

## 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.

## Website Advertising Availability

Moving Picture Unit (MPU), web banner and logo advert campaigns are sold in weekly campaign units.

e.g. MPU adverts for the website are currently priced at **£500 + VAT** for a single week's sponsorship, or **£2,200 + VAT** for a five week block-booking.

### Options

(all sizes are width x height and in pixels)



## Homepage (main)

---

1. Moving Picture Unit (MPU) 300 width x 250 height (x1 available)  
<http://www.bvca.co.uk>  
**1 week £1, 000 / £4, 400 5 weeks**

## Homepage (sub)

---

2. Moving Picture Unit (MPU) 300 width x 250 height (x6 available)  
**1 week £800 / £3, 520 5 weeks**

### About BVCA

<http://www.bvca.co.uk/About-BVCA>

### Membership

<http://www.bvca.co.uk/Membership>

### Member Directory N/A

<http://www.bvca.co.uk/Member-Directory>

### Research

<http://www.bvca.co.uk/Research>

### Events N/A

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

### Training N/A

<http://www.bvca.co.uk/Training>

### Newsroom

<http://www.bvca.co.uk/Newsroom>

### Publications

<http://www.bvca.co.uk/Publications>

### Advertising / Sponsorship

<http://www.bvca.co.uk/Advertising-Sponsorship>

## Lower level pages, feature pages can hold

---

3. Moving Picture Unit (MPU) 300 width x 250 height (x33 available)  
**1 week £500 / £2, 200 5 weeks**

### About BVCA (x8 available)

e.g. 'What the BVCA does'

<http://www.bvca.co.uk/About-BVCA/What-the-BVCA-does>

### Membership (x4 available)

<http://www.bvca.co.uk/Membership/Register>

e.g. 'Register now'

### Member Directory (N/A)

<http://www.bvca.co.uk/Member-Directory>

e.g. 'N/A'

### Research (x4 available)

<http://www.bvca.co.uk/Research/UK-Investment-and-Performance-Research->

e.g. 'UK Investment and Performance Research'

### Events (N/A)

<http://www.bvca.co.uk/Events/Upcoming-Events>

e.g. 'Upcoming Events'





**Training** (N/A)

<http://www.bvca.co.uk/Training>

N/A

**Newsroom** (x3 available)

<http://www.bvca.co.uk/Newsroom/Latest-news>

e.g. 'Latest news'

**Publications** (x3 available)

<http://www.bvca.co.uk/Publications/Industry-guides>

e.g. 'Industry guides'

**Advertising / Sponsorship** (x3 available)

<http://www.bvca.co.uk/Advertising-Sponsorship/AdvertisingOffline>

e.g. 'Advertising Offline'

4. Leader board 728 x 90 (x1 available)

**1 week £250 / £1,100 5 weeks (static)**

<http://www.bvca.co.uk/Member-Directory>

**Member Directory search and results pages**

---

5. Inclusion of your full colour company logo on your entry (members only)

**52 weeks £100**

<http://www.bvca.co.uk/Member-Directory>

**6. Sections** (x5 available)

Private Equity / Venture Capital companies (full members)

Financial (associate members)

Investors (associate members)

Professional Advisors (associate members)

Honorary / Academic (associate members)

Sponsor logo size colour, monotone black on grey or white on grey

140 x 66

**1 week £100 / £440 5 weeks**

<http://www.bvca.co.uk/Member-Directory>

**Training feature page**

---

7. Sponsor logo size colour, monotone black on grey or white on grey (x11 available)

140 x 66

**1 week £100 / £440 5 weeks**

<http://www.bvca.co.uk/Training>

**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).

