



EVENTS

and sponsorship
opportunities 2017





Calendar of events 2017

We have a range of participation and sponsorship opportunities available for all events throughout 2017:

Pro Bono
Breakfast

Annual
Reception

Transforming
Lives Dinner

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

Our sponsors and supporters are vital to the work that we do.

By pledging funds to Impetus-PEF, you could transform thousands of young lives by providing the funding backbone for all our charity partnerships.

We have screened more than 2,500 organisations to build a range of partnerships with the most promising charities and social enterprises that are helping disadvantaged young people in the UK to get the support they need to succeed in education, in work, in life.

Once selected, we invest in them and build them to have a bigger impact on more young lives.

We do this by providing them with a unique package of:

- hands-on management support through one of our team of dedicated investment directors
- world-class pro bono expertise from a pool of over 400 experts
- strategic, long-term, core funding

This special package of support means that for every £1 we invest, Impetus-PEF provides **£2.70 of value** to our charity partners.

**Pro Bono
Breakfast**

JULY

**Future Leaders
Summer Party**

JULY

AUGUST

**Impetus-PEF Private
Equity Triathlon**

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER





Transforming Lives Dinner

The Impetus-PEF Transforming Lives Dinner has become an established event in the private equity calendar, with 2017 marking its 8th year.

This exclusive event brings together over 450 senior leaders from across the private equity and financial services community. An essential component of Impetus-PEF's year-round fundraising campaign, last year's dinner raised over £1 million for our charity.

Our dinner committee in 2017

CHAIR

Patrick Healy, Hellman & Friedman

VICE-CHAIRS

Lionel Assant, Blackstone

Mark Corbidge, TPG Europe

Tim Farazmand, LDC

Harry Hampson, J.P. Morgan

Hanneke Smits, Newton Investment Management

Nikos Stathopoulos, BC Partners

Simon Turner, Inflexion

Michael Whitman, GSO Capital Partners

Benefits and opportunities

As a sponsor of the event, you will benefit from exclusive branding and networking opportunities at the Dinner and significant industry-focused exposure providing you with high visibility with 450 senior leaders from across the private equity and financial services community.

We would be pleased to work with you to develop a specialised package of benefits and marketing opportunities to maximise your exposure to this exceptional group of guests.



Our sponsors and supporters in 2016

Adams Street Partners, Apax Group, Bain & Company, Blackstone, BVCA, Cinven Partners, Citi Group, Clifford Chance LLP, Credit Suisse, CVC Capital Partners, Deloitte, Deutsche Bank, Financial Times, Fitch Ratings, Gibson Dunn & Crutcher, Goldman Sachs, GSO Capital Partners, Hakluyt & Company, Hellman & Friedman, HSBC, Jefferies, J.P. Morgan, Kennedy Wilson, Kirkland and Ellis, KKR, Lazard, Level 20, McKinsey & Company, Nat Sloane, Stephen Dawson, Nomura, Permira Advisers, Rothschild Group, RR Donnelley, Simpson, Thacher & Bartlett LLP, Societe Generale, Sousou Partners, Terra Firma, TPG Europe, Tristan Capital Partners, UBS

Headline sponsor £70,000

- Exclusive opportunity to serve as the Dinner headline sponsor
- Two tables of 12 guests in a premium location
- Tickets for your 24 guests to the pre-dinner networking reception
- Tickets for your 24 guests to the post-dinner drinks reception
- An additional 10 tickets for the pre-dinner networking reception
- An additional 10 tickets for the post-dinner drinks reception
- Opportunity to have an Impetus-PEF Trustee at your table
- Prime position colour advertisement or supporter's message of your choice in the printed programme
- Logo on the Impetus-PEF website and social media with a link to your website
- Logo or company name in printed programme and projected throughout the evening
- Branding of space and opportunity to showcase items (to be discussed)
- Special recognition from the podium as the Headline sponsor
- Credit in post-event press release
- Special designation and logo on all printed and electronic event materials

Champagne reception sponsor £30,000

- Table for 10 guests in a premium location
- Tickets for your 10 guests to the pre-dinner champagne reception
- Tickets for your 10 guests to the post-dinner drinks reception
- An additional 10 tickets for the pre-dinner champagne reception
- Opportunity to have an Impetus-PEF Trustee at your table
- Full page colour advertisement or supporter's message of your choice in the printed programme
- Logo on the Impetus-PEF website and social media with a link to your website
- Logo or company name in printed programme and projected throughout the reception
- Branding of space and opportunity to showcase items (to be discussed)
- Recognition from the podium as the Champagne reception sponsor
- Credit in post-event press release
- Logo on all printed and electronic event materials

Post-Dinner reception sponsor £30,000

- Table for 10 guests in a premium location
- Tickets for your 10 guests to the pre-dinner networking reception
- Tickets for your 10 guests to the post-dinner drinks reception
- An additional 10 tickets for the post-dinner drinks reception
- Full page colour advertisement or supporter's message in the printed programme
- Logo on the Impetus-PEF website and social media with a link to your website
- Logo or company name in printed programme and projected throughout post-dinner drinks reception
- Branding of space and opportunity to showcase products (to be discussed)
- Recognition from the podium
- Credit in post-event press release
- Logo on all printed and electronic event materials

Please note that programme credits and artwork are subject to print deadlines.

Triathlon

The Impetus-PEF Private Equity Triathlon is the only event of its kind for the private equity and associated industries and is fast becoming a highlight in the private equity calendar, with 2017 marking its 4th year.

