



CAMBRIDGE

STUDENT INVESTMENT FUND

SPONSORSHIP PROPOSAL

PREPARED FOR :
DE SHAW (tbc)



ABOUT US

The Cambridge Student Investment Fund' (CamSIF) is Cambridge University's largest, most active and inclusive student-led finance society. It was founded in 2007 with a generous donation from the Nicholas Hammond Foundation.

In the last few years, CamSIF has achieved significant milestones, demonstrating our dedication to fostering talent and providing transformative opportunities through sustainable growth in scale and scope:

Inclusive Community



- Opened our doors to the entire Cambridge University, expanding beyond Clare College in 2021
- Increased ability to attract a diverse and talented membership base, fueling innovation and collaboration within our society

Membership Growth



- The exponential growth of our membership base from 150 to 900+ members since 2007
- This year, we project a 15-20% increase, further solidifying our position as a leading finance society within Cambridge

Engaging Events



- Hosted 15+ socials and speaker events in last year alone, featuring industry leaders, e.g. partners from Goldman Sachs
- Provided our members with invaluable networking opportunities and insights into the latest trends in the industry



Sponsorship

- Pioneered our inaugural sponsorship program and secured sponsorships from renowned institutions such as Bank of America, Citadel, D.E. Shaw
- Received essential resources to support our initiatives and empower our members



HOW WE OPERATED LAST YEAR

At the core of what we do are our stock pitches and our main purpose is to provide students with hands-on learning opportunities in investment.

Last year, we established the sector head ecosystem:

A. Sector Team:

- **Sector Heads:** These senior members lead a team of 5-6 analysts. Their responsibilities include guiding the analysts, ensuring the timely delivery of one stock pitch each term, and conducting small-group teaching and workshops within their respective teams. This mentorship role helps analysts develop their skills and understanding of the sector they cover.
- **Analysts:** Analysts are responsible for screening investment opportunities and constructing stock pitches. They conduct in-depth research and analysis within their assigned sector and present their findings in the form of stock pitches. This research forms the basis for potential investment decisions.

B. Portfolio Managers

- **Guidance and Feedback:** Portfolio managers actively engage with the sector teams during the preparation phase. They offer guidance and feedback, leveraging their experience to enhance the quality of the stock pitches and ensure that all aspects of potential investments are thoroughly evaluated.
- **Response Pitches:** Portfolio managers play a crucial role in the decision-making process. They prepare response pitches that complement the sector team's recommendations. These response pitches provide additional insights, analysis, and perspectives, helping the fund make well-informed investment choices.

C. Investment Decision

- **Sunday Meetings:** Investment decisions are discussed and approved during Sunday meetings. These meetings serve as a platform for evaluating the stock pitches presented by the sector teams, and each team presents once every term. The fund's members collectively decide whether to proceed with the proposed investments.
- **Portfolio Management:** Once an investment decision is approved, portfolio managers take the lead in executing the decision within the CamSIF portfolio. They oversee portfolio construction, determining the appropriate weightings for each investment to align with the fund's overall strategy and objectives.



HOW WE OPERATE THIS YEAR: PORTFOLIO MANAGEMENT COMPETITION

To enhance the sector teams' engagement beyond their termly stock pitch, and to foster the sense of community for our members, we've decided to restructure how we operate this year.

While retaining the sector head ecosystem from last year, each sector team will have their individual portfolio throughout the term, aside from their termly pitch.

To keep the entire CamSIF community up to date, we are placing even more emphasis on the transparency of our voting and investment procedure, by leveraging our new tech infrastructure.

Sector Teams' Individual Portfolio:

Each sector team will be allocated a simulated trading account with a maximum of 5 long/short positions at any time. Each team is allowed to update their position on a weekly basis with detailed justifications. Performances of each portfolio is tracked and displayed on our website.

CamSIF's Aggregated Portfolio:

Every term, Each sector team will present an investment pitch within their sector for inclusion into our general portfolio, which will be supplemented with our experienced Portfolio Managers's response pitches. Investment decision will be made by the members. If successful, the investment will be made under CamSIF's aggregate portfolio, and its performance will be tracked and displayed in a similar way to the sector teams'.



