

THE HEAD OF  
STEAM

WE WANT TO  
**SPONSOR**  
YOUR SPORTS TEAM!

THE HEAD OF STEAM IS PROUD TO SUPPORT STUDENT SPORT,  
AND WE'RE LOOKING TO SPONSOR UNIVERSITY TEAMS!





# THE HEAD<sup>OF</sup> STEAM

## WHO WE ARE...

The Head of Steam was established in 1995 and is one of the UK's original 'craft beer' bars. 20 years ahead of the game, and a pioneer in the UK craft beer scene, The Head of Steam has grown into a national craft beer brand, with venues across the country from Newcastle to Cardiff, and is owned by Camerons Brewery.

We serve a diverse range of high-quality beers, offer delicious food, and create welcoming spaces where people can come together. Across our venues, we celebrate everything, from live music to live sport! We also have competitive gaming and beer tastings, hosted by our knowledgeable teams!

## WHY WE'RE BACKING STUDENT SPORTS

We know that university sport is about more than competition, that's why we're keen to support student sports teams and societies who align with our core values and ethos.







# OUR VALUES

- Inclusive | Great teams thrive on diversity, and so do we! We know the best sports teams are made up of a wide variety of people, all of whom are welcome and will feel comfortable at Head of Steam.
- Authentic | Your team is supported by real people who love sport, love beer, and love creating a proper atmosphere! You'll always find genuine backing, not box-ticking sponsorship.
- Principled | We work alongside our stakeholders, and that includes our sponsored teams! A sponsorship only works when both sides benefit. We're committed to giving you a great package (with loads of added extras!), and in return, we just ask for a little teamwork to help make the partnership thrive.
- Supportive | What more would you want from a sponsor? We'll create opportunities throughout the year to help your team earn extra funds, because we know end of season trips don't pay for themselves!
- Fun | We promise to make your socials unforgettable! From themed nights and beer tastings to exclusive events, we'll bring a social element to your sport this year and make every win feel even better!





# WHAT'S IN IT FOR YOUR TEAM?

## FINANCIAL SUPPORT

We'd like to put agreed funds towards your team. This is tailored to your team and will consist of an upfront fee and ongoing fundraising events. We'd like to feature on your kits too!

## FOOD AND DRINK OFFERS

Enjoy exclusive discounts, reserved areas, and team deals at your local Head of Steam.

## GREAT TEAM SOCIALS

Celebrate big wins (and bounce back from defeats) with the perfect pub atmosphere, a top-notch beer selection, and great food!

## MATCH REPLAYS IN THE PUB

Using VEO cameras? We'll stream your match highlights in the pub!

## ANNUAL CHRISTMAS AND END OF SEASON PARTIES

Celebrate the festive season with us! We'll host your annual Christmas party - complete with a buffet and festive drinks deals.  
It's our way of saying Merry Christmas!







**IF THIS SOUNDS LIKE A GREAT FIT,  
PLEASE GET IN TOUCH WITH  
[JESS.BERRIDGE@CAMERONSBREWERY.COM](mailto:jess.berridge@cameronsbrewery.com)**