

# ProShare

## Sponsorship Opportunities for 2017



# Why sponsor ProShare?

2017 is ProShare's 25<sup>th</sup> year as the voice of the UK share plans industry. It is a pivotal year for us as an organisation and one where we shall be celebrating the industry's collective successes over the years as well as looking to the future and what it may hold for share plans. In 2017 we will have three key events generating sponsorship opportunities:

- Our **Summer Social & 25<sup>th</sup> Birthday Celebration**, 8<sup>th</sup> June 2017
- Our **Annual Conference**, on Tuesday 3<sup>rd</sup> October 2017; and
- Our **Annual Awards Dinner**, on Wednesday 6<sup>th</sup> December 2017.

Our events have over the past year in particular gained greater traction with industry providers and advisors, and we have seen a significant uptick in plan issuer company attendance. Details of the packages available at these events are set out in the following pages. Please note that all prices quoted in this document exclude VAT.

To reserve any of these packages or to discuss a bespoke package please contact Zoe on 0207 444 7141 or [zoe@proshare.org](mailto:zoe@proshare.org)

Thank you so much for your support to date. We are looking forward to an exciting year and will be delighted to involve all our members.



**Gabbi Stopp**  
Head of ProShare



**Zoe Denny-Thomas**  
Member Services Manager

## Summer Social & 25<sup>th</sup> Birthday Celebration – 8<sup>th</sup> June 2017

ProShare's inaugural Summer Social was held last June at the prestigious Royal Automobile Club on Piccadilly in London. Guests enjoyed chilled champagne, delicious canapes and live musical entertainment, and a special viewing of the most precious trophies from British motorsport history was kindly arranged by our friends at ShareGift. This year's Summer Social will celebrate ProShare's 25<sup>th</sup> birthday at an iconic and exclusive central London location at the Banking Hall Cornhill, with VIP guests from the political landscape, presenting the perfect opportunity to align your brand with a high-profile and well-attended industry event.

	<i>Sponsorship packages available</i>					
<i>Pricing &amp; package inclusions</i>	Major Sponsor (1 opportunity available)	Supporting Sponsors	25 Anniversary Programme Sponsor (1 available)	Photo Booth Sponsor (1 available)	Prize Draw Sponsor - inc Prize value £250 <b>SOLD</b>	Advertising in Programme (x5 available)
Gold Member price	£9,299	£5,299	£1,999	£1,899	£999	£999
Standard Member price	£11,299	£6,299	£2,999	£2,699	£1,399	£1,399
Non-member price	£12,299	£7,299	£3,999	£2,999	£1,999	£1,999
Event tickets included in sponsorship package	8	6	4	2	2	0
Priority booking	Y	Y	Y	Y	Y	N
Branding Event Partner	Y	Y	N	N	N	N
Acknowledgment on the ProShare website	Y	Y	Y	Y	Y	N
Acknowledgment on pre-event promotional activity and press releases	Y	Y	Y	Y	Y	N
logo and company name listed as sponsors on website	Y	Y	Y	Y	Y	N
One full page advert in the event Programme	Y	Y	N	Y	Y	Y
Branding on Front of Programme	Y	Y	Y	N	N	N
Back cover Advert in the Programme	N	N	Y	N	N	N
Front Inner Cover Advert in the Programme	N	N	Y	N	N	N
Quote from your company representative in post event press release	Y	Y	N	N	N	N
A copy of selected photographs taken on the night	Y	Y	N	Y	Y	N

VIP invites for you to send to your guests	Y	Y	N	N	N	N
Representative from your company to draw the prize	N	N	N	N	Y	N

All ProShare member companies get one free ticket each, and if you want to bring your colleagues all you need to do is book additional tickets by registering on our website [www.proshare.org/events](http://www.proshare.org/events)

<b>Ticket Prices for Summer Social ProShare's 25<sup>th</sup> Birthday Party</b>	
	<b>Price</b>
Member Plan Issuer	<b>£45</b>
Gold Member	<b>£45</b>
Standard Member Provider/Advisor	<b>£65</b>
Non Member Provider/Advisor	<b>£85</b>

## Annual Conference – 3<sup>rd</sup> October 2017

Our 2016 conference saw record-breaking attendance from plan issuer companies and we sold out all of our exhibitor spaces. The post-lunch drumming session with Drum Café was a key highlight of the day for many attendees! This year’s conference will be themed ‘The future of share plans’ and will be held at a larger, newly refurbished venue, etc.venues County Hall, which has spectacular views of the London Eye, Big Ben and Westminster.

