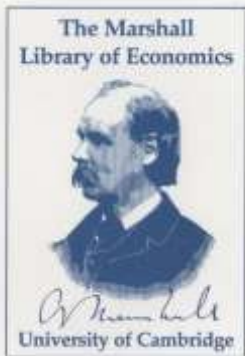


# Sponsorship opportunities at the Marshall Library



*Presented by*



**Mr. Simon Frost**  
Deputy Marshall Librarian  
[shf23@cam.ac.uk](mailto:shf23@cam.ac.uk)  
01223 335202



**Dr. Clemens Gresser**  
Marshall Librarian  
[cq474@cam.ac.uk](mailto:cq474@cam.ac.uk)  
01223 335215

**Potential Reach:**

Directly	Indirectly
your sponsoring might be appreciated by approximately: 500 undergraduate students, 150 MPhil students, and 50 PhD students in Economics	via our web page , Facebook & Twitter accounts, potentially also via printed Library Guides (given to all new Library Users).

## Opportunities up to £3000 (all options below are also available as a bundle)

### Bankscope (£2600)

This is a joint subscription with the Judge Business School, and the **Marshall Library contribution to this subscription is £2536.**



Still taken from  
<http://www.youtube.com/watch?v=FrrLXb>

#### Benefits to you:

We will mention you, and show your logo when talking about this resource in our popular introduction sessions to MPhil students, as well as listing your name next to our listing of Bankscope at <http://www.marshall.econ.cam.ac.uk/onlineresources/databases/company>

**Students working on Finance or Finance & Economics will see your company's name, and you will raise your profile with potential job candidates.**

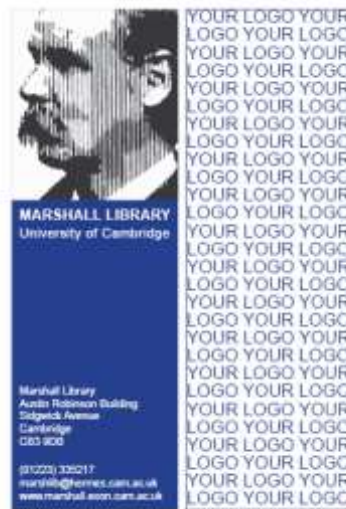
### Bookmarks (£50)

We aim to have **2500 bookmarks at £50** and **500 date labels at £150** to promote our library's web page contact details, blog, Facebook & Twitter accounts. On the other side of the full-colour could be your logo and message to our students.

#### Benefits to you:

#### Bookmarks:

**Expose students to your company, when you would like to recruit students.**



### Date Labels (£150)



Still taken from  
<http://www.youtube.com/watch?v=FrrLXbateLU>



Date labels currently used

## Opportunities up to £5000

### FT.COM

**Potential cost: minimum of pledge of £5,000 per annum** to fund access for *MPhil students in Finance and Economics*.

#### Benefits to you:

**We would alert students on this course to your generosity, at various times during the year (by emails).**



### Secure shelves for Rare Books

**Potential costs: ca. £5000** (estimate)

We are planning to turn an archive room into a group study space (see option below). In order to protect some rare books on open (built-in) shelves, these need to be glass-fronted, with locks. Also, the social student area shelves could benefit from such similar improvements.

#### Benefits to you:

**Your company's logo and/or name could be etched into the glass fronts, and promote your company to students.**



Student Social Area, Marshall Library of Economics

### Plasma Screen for Social Area

**Potential costs: ca. £1500** to fund info screen within our Social Area.

1. 40 inch screen **ca. £700**
2. Re-wiring of internet and electricity (**£800, estimated**)

#### Benefits for you:

We could display your company's slides between our library and study-related slides. **Giving you exposure to our most motivated students.** We could change your slides several times a year in order to alert students to different messages you might have (e.g. in the autumn: you could alert students to potential internship possibilities, in the spring: you could advertise your potential careers opportunities)





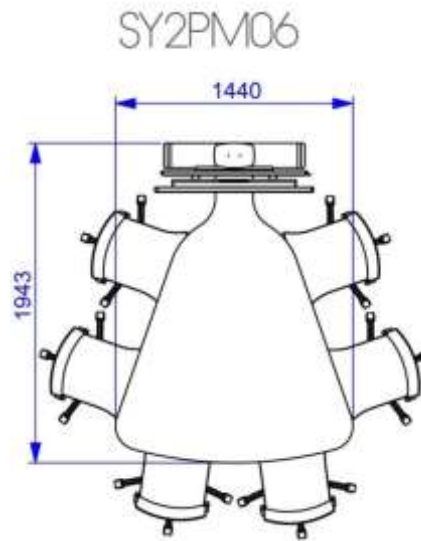
## Opportunity up to £10,000

### Changing Archive Room into bookable Group Study Space

**Potential cost: in the region of £10,000** for turning an archive room into a student/group study room. This would be the only AV/computer room for group work.

#### Costs (break down):

1. Table and 6 chairs: **£4740**
2. High spec Computer: **£700**
3. Monitor (32" or 34"): **£500**
4. Replacing carpet tiles: ca. **£600**
5. Painting: ca. **£200**
6. Restoring existing, built-in wooden cabinets and shelves (incl. just outside the Archive Room): ca. **£3000** (estimate)
7. Replace light fittings and type of lights (LED): ca. **£250** (estimate)
8. Sliding Door Signs & Name of Room signs: ca. **100** (estimate)



#### Benefits for you:

We could **name the Archive Room after the donor/company**; this name would be shown on the door, be used in all our publicity/information materials (print & online), and on our online booking system for this room (via a Google Calendar).

6 Seat Synergy Teardrop collaborative table. Size 2913mm (From wall) x 1350mm wide x 990mm tall)