



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 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 Research Quarterly Brief

Research is at the heart of the BVCA's activity. As an organisation we have established a new programme to expand and enhance our research operation with a view to becoming a publically acknowledged powerhouse of economic insight and research data, putting in context the significance of private equity to the UK, European and global economies.

Moving forward, we now have a new Chief Economist on board who will drive forward our research agenda. We are commissioning a series of new in-depth reports, including attribution analysis, and work around the venture capital sector to further articulate the merits of private equity.

Recent highlights include:



- 'The Impact of Private Equity as a UK Financial Service'
- 'The Economic Impact of Private Equity in the UK 2007'
- 'The London Markets and Private Equity-backed IPOs 2008'
- 'Performance Measurement Survey 2007'
- 'Report on Investment Activity 2007'

The BVCA Research Quarterly Brief is a new electronic communication from our Chief Economist and Research Project Managers (launched December 2008). Sent via email as a pdf. to all members (10, 000 people) and hosted on the BVCA Members section of the website, the inaugural publication included:

Features and content

- The Current Economic Environment
Comprehensive overview of the state of the economy and its impact on private equity
- Industry Statistics UPDATE – Fundraising and Investment Information
User-friendly point of reference
- Recent Publications
Analysis of a prominent private equity or venture capital centric academic paper
- BVCA Research Team Update
Latest activity within the BVCA research team, including: latest research, government procurement and recent conferences/events wrap up

Circulation

Total Circulation: over 450 member firms (10, 000 people)

Schedule

December 2008 – inaugural BVCA Research Quarterly Brief (publication w/b 08/12/2008)
 March 2009
 June 2009
 September 2009
 December 2009

Advertising Rate Card

Rate card (£)	x1	x2	x3	x4
Strip	£1, 444	£1, 370	£1, 302	£1, 229
Databank strip	£1, 444	£1, 370	£1, 302	£1, 229
Half Page	£2, 200	£2, 090	£1, 979	£1, 869
Full Page	£3, 649	£3, 465	£3, 287	£3, 103
1 st right-hand	£4, 221	£4, 011	£3, 801	£3, 591
Outside Back Cover	£4, 347	£4, 127	£3, 917	£3, 696
Double Page Spread	£6, 195	£5, 885	£5, 576	£5, 266

Advertising Sizes

Dimensions are width x depth. These sizes are the type area, there is NO BLEED.

- Business Card 90 x 60mm
- Strip 55 x 190mm
- Databank DPS Strip 20 x 400mm
- Half Page 110 x 190mm
- Full Page 297 x 210mm (+3mm bleed)
- Double Page Spread 297 x 210mm (+3mm bleed)

Production Specifications

To ensure quality in the printing of your advertisement, please read the following specification carefully.





Print technology has certain limitations, hence we are happy to answer any queries regarding the reproduction of your advertisement in advance of publication. Please ring a member of our production team so that we can offer advice on how to get the best possible results from the printing press that we use.

BVCA would like to stress that the onus is on the client to provide a print-ready digital format. BVCA does not accept responsibility for the legibility of type under 8 point or the legibility of type under 12 point when colour reversal is specified. BVCA does not accept adverts supplied on film.

Copy deadline for advertisements is the Wednesday prior to publication.

If an advert comes in and does not follow the above specifications it will be sent back.

The responsibility lies with the studio or agency to amend the artwork.

Digital adverts can be supplied as either Mac QuarkXpress documents or EPS files with fonts embedded on:

- Zip Disk
- High Resolution PDFs
- CD
- ISDN +44 (0) 20 7tbc tbc

Please contact Simon Hooper on shooper@bvca.co.uk or Cheryl Chickowski on cchickowski@bvca.co.uk to book your space.
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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 Cheryl Chickowski, Event and Sponsorship Consultant, BVCA on 020 7025 2957 or by e-mail at cchickowski@bvca.co.uk or Simon Hooper, Business Development Manager, BVCA on 020 7025 2957 or by e-mail at shooper@bvca.co.uk.