With a strong focus on the physical, team-building and networking aspects, not only does this event present a great opportunity for participants to show their competitive side, but it also features a range of family-orientated activities on the day, including fun races for children and a post-event BBQ.

2016 in numbers
500 participants
60+ companies
£150k raised

Triathlon committee 2016

CHAIR Marc Boughton, CVC Capital Partners

VICE-CHAIRS

Francois Aguerre, Collier Capital

John Brame, RG Active,

Matthew Elliot, Kirkland and Ellis

Jonathon Gomer, Mergermarket

Lisa Hayley-Jones, BVCA

Jane Howard, CVC Capital Partners

Guy Hume, Nomura

Victoria Kerrigan, PwC

Benefits and opportunities

As a sponsor of the triathlon, we would like to give you the chance to benefit from our comprehensive marketing plan, offering significant industry exposure, both preceding and following the event. We work with numerous private equity organisations to publicise the triathlon (for example the BVCA and Greenbrook Communications) including publishing press releases to industry-specific and wider-circulation publications. Through our extensive



media outreach, last year's event (and its sponsors and supporters) was highlighted in over 30 pieces of press coverage through publications that included City AM, Private Equity News, and Unquote magazine.

On the day, our sponsors will have a highly visible presence to over 500 participants – tailored to the various packages and the specific needs of each sponsor, outlined opposite.

Our sponsors and supporters in 2016

17 Capital, Adams Street Partners, BC Partners, Blackstone, Blue Sky Corporate Finance, Bridgepoint, Capital Dynamics, CVC Capital Partners, Deloitte, Frank Hirth, Graphite Capital, IPES, Livingbridge, Lazard, Level 20, Mergermarket, Nomura, Permira Advisers, Proskauer, PwC, Ropes & Gray, Simpson, Thacher & Bartlett, Summit Partners, TPG Europe, UniCredit Bank

All triathlon sponsorship packages include (apart from t-shirt sponsor)

- Complimentary participant registrations and bespoke training sessions from RG Active (varies by package)
- A stand in our main marquee
- Tea and coffee in the morning
- Cloakroom space
- Promotion in our race pack, on the event media board on the day, in Impetus-PEF email updates (to database of over 5,000) and social media activity
- BBQ and catering stall vouchers (quantity varies by package)

Headline sponsorship £50,000

- Naming rights as an associate title sponsor e.g. 'The Impetus-PEF Private Equity Triathlon, sponsored by...'
- A composite logo centre place on all event merchandise including the event t-shirt
- Logo positioning in event village and at BBQ including four branding boards
- Nutrition seminar with our sports health nutritionists
- Catering for 30 – breakfast, lunch and alcoholic and non-alcoholic drinks
- Option to add two relevant items to the participant goody bags, subject to approval
- Name check on the Impetus-PEF Triathlon promotional film
- Composite event logo and company logo at finish line including media board, 10 branding boards and six feather flags
- Central stand in our main marquee with logo branding outside the marquee.
- Two BBQ marquees with your logo branding
- Company logo featured on the Impetus-PEF website and registration site

Race sponsorship £20,000

- Race naming rights eg. 'PwC Relay Sprint Triathlon'
- Company logo on the event t-shirt
- Company logo featured at finish line, including media board, eight branding boards and three feather flags on the course
- Central stall in our main marquee with additional branding on the front.
- Company logo featured on the Impetus-PEF website and registration site
- Catering for 20 – breakfast, lunch and limited alcoholic and non-alcoholic drinks
- The option for one branded item for participant goody bags
- The opportunity to host a training session, such as the Impetus-PEF Open Water Swim at the Serpentine

Kids zone sponsorship £15,000

- Logo positioning in event village including four feather flags and one branding board
- Hire of 6x6m marquee as a kids zone with hospitality catering included in our main marquee
- Bouncy castle
- Children's sports and cycling activities
- Craft activities for children
- including face painting, arts and crafts and cake decorating
- Catering for 10 – breakfast and limited non-alcoholic drinks
- Option to add one relevant item to the participant goody bags, subject to approval
- Name check on Impetus-PEF Triathlon website and logo in promotional film

Recovery zone sponsorship £15,000

- Three massage therapists and a massage tent
- Logo displayed on four branding boards
- Hire of 6x6m marquee with hospitality catering (to act as a recovery zone) or you can have space in our main marquee
- Catering for 10 – breakfast, lunch and limited alcoholic and non-alcoholic drinks
- Option to add one branded item for our participant goody bags, subject to approval
- Name check on Impetus-PEF Triathlon website and logo in promotional film
- All participants to walk through the recovery zone after crossing the finish line
- Gels and nutrition bars in your 6x6 marquee
- Complimentary non-alcoholic beers handed out in your recovery marquee

Catering stall sponsorship £3,000

- Choose a catering stall to sponsor such as smoothies, breakfast, coffee or ice-cream vendor
- Branded items served with the catering e.g. branded coffee take away cups

Media sponsorship £10,000

- Sponsor of all Impetus-PEF emailed updates
- Main info point at the triathlon sponsored by your brand
- Media board at the event with running updates of race finishers and start times
- Option to add one relevant item to the participant goody bags, subject to approval
- Triathlon branded leaflets (online).

Marquee stand sponsorship £1,500

T-Shirt Sponsor £500

- Logo on race t-shirt (alongside our headline and race sponsors)



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