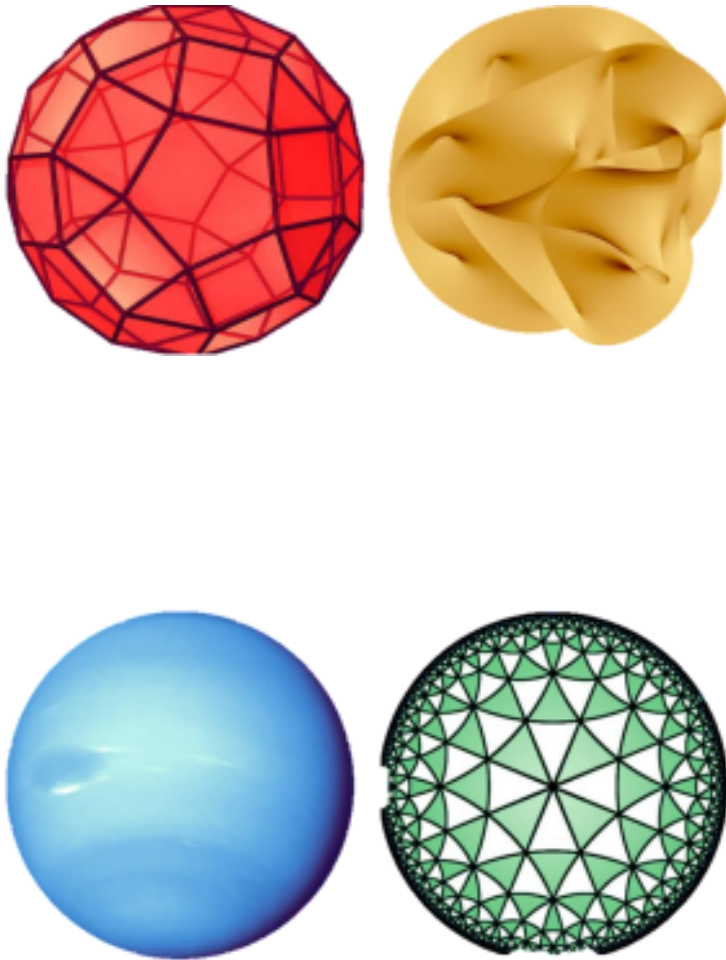


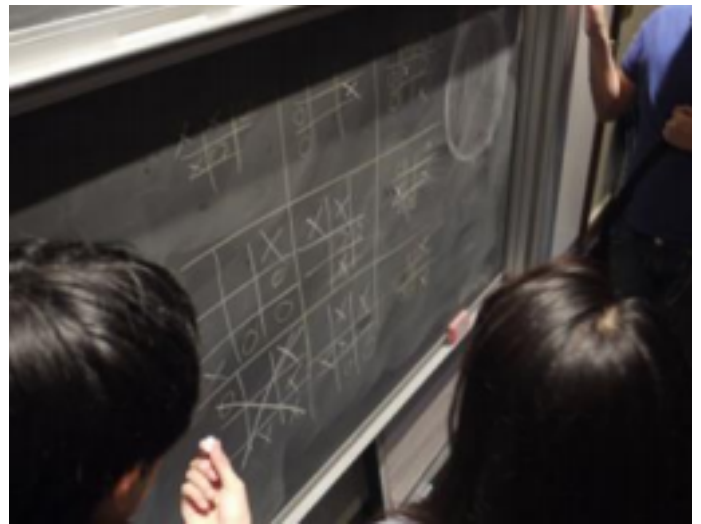
2021-2022  
St. John's College  
University of Cambridge

## Adams Society Sponsorship Information



# Who we are

The Adams Society is the mathematical society of St John's College, which is one of the biggest colleges of Oxbridge. We are also one of the oldest undergraduate societies in Cambridge. We are named after the Johnian mathematician John Couch Adams, who is known for predicting the existence of the planet Neptune using nothing but its gravitational effects on the orbit of Uranus.



Membership is exclusive to mathematics undergraduates, postgraduates and fellows at St John's College, but talks and events are free to all members of the university, and usually attended by a large number of students from other colleges.

The Adams Society has approximately 200 active student mailing list subscribers. Approximately 100 from St John's, 100 from other colleges, mostly studying maths.