PORTFOLIO MANAGEMENT COMPETITION : BENEFITS

Long-Term Engagement

The combination of engaging events and competition structure means CamSIF has the greatest continuous engagement of any large finance society in Cambridge.

Unique and thorough Training

CamSIF can offer participants an unparalleled level of training, allowing participants to develop practical skills in fundamental analysis, decision-making and portfolio management.

Operational Transparency

Our Website, camsif.org will regularly be updated with all additions to the general portfolio, as well as the overall performance of the portfolio.

Sponsorship Opportunities and Benefits

Exclusive Naming Rights:

Gain visibility through frequent event communications, affirming your commitment to financial education.

Scholarship Fund

A portion of your sponsorship will fund scholarships, enabling students from diverse backgrounds to access vital training courses, and promoting inclusivity within the finance industry.

Logistics Support

Your sponsorship will support the smooth execution of the competition, ensuring high-quality training and competition experiences for our members.



HOW ARE WE DIFFERENT?

Cambridge Student Investment Fund (CamSIF) offers a unique and comprehensive learning experience that sets it apart from other societies in Cambridge.

Flagship Sunday Meetings

1. Regular Meetings:

- a. Our commitment to the public Sunday meetings is unparalleled among student societies in Cambridge. This consistency ensures that members have ongoing opportunities to engage with finance topics and investment activities.

2. Focus on Long-Term Finance Education:

- a. CamSIF stands out as the only society in Cambridge with a dedicated focus on long-term finance education. This commitment to instilling a deep understanding of investment principles and strategies sets CamSIF apart from societies that may have a narrower focus or lack a structured educational approach.

3. Strong Social Aspect:

- a. The social aspect of Sunday meetings allows members to connect with like-minded peers and form lasting friendships. Many members consider their engagement with CamSIF to be the highlight of their year, emphasising the profound impact that extends beyond finance discussions. CamSIF's tight-knit community enhances the overall experience and creates a supportive network of future finance professionals.

Comprehensive Training Programme

1. Hands-on learning experiences:

- a. The stock pitches focuses on hands-on skill development in areas such as financial modeling, equity research, and portfolio management. Members gain practical experience, enhancing their readiness for internships and future careers.

2. From Basic to Advanced:

- a. Our all-year training program, covering a wide range of topics from basic to advanced, ensures that members receive a well-rounded finance education. The committee's diverse experiences in areas such as PE, IB, trading, and accounting, enriches the learning environment.

Top-Tier External Events

1. Distinguished Speakers and Panels:

- o CamSIF hosts events with industry leaders, including the Global Head of Research at Citi, Global Head of Financing Quants at UBS, and the Co-Head of Goldman Sachs EMEA ECM. These speakers provide invaluable insights and networking opportunities.

2. Global Engagement:

- o We collaborate with other prestigious institutions like the Yale University, Stanford University, London School of Economics (LSE) and Warwick University, expanding members' exposure beyond Cambridge.



Other Events We Are Offering

Speaker Series

In the coming academic year, CamSIF will continue its highly successful Speaker Series, which, in the previous years has featured Industry leaders like David Einhorn of Greenlight Capital and Stuart Lawrence of UBS.

By hosting a Speaker Series event, either virtually or in person, you'll not only provide a rewarding educational experience to our large and diverse student body, but also have a fantastic platform on which to showcase your firm.

London Networking Drinks - Sponsorship Opportunity

CamSIF is thrilled to announce the launch of our London Networking and Drinks Reception. We hope to strengthen existing industry ties, forge new ones, and elevate CamSIF's commercial profile in the heart of the city.

CamSIF Educational Bootcamp

An inclusive, comprehensive training programme that is open to all, the CamSIF Bootcamp is taught by students with industry and internship experience. It equips participants with the skills and knowledge to progress into an analyst role in the society.

The Bootcamp empowers individuals, regardless of experience or academic background, to develop their financial fundamentals for involvement with CamSIF and later on a career in financial services.



