



VOTE DANİYAL FOR PRESS AND SPONSORSHIP OFFICER

Hello everyone,

My name is Daniyal Aslam. The reason I am running for Press and Sponsorship Officer is because getting involved with the Cambridge University Fencing Club (CUFC) has been one of the most rewarding things that I have done here, and I would love to have the opportunity to make our Club even better - by expanding our sponsorship base and developing our brand presence.

We have a lot to be proud of. This year, we won Varsity, beating Oxf*rd in all four matches, and the Women's Blues became BUCS Champions, as did the Men's. Yet, unfortunately, the Club's sporting success is not reflected in its sponsorship success (or lack of). If elected, I will change that. I will learn the lessons of our failings and look at what other clubs and societies, within the University, have done to win large and impactful sponsorship, and apply these to enhance our sponsorship strategy and, ultimately, to win us more funding!

What have I got to contribute to the role? Diplomacy, leadership, professionalism and a wealth of relevant experience. If elected, I will use my experience as an intern on the Civil Service Fast Stream in the British Foreign & Commonwealth Office, my experience as Publicity and Communications Officer at the Cambridge University American Society, my experience as Events Manager at the Cambridge University International Development Society and my experience as an auditor at the world's largest professional services firm (Deloitte) to ensure the Club's continued success and development.

Good press is vital to any society, and the CUFC is no different. It needs to optimize its publicity and communications strategy in order to develop a lasting brand presence. To do this, I will adopt an inclusive approach, working closely with Committee and other CUFC members to find new ways of expanding our reach, building our brand and communicating our success to the rest of the University.

If elected, I will consider it an honour to serve the Club – please vote for me.

Yours sincerely,

Daniyal