



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.

Wimbledon 2010 Networking and Tennis Day

Following the success of last year's event, the BVCA is pleased to host another day of excellent tennis and networking at the Wimbledon tennis championships on Thursday 24 June 2010 for BVCA members, their guests and other non-members.

Join BVCA members on Centre Court or Court No. 1 to enjoy a day of first rate tennis from the world's greatest competitors. Before play begins, you are invited to attend a BVCA-hosted buffet lunch with open bar as well as afternoon tea provided from 4.00pm, a true Wimbledon institution, all within the grounds of the world-famous All England Tennis Club.

This event is open to BVCA members, non-members and guests and tickets are competitively priced.





Please find attached a limited number of available sponsorship opportunities and a summary below for information:

- **Gold Sponsorship – £10, 000 (1 available)**
- **Silver Sponsorship – £5, 000 (2 available)**
- **Bronze Sponsorship – £3, 000 (3 available)**
- **Hospitality Sponsorship – £3, 000 (maximum 1 sponsor – breakfast)**
- **Lunch Sponsorship – £5, 000 (maximum 1 sponsor – lunch)**
- **Hospitality Sponsorship – £3, 000 (maximum 1 sponsor – afternoon tea)**
- **Goodie bags / Takeaway gift sponsor – £3, 000 (1 available)**

The benefits of taking one of the sponsorship opportunities would be to increase your presence and exposure and improve your brand awareness via this 1 day event.

Included in the price:

- Private BVCA area in Speakeasy
- No. 1 Court and Centre Court Reserved tickets
- Tea, coffee on arrival
- Parking – one place for four
- Three course hot buffet lunch
- Traditional afternoon tea
- Unlimited beer, wine, sprits and soft drinks

Agenda:

<http://www.bvca.co.uk/Events/No1court>

10:30 Arrival tea/coffee & ticket pick up
11:00 Welcome & speeches
12:00 Three course hot buffet lunch
13:00 Play begins on Centre Court & No. 1 Court
16:00 Afternoon tea & open bar
20:00 Event ends

Gold Sponsorship – £10, 000 (1 available)

- Lead sponsorship
- Introduction of the guest speaker and brief overview of your company to the audience c. x100 PE and VC professionals – tbc
- Your company logo on the BVCA website
- Your company logo on the front cover of the official BVCA programme
- The opportunity to distribute marketing materials and a gift to all guests
- Your company logo presence in all BVCA marketing/press related activities
- The opportunity to display x2 penguin / banner stands
- 4 No. 1 Court tickets for staff and guests (worth £1, 800 + VAT) *or*
- 2 Centre Court tickets for staff and guests (worth £1, 398 + VAT)

Silver Sponsorship – £5, 000 (2 available)

- Co sponsorship
- Your company logo on the BVCA website





- Your company logo on the inside front cover of the official BVCA programme
- The opportunity to distribute marketing materials and a gift to all guests (brief overview of your company to the audience c. x100 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- The opportunity to display x1 penguin / banner stand
- 2 No. 1 Court tickets for staff and guests (worth £900 + VAT) *or*
- 1 Centre Court ticket for staff and guests (worth £699 + VAT)

Bronze Sponsorship – £3, 000 (3 available)

- Your company logo on the BVCA website
- Your company logo on the back cover of the official BVCA programme
- The opportunity to distribute marketing materials and a gift to all guests (brief overview of your company to the audience c. x100 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- 1 No. 1 Court ticket for staff and guests (worth £450 + VAT)

Hospitality Sponsorship – £3, 000 (maximum 1 sponsor – breakfast)

- Sponsorship of the Wimbledon 2010 breakfast
- Your company logo on the BVCA website
- Your company logo on the back cover of the official BVCA programme
- The opportunity to distribute marketing materials and a gift to all guests (brief overview of your company to the audience c. x100 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- The opportunity to display x1 penguin / banner stand
- 1 No. 1 Court ticket for staff and guests (worth £450 + VAT)

Lunch Sponsorship – £5, 000 (maximum 1 sponsor – lunch)

- Sponsorship of the Wimbledon 2010 three course lunch
- The opportunity to address the audience with a speaking opportunity over lunch
- Your company logo on the BVCA website
- Your company logo on the front cover of the official BVCA programme
- The opportunity to distribute marketing materials and a gift to all guests (brief overview of your company to the audience c. x100 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- The opportunity to display x1 penguin / banner stand





- 2 No. 1 Court tickets for staff and guests (worth £900 + VAT) *or*
- 1 Centre Court ticket for staff and guests (worth £699 + VAT)

Hospitality Sponsorship – £3, 000 (maximum 1 sponsor – afternoon tea)

- Sponsorship of the Wimbledon 2010 afternoon tea
- Your company logo on the BVCA website
- Your company logo on the back cover of the official BVCA programme
- The opportunity to distribute marketing materials and a gift to all guests (brief overview of your company to the audience c. x100 PE and VC professionals)
- Your company logo presence in all BVCA marketing/press related activities
- The opportunity to display x1 penguin / banner stand
- 1 No. 1 Court ticket for staff and guests (worth £450 + VAT)

Goodie bags / Takeaway gift sponsor – £3, 000 (1 available)

- Sponsor to provide, with prior approval from the BVCA e.g. Wimbledon seat pad
- Your company logo on the BVCA website
- Your company logo on the back cover of the official BVCA programme
- Your company logo presence in all BVCA marketing/press related activities
- 1 No. 1 Court ticket for staff and guests (worth £450 + VAT)

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.