INITIATIVES

With an enormous pool of talented and diverse student members, we have undertaken a series of restructuring to align our direction with the changing industry. Here are some key highlights of our initiatives in the past year:



Built Sector Teams Ecosystem

- Established a robust sector teams system, encompassing Consumer Retail, Healthcare, Industrials, Quantitative Analysis and Risk, REIT, Research, Sustainability, and TMT
- Allow our members to **specialize their expertise** and delve deeper into the intricacies of these sectors, ensuring a **comprehensive understanding** of the ever-evolving financial landscape



Created New roles

- Introduced new roles (Portfolio Manager and Head of Outreach) to optimize our operations and enhance our impact
- **Portfolio Manager**: oversees the overall performance of our investment strategies, ensuring optimal returns and risk management
- **Head of Outreach**: spearheads engagement initiatives, forging connections with diverse audiences, and expanding our reach



Excelled in External Competitions

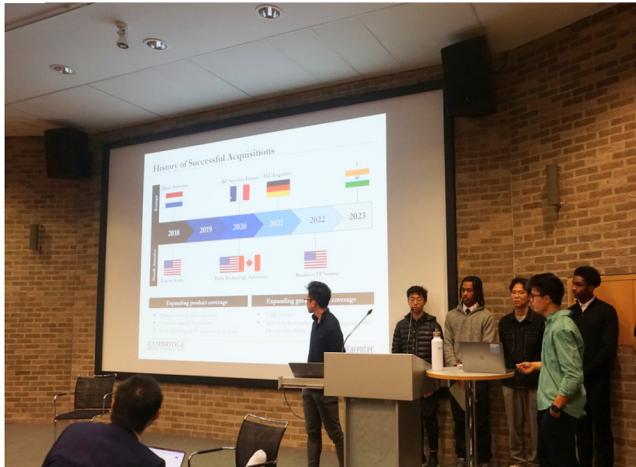
- Demonstrated our prowess by participating in esteemed external competitions, most notably the **UK Finance League**, Europe's largest inter-university pitch competition
- Provided an unparalleled platform for our analysts to showcase their skills alongside industry specialists
- In 2023, our team of non-finance background analysts achieved an astounding **Top 4** placement



Established the Mentorship Scheme

- Designed to support members from **diverse backgrounds** in securing coveted full-time and internship offers
- The scheme connects mentees with experienced CamSIF members with **internship and spring week experiences** who provide invaluable personalised guidance and mentorship
- Members received offers from renowned firms such as **Goldman Sachs, Morgan Stanley, Citadel, and Bridgewater**

MISSION



Provide students with a unique hands-on investment experience

- **15 investment pitches** where analysts refine their analytical abilities in a practical setting
- **5-week financial literacy bootcamp** with in-depth training on investment concepts, spanning financial modelling and valuation techniques

Enhance learning through in-person talks with industry-leading experts

- Notable speakers include Co-Head of EMEA ECM at Goldman Sachs and Global Head of Quant Strategies at Morgan Stanley

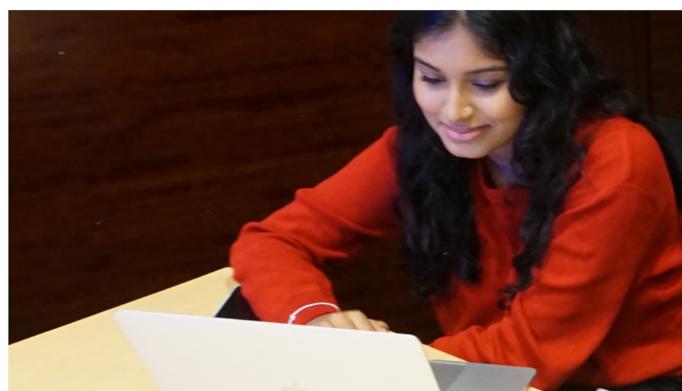


Strive for sustainability by adopting sound investment principles

- Increased focus on ESG by hosting the AmplifyMe ESG-focused simulation
- Risk management through value investment approach and diversification of investments by Portfolio Manager

Foster teamwork and collaboration

- Each sector team consists of a sector head and 5-6 analysts
- Termly socials both within CamSIF and with other societies to extend our reach



