent

**Klaar**  
Je hebt nu gratis Erasmus Volley gesponsord

# CONTACT US

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**[www.erasmusvolley.nl](http://www.erasmusvolley.nl)**



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