Key metrics and comments from 2016’s conference:

- 325 attendees, with a 96% increase in plan issuer attendance compared to 2014’s conference
- 100% of attendees responding to post-event survey agreed the conference was excellent value for money, with 100% intending to attend the 2017 conference
- *“Loved the drums, a great way to get people to engage and motivated for the afternoon session. The mobile app was very handy as well.”*
- *“The Proshare Conference is ‘the’ event on the share plans calendar that everyone in the industry should make space for in their diary. I always come away having learnt something new and with a renewed enthusiasm.”*

Pricing & package inclusions	Sponsorship packages available							
	Major sponsor (1 opportunity available <b>SOLD</b> )	Digital sponsor (1 available <b>SOLD</b> )	Supporting sponsor	Exhibiting sponsor	Lunch reception sponsor (1 available)	Drinks reception sponsor <b>(SOLD)</b>	Advertising in programme	Delegate bag items
Gold Member price	£9,299	£4,399	£3,399	£2,499	£3,899	£2,999	£999	£199 plus supply of items
Standard Member price	POA	£5,299	£4,199	£2,999	£4,299	£3,399	£1,299	£229 plus supply of items
Non-member price	POA	£6,999	£4,999	£4,099	£4,999	£3,999	£1,599	£259 plus supply of items
Joint conference branding with ProShare across promotional activity	Y, as ‘Major Sponsor’	Y - as ‘Digital Sponsor’	Y, as ‘Supporting Sponsor’	Y, as ‘Exhibiting Sponsor’	Y	Y	N	N
Branding as Sponsor at conference including use of your logo	Y - as ‘Major Sponsor’	Y, as ‘Digital Sponsor’ and at Tech Station	Y, as ‘Supporting Sponsor’	Y, as ‘Exhibiting Sponsor’	Y, during lunch	Y, during drinks reception	N	N
Dedicated private area for meetings / storage	Y	N	N	N	N	N	N	N
Logo on all holding slides used throughout the conference	Y	N	N	N	N	N	N	N
Logo on all delegate badges alongside ProShare branding	Y	N	N	N	N	N	N	N

One full colour full page advertisement in the Event Guide	Y	N	N	N	N	N	Y	N
Listing in Programme of the day as sponsors	N	N	N	N	Y	Y	N	N
Logo Shown on App / Wifi page in the Event Guide	N	Y	N	N	N	N	N	
Joint conference branding with ProShare across App & WIFI promotional activity	N	Y	N	N	N	N	N	N
Organisation profile in the Event Guide, & Logo	Y	Y	Y	Y	N	N	N	N
Contribution to conference delegate bag	2 items	1 item	1 item	1 item	N	N	N	1 item
Opening address to conference, on a topic relevant to the overall conference theme	Y	N	N	N	N	N	N	N
Opportunity to chair a panel discussion	Y	N	N	N	N	N	N	N
Editorial in the Event Guide, 500 words plus logo	Y	N	N	N	N	N	N	N
Exclusive branding and co-delivery (with ProShare) of post-conference webinar	Y	N	N	N	N	N	N	N
Stand space	6mx2m or 2 3mx2m stands; key positioning	4mx2m	4mx2m	3mx2m	N/A	N/A	N/A	N/A
Delegate passes (inclusive of staff manning your stand and presenting at the event)	8	6	6	4	2	2	N	N
Organisation profile on the ProShare website	Y	Y	Y	Y	Y	Y	N	N
Hyperlink between conference website and	Y	Y	Y	Y	Y	Y	N	N

your home page, with your logo on conference website								
Logo in mobile conference app & link to your organisation's website	Y	Y	Y	Y	Y	Y	N	N
logo on Tshirts worn by event staff App & WIFI sponsor	N	Y	N	N	N	N	N	N

## Conference delegate pricing

	2017 Price	2016 Price
Member Plan Issuer	£19	£15
Non Member Plan Issuer*	£29	£25
Gold Member	<b>£199</b>	£195
Standard Member Provider/Advisor	<b>£249</b>	£225
Non Member Provider/Advisor	<b>£579</b>	£575

*\*refunded in full if membership is taken up within a month of attending conference*

## Annual Awards Dinner – Wednesday 6<sup>th</sup> December 2017

The ProShare Annual Awards Dinner is a sell-out event every year, celebrating the very best most innovative and effective share plans in the industry. This year it will be moving to a glamorous and modern new venue, the Hilton Bankside Hotel, in the heart of London’s fashionable Bankside district by the river. The new venue will allow us to comfortably accommodate an increased number of guests, with better table positioning, at what is informally recognised as the best night out in the share plans industry.

