



SANDHURST TRUST

OFFICIAL CHARITY AND ALUMNI
COMMUNITY OF THE
ROYAL MILITARY ACADEMY
SANDHURST

ABOUT THE TRUST

Originally set up in 2003 to promote leadership at the Royal Military Academy, the Sandhurst Trust subsequently expanded its reach in 2014 to satisfy the need for a support network for Officer Cadets, serving and retired Army Officers.

As the only organisation linking all serving and former Army Officers, the Sandhurst Trust alumni community is built on a common bond of loyalty, trust and belonging.

The Sandhurst Trust, whilst located at Sandhurst, is independent of both the Royal Military Academy Sandhurst and the Ministry of Defence and answers to its trustees under charity law.

Our board of trustees includes, the Commandant, a number of RMAS Alumni, both serving and retired, plus civilians with specialist experience in the charity sector.

WHAT WE DO

As the official charity and alumni community, the Sandhurst Trust works with the Royal Military Academy Sandhurst to:

- Promote esprit de corps and the Army's approach to leadership through our alumni community.
- Preserve the heritage of the Royal Military Academy Sandhurst.
- Sustain the ethos of RMAS.
- Provide leadership and welfare support for Officer Cadets, RMAS staff & families.

HOW WE DO IT

The Sandhurst Trust is a self funded charity, generating income to sustain the work of the charity through:

- Membership Donations
- Shop Sales
- Corporate Event Revenue
- Historical Tours
- Alumni Community and Networking
- Corporate Sponsorship

SOCIAL MEDIA & COMMS



14.1k



975*



3.25k



1947



632

(Click the social media icons to visit our platforms)

*YouTube channel launched Spring 2023

Average newsletter open rate - **55%** (Industry Standard - 22.7%)

Newsletter click through rate - **7%** (Industry Standard - 2.9%)

(Figures as at August 2024)

The Wish Stream Magazine: An Enduring Publication

For over 70 years, The Wish Stream Magazine has served as the official publication of the Royal Military Academy Sandhurst and since 2007 the Sandhurst Trust has produced and distributed the journal. Readership includes Academy military and civilian staff, cadets, alumni, and associated organisations such as the University Officer Training Organisations, the General Staff Centre and the Centre of Army Leadership, as well as a broader global audience.

WEBSITE

In Q2 of 2023, Sandhurst Trust launched a new website, CRM system, and alumni platform as part of their ambitious strategic expansion plan. The website aims to enhance the communication and connectivity amongst the alumni community by providing a reliable business directory, improved event management, and a better way to connect with peers. The integrated system will not only strengthen the connections between Sandhurst alumni but also with trusted business partners.

COLLABORATE WITH US

The Sandhurst Trust offers a number of business opportunities for organisations looking to reach our alumni community. From business directory listings on the Sandhurst Trust website to paid for strategic partnership and sponsorship opportunities, brands are able to access this diverse network via us.

For representatives who wish to learn more about our online business directory listings or corporate partnership and sponsorship opportunities, please contact website@sandhursttrust.org

BUSINESS DIRECTORY

(Choose from a range of options starting from £250 a year

- Basic listing - £250
- Enhanced listing - £750
- Premium listing - £2000
- **Basic listing** - Name, logo, description and link. Inclusion in our member's newsletter.
- **Enhanced listing** - as above plus one of the options below.
- **Premium listing** - as above but with all the options below

ADDITIONAL OPTIONS

POSTCARD PROMOTION

Promotional postcards will be sent with online orders,(600+ orders a year) displayed in the Old College shop and showcased at iconic events such as Sovereigns Parade and Old College Sunday.

SPONSORED EMAIL

With an average open rate of **55%** and a **7%** click through rate our alumni are ready and waiting to see your product or service offering. Limited to six sponsor emails a year. Included free with a premium listing.

POP UP STANDS

Company logo included on pop up stand to be displayed in Old College shop and at high profile events through the year.

NEXT STEPS

If you are interested in a business listing, or have any questions, please contact website@sandhursttrust.org for further information.