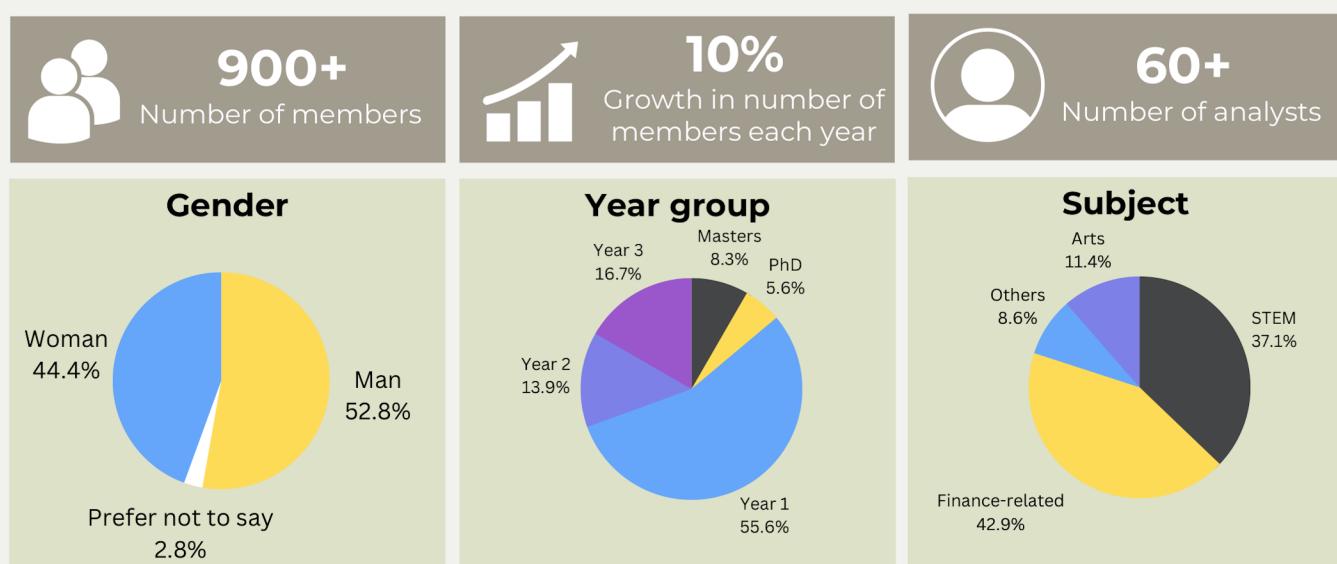


STATISTICS

Cambridge University is ranked 2nd in the QS World University Ranking 2024. CamSIF is a phenomenal resource for our students to be equipped with investment understanding and for our sponsors to connect with world-leading talent.

Membership statistics

With a consistently expanding membership base representing a broad range of backgrounds in our society, CamSIF is one of the fastest-growing and driven Cambridge finance societies, with an **unparalleled focus on our members' diversity**.



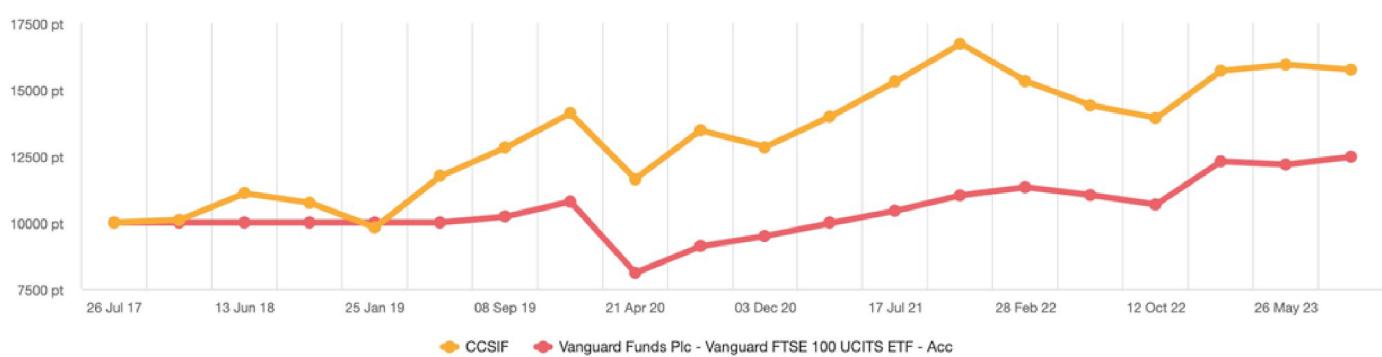
Engagement and online presence

Boasting a **high level of engagement** with our social media content, unrivalled by other Cambridge societies, our posts and newsletter attract significant traffic and **guarantee exposure** for our sponsors.