<i>Pricing &amp; package inclusions</i>	<i>Sponsorship packages available</i>				
	Awards Dinner Partner ( <del>1 package available</del> <b>SOLD</b> )	Prize Draw Sponsor ( <del>1 package available</del> <b>SOLD</b> )	Photo Booth Sponsor (1) <b>SOLD</b>	Awards Programme Sponsor (1) <b>SOLD</b>	Winners Book Sponsor (1)
Gold member price	£10,750	£2,000	£2,000	£3,440	£3,440
Standard member price	POA	£3,000	£2,500	£4,300	£4,300
Non-member price	POA	£4,000	£3,000	£5,375	£5,375
Two premium tables of ten places each	Y	N	N	N	N
Priority booking for additional premium tables	Y	N	N	N	N
Branding	<b>As ‘Awards Dinner Partner’</b>	N	N	N	N
One page advert in Financial World magazine	Y	N	N	N	N
Pre-event acknowledgment on ProShare main website and Awards website, and on all promotional materials and press releases	Y	N	N	N	N
Your logo and company name on the Awards website and all promotional materials at the ceremony	Y	N	N	N	N
VIP champagne reception for up to 20 guests prior to the Awards dinner; dedicated signage and waiting staff.	Y	N	N	N	N
Magnum of champagne on each of your tables	Y	N	N	N	N
Opportunity for you and your guests to have a souvenir photo taken with the Awards host	Y	N	N	N	N
Co-branding on screen and all relevant AV during the dinner and prior to the ceremony	Y	N	N	N	N
Verbal acknowledgment of your partnership by the Awards host during the ceremony	Y	N	N	N	N
Post-event: quote from your company representative in our post-Awards press release	Y	N	N	N	N
Opportunity to contribute a 500-word article to our ProShare newsletter	Y	N	N	N	N
A copy of all photos taken by our photographer on the Awards night	Y	N	N	N	N
Two individual places at the dinner	N	Y	N	N	N



Your company representative to present the prize on-stage with the Awards host	N	Y	N	N	N
Company logo and 50-word profile to appear on the Awards website, with a link to your website	N	Y	N	N	N
Acknowledgment of your sponsorship in: <ul style="list-style-type: none"> <li>- Awards programme</li> <li>- Winners book</li> <li>- Awards website</li> <li>- During the event, on-screen and verbal acknowledgement by Awards host</li> </ul>	N	Y	N	N	N
Half-page advert in Financial World magazine	N	Y	N	Y	Y
Customisation of the photobooth backdrop, with your logo repeated with ProShare logo	N	N	Y	N	N
Add a message or joint logos to photos (digital and print)	N	N	Y	N	N
Instant uploading by guests to social media	N	N	Y	N	N
Digital copies emailed to guests (email can be customised)	N	N	Y	N	N
Company logo and 50-word profile to appear on the Awards website, with a link to your website	N	N	Y	Y	Y
Two individual places at the dinner	N	N	N	Y	Y
Corporate logo on the front cover of the document	N	N	N	Y	Y
Two full pages of prominently positioned advertising, e.g. inside front cover and outside back cover	N	N	N	Y	Y
Acknowledgment of your sponsorship in both documents; plus on the Awards website and during the event on-screen and a verbal acknowledgment by the Awards host	N	N	N	Y	Y

## Table packages

	Gold members	Standard members	Non-members
Individual guest	£325	£400	£515
Per table of 10 guests	£2,680	£3,330	£4,500

**Including:** pre-dinner champagne reception; table of ten for Awards dinner; three course dinner with half bottle of wine per person, followed by coffee and petit fours; entertainment and post-awards party with cash bar until 2am; access to photos taken by our photographer; digital ProShare Awards branding collateral for you to use if you/your client is shortlisted, commended or an award winner. **NB: if you wish to pre-order champagne for your tables please contact [zoe@proshare.org](mailto:zoe@proshare.org) or tel 0207 444**

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## VIP Champagne reception & Awards

	Gold members	Standard members	Non-members
Per table of 10 guests	£385	£480	£525

**Including:** VIP area for champagne and canapes prior to the Awards dinner; designated waiting staff; signage bearing your corporate name and/or logo; souvenir photo taken with the Awards host; magnum of champagne served to your table at commencement of awards presentation.

## Advertising in the Awards Programme and Winners Book

	Gold members	Standard members	Non-members
Inside back cover (2 available)	£390	£485	£645
Full inner pages (7 available)	£260	£325	£485