

## BVCA Sponsorship Opportunities

The BVCA – British Private Equity and Venture Capital Association – celebrated its 25<sup>th</sup> year in 2008. It is the representative body for more than 450 member firms (10, 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.

## BVCA Directory of Members 2010/2011

The BVCA Directory of Members is considered to be the principle reference book of the UK private equity and venture capital industry. By sponsoring or advertising in the directory, your company will receive a year round presence in this highly regarded, widely used source of information.

### Sponsorship opportunities

**Directory Sponsorship** (x2 available):

**Principal Sponsorship – £20, 000** (x1 available)

- Principal sponsorship of the BVCA Directory of Members 2010/2011



- Your full colour company logo, printed on the front (F), inside front cover2 (IF2) and back cover (B) of the Directory
- Full-page colour advertisement on the inside front cover3 (IF3)
- A full page advertorial facing your editorial (IF4)
- Full-page colour advertisement preceding the Editorial Section
- Your full colour company and message logo on Directory search engine of the BVCA website with link to your company site
- 10 copies of the Directory (worth £1, 150)
- Discount for multi-year contract (£35, 000 for two years)

#### **Co Sponsorship – £10, 000** (x1 available)

- Co sponsorship of the BVCA Directory of Members 2010/2011
- Your full colour company logo, printed on the inside front cover2 (IF2) and back cover (B) of the Directory
- Full-page colour advertisement in the Editorial Section
- Your full colour company and message logo on Directory search engine of the BVCA website with link to your company site
- 5 copies of the Directory (worth £750)
- Discount for multi-year contract (£15, 000 for two years)

#### **Category Section Sponsorship** (x8 available):

- Full-page colour advertisement adjacent to the category section £3, 500
- Inclusion of your full colour company logo and strapline 'Category Section Sponsor' £1, 500
- Full-page colour advertisement and logo combined £4, 500

Sections available:

List of BVCA Members

BVCA Full Members

UK Offices of BVCA Full Members

BVCA Associate Members – Financial

BVCA Associate Members – Investors

BVCA Associate Members – Professional Advisers

BVCA Associate Members – Honorary / Academic

List of Contacts of Full Members

#### **Advertising Opportunities**

- Full-page colour advertisement on the inside back cover (IB) (x1 available) £5, 000
- Full-page greyscale advertisement £1, 500
- 1. Third-page standard member listing entry (inc. full contact info.) FREE

Supplement with:

- 2. Inclusion of your full colour company logo on your entry £100
- 3. Third-page case study / advertorial £1, 500
- 4. Full-page colour advertisement £2, 500
- Company logo on spine (x2 available) £3, 000
- Bookmark (x1 available) £4, 000

Please contact Simon Hooper on [shooper@bvca.co.uk](mailto:shooper@bvca.co.uk) to book your space.

**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, Membership and Business Development Manager, BVCA on 020 7420 1826 or by e-mail at [shooper@bvca.co.uk](mailto:shooper@bvca.co.uk).