Fund performance

Consistent outperformance of market since 2017 (**CAGR 19.4% since 2007**)



SPONSORSHIP BENEFITS I



BRAND EXPOSURE

CamSIF is one of the Cambridge finance societies with the most robust access to a diverse range of students

10+

Member nationalities

13%

Postgraduate students

- Feature your logo and brand name on our marketing materials, including our website, social media platforms, event banners, and promotional materials
- Gain exclusive access to networking events that bring together our talented students and other influential members of the finance community



TALENT ACCESS

- Access the resume database of our top-tier members, who are selected through a **rigorous application process**

CamSIF's sector teams consist of skilled analysts who undergo professional training and participate in weekly stock pitches, where they prepare comprehensive reports on their chosen stocks and present their proposals to our Portfolio Managers

- Witness firsthand the **expertise** of our analysts as they defend their propositions to secure votes for investment

This unique access allows you to identify and engage with rising stars in the finance industry

- Organise career-related events, e.g. firm visits and presentations, with ease by collaborating with the **CamSIF events team**

Our events team will design tailor-made events that allow you to engage with our members in a dedicated and professional setting

SPONSORSHIP BENEFITS II



PROMOTION

Advertise your job openings through our channels and events

1700+

Cumulative followers

120+

Events attendance

- Our **online calendar** integrates our sponsors' recruitment deadlines and event dates to seamlessly incorporate them into our members' schedule

Enhance corporate image among students by providing dedicated career support

- Share your expertise, insights, and guidance through talks, workshops, and mentoring programs tailored to our members' needs
- Position your organization as a preferred employer



MERCHANDISE (IF APPLICABLE)

- Showcase your culture by distributing merchandise to our students

Create a lasting impression and establish a positive association between your brand and our vibrant community

- Reach the target audience immediately with our publications and weekly meetings





SOCIAL IMPACT & LEADERSHIP

CamSIF understands the increasing importance of ESG. In addition to our core offerings with training and events, our Executive team will be prioritising social impact. Our initiatives include:

Collaboration with diversity initiatives

- Joint CV workshop with the Cambridge University African-Caribbean Society
- Long-term partnership with SEO London to prepare talented students from underserved and underrepresented backgrounds for career success

CamSIF Mentorship Scheme

- Partner students from diverse backgrounds with a buddy mentor from CamSIF
- Provide tailored advice and a long-term network for career progress

Introduction of the Head of Outreach role

- Further our commitment to inclusivity and diversity by increasing our presence within the wider Cambridge community and discovering diverse talent
- Expand opportunities for underrepresented and disadvantaged groups through training
- Create a more inclusive finance industry by addressing and contributing to a solution for increasing representation in this industry

CAMSIF

PACKAGES

GOLD

- 3 social media posts on our online platforms that have 1800+ combined followers
- Logo on website
- Logo on weekly emails
- Events and deadlines included in our online calendar

PLATINUM

- 6 social media posts
- Logo on website
- Logo on merchandise
- Sponsored formal dinner
- Promotion at Sunday meeting
- Logo on banner
- Sponsored social
- Access to our resume database

DIAMOND

- Unlimited social media posts
- Prime logo on website
- Prime logo on merchandise
- Promotion at Sunday meeting
- Sponsored formal dinner
- Integration into bootcamp curriculum
- Priority coverage in news sessions
- Prime logo on weekly emails
- Events and deadlines included in our online calendar
- Prime logo on banner
- Sponsored social
- Access to our resume database
- Sponsored portfolio management competition

ITEM DETAIL

Social Media Posts

Have your company featured in our widely followed social media accounts, which have 1800 followers across Instagram, Facebook, and LinkedIn.

