



SPONSORSHIP DOSSIER 2018

OXFORD UNIVERSITY MALAYSIAN AND
SINGAPOREAN STUDENTS ASSOCIATION

BACKGROUND—ABOUT US

ABOUT

The Oxford University Malaysian and Singaporean Students Association (OUMSSA) is the only student society in the University of Oxford that represents both the graduate and undergraduate Singaporean students studying in the university.

OBJECTIVES

OUMSSA was established with the objectives of providing support to Singaporeans in the university, being a source of information for prospective Singaporean students and promoting the unique identities of Singapore and Malaysia in Oxford. To achieve these aims, OUMSSA organises social activities, talks and networking events throughout the three terms of the academic year in Oxford as well as during the summer vacation in Singapore.

MEMBERSHIP

The profile of the society's members is extremely diverse with more than **200** current undergraduates and postgraduates (of which more than **80%** are Singaporean). Including alumni members who are still subscribed to our mailing list, our total membership base exceeds 600 people, many of whom have distinguished themselves by placing at the top of their cohort across a wide range of subjects.

As a world-renowned university, Oxford produces top scholars whose skills prove valuable to any organisation they enter. As our sponsor, you will have special access to these students at a very early stage of their university life.



EVENTS HIGHLIGHTS

SPEAKERS' EVENTS

Over the years, OUMSSA has hosted a diverse range of distinguished speakers, including Speaker of Parliament Tan Chuan-Jin and Senior Minister of State Sim Ann. We also organised the 2016 Singapore Today Forum, which featured panels including Professor Walter Woon, Dean of Singapore Institute of Legal Education and Mr Goh Kok Huat, GIC's Chief Operating Officer. We also co-organise recruitment talks for sponsors.

SOCIALS

Welcome Back Drinks

Welcome Back Drinks is a termly affair held after vacation breaks, where members meet and catch-up with fellow Singaporeans over food and drink. Over 70% of members typically attend this event.

Pasar Malam Food Festival

Pasar Malam is a firm reminder of the 'kampong spirit', where students prepare local cuisine and market their homemade food in stalls to share with other members and event attendees.

Chinese New Year Reunion Dinner

The annual Chinese New Year Reunion Dinners are extremely well-received by students and are always fully-booked. They allow students to have satisfy their cravings for good Chinese food and provide a sense of familiarity away from home.

EVENTS HIGHLIGHTS

FRESHMEN ACTIVITIES

Freshers' Guide

This handbook is disseminated to incoming Freshers before they head to Oxford, and includes vital information for students to settle down into an entirely new environment. The handbook features a 'sponsors' page where your sponsorship will be highlighted.

Freshers' Tea

Freshers' Tea is the first of many activities directed towards the incoming batch of first year students. It provides a warm welcome and introduction to the Singapore community in Oxford, and allows freshers to mingle with seniors in a relaxed setting.

Freshers' Orientation Camp

The highlight of the summer, the Freshers' Orientation Camp is a 3-day 2-night camp where incoming, current and even some past students spend time together and bond through taking part in a series of activities.



SPONSORSHIP PACKAGES

To meet its goals, OUMSSA requires an annual operating sum of £4,000 (\$8,000). We currently maintain relationships with a variety of government bodies but are actively looking for support from the private sector as well. In previous years, sponsorship has gone a long way in helping OUMSSA achieve its objectives. Without such support, it would have been far more difficult to continue organizing memorable events for our members. Furthermore, a large number of our undergraduates are reading PPE, Economics and Management, and Law, and will eventually be returning to Singapore to begin their careers. Unlike their counterparts in Singapore, they do not have as much of an opportunity to interact with or learn about the characteristics of the different firms in Singapore. As such, any opportunity for engagement will alert them to the wide palette of employment opportunities available at home.

The generous sponsorship of our sponsors is highlighted at OUMSSA events and in all OUMSSA emails. Our sponsors are also mentioned in the annual society's annual general report and listed on the society website. We further assist our sponsors in the distribution of recruitment material during society events, which will be extremely beneficial in publicising your company to the many Singaporeans studying at Oxford.

Furthermore, should you so desire, we will also be able to accommodate members of your organization at our events. This will enable you to reach out to our students personally and also allow us to thank you in person. We will also provide post-event reports to keep you updated on the details of publicity and social activities at events sponsored by the organization.

In order to best cater to your company's needs, we have come up with various proposed sponsorship tiers. We are open to customising the sponsorship packages according to your company's concerns. The differences in benefits are highlighted below:

	Platinum (£1500 and above)	Gold (£800 and above)	Silver (£500 and above)
Branding	<ul style="list-style-type: none"> ✓ A 2-A5 page write-up on our published materials (e.g. Freshers' guide) ✓ Prime placement of logo on all society platforms and materials ✓ Thank you announcement at all our events ✓ Name an Event (e.g. XX Company's Welcome Back Drinks) ✓ All benefits listed in lower tiers 	<ul style="list-style-type: none"> ✓ An A5 page write-up on our published materials (e.g. Freshers' guide) ✓ A short write-up on website ✓ Distribution of any promotional materials at our events ✓ Name an Event (e.g. XX Company's Welcome Back Drinks) ✓ All benefits listed in lower tiers 	<ul style="list-style-type: none"> ✓ Half an A5 page write-up on our published materials (e.g. Freshers' guide) ✓ Logo displayed on website and society materials (e.g. pamphlets, emails)
Recruitment	<ul style="list-style-type: none"> ✓ A representative can set up a booth at an OUMSSA event ✓ Assistance in organising in recruitment/promotional event ✓ Access to our social media groups ✓ All benefits listed in lower tiers 	<ul style="list-style-type: none"> ✓ Giving out of promotional materials at all our events ✓ Public announcements about upcoming events or internship opportunities during events ✓ All benefits listed in lower tiers 	<ul style="list-style-type: none"> ✓ Publicity for recruitment efforts through our mailing list

PARTNERSHIPS

In order to provide our students opportunities to interact with and understand firms in Singapore at a deeper level, and in turn make more well-informed career decisions, we would also be keen to establish partnerships with your company. Such partnerships would take the form of programmes such as internships, insight days, and office tours targeted towards Singaporean students studying at Oxford. They would typically be conducted during the vacations between the three terms of the academic year. Such programmes will allow your company to have additional access to our students while they are still deliberating their career choices, and thus have greater influence over their decisions, and provide an opportunity to assess and understand potential candidates for recruitment.

These partnerships will be highly customised according to the nature of the company and its particular needs, and we will be open to all suggestions for discussion.





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