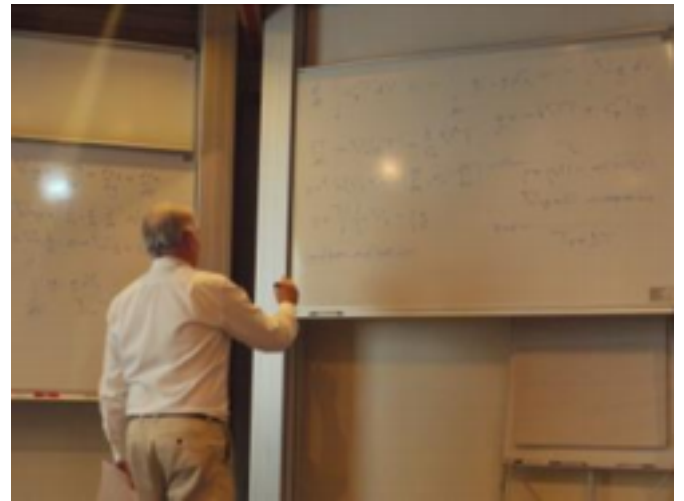
# What we do

## ACADEMIC TALKS

Throughout the year, we organise talks of a mathematical nature, which are free and usually attended by upwards of 30 students from across St John's College and the University.

Talks are designed to appeal to all groups of mathematicians, with recent speakers discussing the fluid mechanics of  $\text{CO}_2$  sequestration, significant polynomials in knot theory and geometric structures arising from random processes.

Despite the Covid-19 crisis we remain very active while keeping our events both safe and enjoyable.



## SOCIAL EVENTS

In addition to our more serious academic talks, the society hosts regular social events including our annual Freshers' Squash, Desserts Party, Christmas Party and candlelit Annual Dinner.

Annual sporting competitions are held with mathematicians from other colleges, such as a cricket match with the Trinity Maths Society and a football match with St Catharine's Hyperbolics society (both of which we won last year).





# ONLINE PRESENCE

The society advertises itself in a number of ways, online and offline.

Talks are advertised on overhead projectors in lecture theatres, enabling us to reach the entire undergraduate maths body. Our extensive email mailing lists of all St John's mathematicians, other interested university students and Adams Soc. alumni supplement this.

Facebook is our primary means for advertising social and academic talk events alike, and the society website is regularly updated with details on our sponsors, past events and contact details for our committee.

With Covid restrictions in place we also successfully moved most of our events online and host them with great attendance via Zoom.



Annual Desserts Party

A screenshot of a Facebook event post from 'The Adams Society of St John's College, Cambridge'. The post is dated 6 November 2020. It features a header with four geometric shapes (a red sphere, a yellow sphere, a green sphere, and a blue sphere) and the text 'Adams Society St John's College, Cambridge'. The event details are: 'TUE, 10 NOV 2020', 'Dhruv Ranganathan: Algebra and Geometry in the Tropics', '14 went · 60 interested'. Below the event details, it shows '146 People reached' and '48 Engagements'. A button on the right says 'Boost Unavailable'.

One of our numerous events as publicised on Facebook.



The header of our website.

## GOVERNANCE

The financial and event planning for the Adams Society is the responsibility of the committee. The committee is elected at our annual general meeting in Lent term, and the members for 2020-21 are:

**President:**

Xuanang Chen

**Vice-President:**

Vishal Gupta

**Secretary:**

Christie Yau

**Treasurer:**

Sara d'Attanasio

**Publicity:**

Mary Letey

**Webmaster:**

Sae Koyama

**Women's Officer:**

Christie Yau

**Sponsorship:**

Sara d'Attanasio

*Sponsorship queries should be directed to Sara d'Attanasio (sd903@cam.ac.uk) in the first instance.*

# **SPONSORSHIP MODELS**

The Adams Society actively welcomes support from external parties, and reciprocates goodwill in a number of ways. The table below shows our standard sponsorship models, and we would be happy to discuss a custom arrangement on request.

Benefit	Description	Silver	Gold	Platinum
Logo on emails	Your logo will be displayed in the footer of all Adams Society emails along with a link to your website. It will also be added to our Facebook page.	✓	✓	✓
Request emails	We will send emails to our members at your request e.g. application information and deadlines, your events etc. This information can also be posted on our Facebook page.	✓	✓	✓
Website page	Your logo will appear on our website's front page, as well as on a dedicated sponsor page. We can place a message of your choice on the sponsor page.	✓	✓	✓
Logo on posters	As well as displaying your logo in all our digital comms, we will place it on slides and posters displayed around the Maths Faculty and lecture theatres.	✓	✓	✓

<b>Publicity at events</b>	We will distribute flyers or other promotional material to our members at your request.	✓	✓	✓
<b>Employer meeting</b>	We will help you organise and promote a networking event with STEM Cambridge students.		One online meeting	Two meetings - one live (Covid permitting)
<b>Logo on society's merchandise</b>	Your logo will be an element of any newly developed merchandise. That can include hoodies, t-shirts, hats, water bottles and more.			✓
<b>Exclusivity</b>	You will get priority in future sponsorship deals and influence on our choice of sponsors (e.g. no competitors).			✓
	<b>Cost per year</b>	<b>£800</b>	<b>£1500</b>	<b>£3000</b>

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