Online Calendar

Our online calendar integrates events from both CAMSIF and our sponsor firms. Members have the option to subscribe to this calendar, keeping them updated on all upcoming activities. By including your firm's events, like webinars and application deadlines, we ensure our members are consistently engaged and aware of the opportunities you offer.

Company presentation at Sunday meeting

With the presentation, you can either send over representatives to Cambridge, or alternatively, we can arrange for members with prior internships at your firm to present, ensuring minimal disruption to your team's commitments, as we recognize the demands on your time.

Integration into Bootcamp Material and More

Our annual Michaelmas Term bootcamp is a 5-week interactive series introducing new members to investing and the financial sector. Diamond sponsors are integrated into the curriculum as key examples and will be prioritised in our weekly news coverage.

Weekly Email Summary

Our weekly email gives a recap of the week's events and a preview of the noteworthy upcoming activities. Your firm will be mentioned in every email we send, ensuring constant visibility amongst our members.

Firm-Sponsored Social or Formal Dinner

Socials can be hosted at Cambridge or at the firm's venue of choice in London. Formal dinners are three-course dinners hosted in a College's traditional dining hall, with a formal dress code. We will take care of all the logistics so all you need to do is send over the representatives.

Firm-Sponsored Portfolio Management Competition

Camsif will host two competitions this year. As a Diamond sponsor, your firm's branding will feature on all competition materials and digital platforms. Your representatives can also serve as judges, allowing direct access to our student members' talent, showcasing your dedication to nurturing young financial professionals and spotting future industry leaders.

Resume Database

At the start of each term, our experienced members can submit their CVs to our curated talent database. Sponsor firms have access to this pool for fast track opportunities, targeted hires, or private outreach.



PRICING

| Content | Gold | Platinum | Diamond (two sponsors max) |
|--|------|----------|----------------------------|
| Social Media Posts | 3 | 6 | Unlimited* |
| Logo on Weekly Email Summary | ✓ | ✓ | ✓ |
| Logo on CamSIF website | ✓ | ✓ | ✓ |
| Events Included in Online Calendar | ✓ | ✓ | ✓ |
| Banner of Company at Sunday meeting | / | ✓ | ✓ |
| Resume Database | / | ✓ | ✓ |
| Company Presentation at Sunday meeting | / | ✓ | ✓ |
| Firm-Sponsored Social or Formal Dinner (e.g. The 'Company' Social) | / | ✓ | ✓ |
| Logo on CamSIF merch | / | ✓ | ✓ |
| Firm-Sponsored Portfolio Management Competition | / | / | ✓ |
| Integration into bootcamp material and more | / | / | ✓ |
| Price | 600 | 1500 | 3000, 2499 |

*within reason

✓ indicates dedicated premium advertising spot for diamond sponsors



ADD-ONS

| Add on | Price | Add on | Price |
|--|-------|---|-------|
| 1 Social Media Post (Instagram + LinkedIn + Facebook) | £100 | Sponsored Social/Networking event | £200 |
| Banner of Company at all Sunday meetings | £250 | Sponsored Formal Dinner | £300 |
| Company Presentation at Sunday meeting | £200 | Logo on CamSIF merch (Regular size) | £500 |
| Resume Database | £800 | Firm-Sponsored Portfolio Management Competition | £1000 |

EXCLUSIVE SCHOLARSHIP OPPORTUNITY

We have plans for an exclusive scholarship opportunity aimed at fostering socioeconomic mobility. In addition to having the scholarship named after your firm, you will have a voice in the selection process, ensuring that the scholarship aligns with both our vision and your institution's values and aspirations.



Work with us

We trust that our dynamic and diverse community of ambitious members, the impactful outcomes of our initiatives and events, and the efficiency of our marketing endeavors demonstrate CamSIF's suitability as a valuable partner for your organization. A collaborative partnership would offer mutual advantages: your firm would be able to appeal to the best that Cambridge has to offer, and we, with your help, can improve our support to our members, thereby further increasing their competitiveness.

Please do not hesitate to get in touch, and we are more than happy to discuss the best plan suited to your purposes.



sponsorship@camsif.org



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