

BVCA Sponsorship Opportunities

The BVCA – British Private Equity and Venture Capital Association – celebrated its 25th year in 2008. It is the representative body for more than 430 member firms (6, 000 people) representing the majority of UK-based private equity and venture capital firms and their advisers – 95% of all UK based private equity and venture capital firms and 60% of the European market. The BVCA speaks and negotiates on behalf of the industry with media, regulators and government in the UK, across Europe and around the world.

The BVCA is devoted to promoting the industry and improving the performance and professional standards of member firms and the individuals within those firms. The BVCA facilitates the following services to its members:

Events – a wide range of conferences, exhibitions, and networking events nationwide ranging from workshops to dinners with celebrity speakers, lunches and drinks parties

Training – an extensive and carefully tailored programme run exclusively for members

Communications – working to promote public policy reform affecting the industry, as well as raising the profile of the industry in the media and amongst other key stakeholder groups

Research – comprehensive and widely respected research on private equity covering investment activity, performance measurement and the economic impact of private equity, plus ad hoc research

Publications – a wide range of publications aimed at building awareness of private equity amongst key opinion formers, investors and others

We offer a number of sponsorship opportunities throughout the year and the benefits of these would be to increase your presence and exposure and improve your brand awareness via BVCA communications to its members.

Annual Regional Dinner Series 2010

Our established series of dinners throughout the UK give our regional members the opportunity to come together and celebrate their achievements and network with colleagues.

Attendees: x271 (average 2009)

The event entitled Annual Regional Dinner Series 2010, will take place in the following locations and dates:

Midlands Regional Dinner 2010 (pm)

24 February 2010 – Birmingham (x250 2009)

<http://www.bvca.co.uk/Events/BVCABirminghamRegionalDinner>

**Northeast Regional Dinner 2010 (pm)**

18 March 2010 – Leeds (x322 2009)

<http://www.bvca.co.uk/Events/BVCALeedsRegionalDinner>

Wales and Southwest Regional Dinner 2010 (pm)

29 April 2010 – Bristol (x250 2009)

<http://www.bvca.co.uk/Events/BVCABristolRegionalDinner>

Scotland & Northern Ireland Regional Dinner 2010 (pm)

20 May 2010 – Edinburgh (x157 2009)

<http://www.bvca.co.uk/Events/BVCAEdinburghRegionalDinner>

Northwest Regional Dinner 2009 (pm)

16 September 2010 – Manchester (x375 2009)

<http://www.bvca.co.uk/Events/BVCAManchesterRegionalDinner>

The sponsorship opportunities available are as follows:

Gold Sponsorship – £10, 000 (1 available)

- Lead sponsorship
- Introduction of the guest speaker and brief overview of your company to the audience c. x400 PE and VC professionals
- Your company logo on the BVCA website
- Your company logo on the front cover of the official programme
- The opportunity to distribute marketing materials and a gift to each guest
- Your company logo presence in all BVCA marketing/press related activities
- Your company logo on all official on-site signage
- Your company logo projected onto the left and right hand side of the stage (gobo)
- A table of 10 for staff and guests (worth £1, 595 + VAT)

Silver Sponsorship – £5, 000 (2 available)

- Co sponsorship
- Your company logo on the BVCA website
- Your company logo on the front cover of the official programme
- The opportunity to distribute marketing materials and a gift to each guest (brief overview of your company to the audience c. x400 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- Your company logo on all official on-site signage
- 4 complimentary tickets to the dinner for staff and guests (worth £638 + VAT)

Bronze Sponsorship – £3, 000 (3 available)

- Your company logo on the BVCA website





- Your company logo on the back cover of the official programme
- The opportunity to distribute marketing materials and a gift to each guest (brief overview of your company to the audience c. x400 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- Your company logo on all official on-site signage

Pre dinner champagne reception – £10, 000 (1 available)

- Pre dinner drinks sponsorship
- Your company logo on the BVCA website
- Your company logo on the front cover of the official programme
- The opportunity to distribute marketing materials to each guest (brief overview of your company to the audience c. x400 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- Your company logo on all official on-site signage
- Branding logo to appear on all related signage, coasters, napkins and table flags
- 10 complimentary tickets to the pre dinner champagne reception for staff and guests

After dinner drinks reception – £10, 000 (1 available)

- After dinner drinks sponsorship
- Your company logo on the BVCA website
- Your company logo on the front cover of the official programme
- The opportunity to distribute marketing materials to each guest (brief overview of your company to the audience c. x400 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- Your company logo on all official on-site signage
- Branding logo to appear on all related signage, coasters, napkins and table flags
- 10 complimentary tickets to the after dinner drinks reception for staff and guests

Please let us know if you'd like to discuss the packages in more detail or if these don't appeal we can put something together for you on a tailored basis.

For further information and to discuss your requirements, please contact Simon Hooper, Commercial Manager, BVCA on 020 7420 1826 or by e-mail at shooper@bvca.co.uk.

