

**PRIVATE
CLIENT
DINING CLUB**

**CONNECTING INTERNATIONAL PRIVATE
CLIENT PROFESSIONALS**

SPONSORSHIP

Private Client Dining Club (PCD) is the premier business networking club for international private client professionals. Our events are designed to aid networking and maximise business development opportunities in a relaxed and sociable setting.

About the Club

PCD hosts first-class events at leading venues. The group provides a forum for the global private client community **to connect and do business**. The club currently hosts events in the UK, Jersey, Guernsey, Isle of Man, Switzerland and Dubai. Further locations in Asia & the Caribbean will be announced for 2018.

PCD was launched in London 5 years ago and now **regularly attracts 100+ professionals for events from over 250 member firms**. Our growing community is 3,000 strong. In the last 2 years, we have executed 60 events hosting 5,000 guests. The club has remained focused on the international private client community and membership is carefully monitored and controlled **to ensure quality and relevance**.

Our Approach

There are many events in the Private Wealth industry, where return on investment is hard to quantify. By contrast, PCD aims to **understand our sponsor's objectives** to maximise impact and drive new business. Feedback from our previous sponsors shows **40% have received new business as a result of event sponsorship**.

Understanding

The PCD team will discuss the sponsor's objectives for the event. In particular their target industry segments.

Speaking Slot

The speaking slot for the sponsor is delivered once guests have sat for dinner prior to the arrival of the first course. The speaker can address the audience for around 15 minutes, highlighting some key areas their business is working on with clients.

Guestlist

Sponsors can invite guests to the dinner who are interested in networking with their industry peers and making new contacts. This represents a low-cost form of entertaining for professional contacts and further promotes their role as sponsor. Sponsorship packages come with a minimum number of guests that can be increased according to your requirements.

Website Feature

Sponsors will feature on the PCD event page where all members will sign up. If sponsoring more than one event, they will also feature on the PCD homepage.

Brand Awareness

The sponsor's brand will also be on the header of a weekly email sent to 3,000 registered users, a number which is growing on a weekly basis.

Key Networking

The sponsor has control over the seating plan for dinner, (excluding tables purchased to host guests): they can place a member of the team at each table to facilitate conversation and maximise the value of appearing as sponsor.

Bespoke Publications

We can create a bespoke PDF invite to be issued by email to feature the corporate brand with details of the event. This is a useful document to use to send to guests and non-members.

The Stats



BUSINESS DEVELOPMENT

96% of our current members are actively looking to expand their professional network



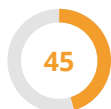
VALUE

90% of current members surveyed said they have benefitted from their club membership



QUALITY CONNECTIONS

100% of members have been in the private client industry for 5+ years



INTERNATIONAL OUTLOOK

45% of current members are looking for international connections



HIGH-END

98% of current members enjoy the premium venues, first-class service and high-end dining club feel of the events



MEMBERSHIP

- 20% Lawyers
- 18% Investment Managers
- 15% Private bankers / Financial Advisors
- 13% Accountants
- 13% Trustees
- 6% Property related
- 6% Currency Brokers
- 9% Other

Sponsor Feedback



100% of past sponsors would sponsor a PCD event again



80% of past sponsors stated they had benefited by gaining "warm introductions" to relevant private client professionals from sponsorship of a PCD event



40% of past sponsors said they had directly gained new business by sponsoring a PCD event



80% of past sponsors said they gained increased brand awareness within their target market from sponsorship of a PCD event

Sponsorship Opportunities

PCD offers your organisation unique access to an international audience of private client professionals, where you can start a conversation, introduce your brand and educate this highly targeted group with your organisation's sales and marketing messages.

It allows your organisation to **create relationships and break into new markets** with the minimum of time, effort and expense. It promotes both profile and expertise in an effective and credible way to new and existing contacts.

No other social networking group is focused **exclusively on the international private client sector**. We offer regular events around the world, as well as efficient and exclusive access to this highly specialised group of professionals.

We will work with you to make sure you **connect to your target audience** and pride ourselves on results. The following rate card details our guide sponsorship packages that can be tailored to your firm's specific needs.

London, Swiss or Channel Islands

Main Dinner Sponsor	GBP 10,000
Drinks Reception Sponsor	GBP 3,000
Roundtable Pre-Event	GBP 2,500

UK Regional Event (Bristol, Edinburgh, Manchester)

Main Dinner Sponsor	GBP 5,000
Drinks Reception Sponsor	GBP 2,000
Roundtable Pre-Event	GBP 1,000

Other Formats

Sporting Event: Golf, Shooting	GBP 5,000
PCD Ladies	GBP 5,000
Private Dinner for 20 guests	GBP 5,000
Breakfast Panel	GBP 3,000
Drinks reception	GBP 5,000

There is a discount for members on all sponsorship options, based on the category of membership.

Bespoke Event Sponsor

We can also customize events, large or small, in a location of your choosing. Using our extensive network of members and wider contacts, we can work with your organization to understand your business objectives and target a particular section of the private client community.

For example, if you are a trust company wishing to target private client and trust lawyers in London or a law firm wishing to target trustees in the Cayman Islands, we can help create an event that hits the spot.

Other Branding Opportunities

Home page banner advert on the Club's website (<i>maximum of 2</i>)	GBP 400 per month
Listing banner on the Club's online directory (<i>3 per category</i>)	GBP 500 per month
Top banner on the Club's member newsletter (<i>one only</i>)	GBP 300 per month
Second banner on the Club's member newsletter (<i>one only</i>)	GBP 200 per month
Third banner on the Club's member newsletter (<i>one only</i>)	GBP 150 per month
Customised email to the Club's contact database – over 3,000 international industry contacts. Email can include up to 500 words of text and images.	GBP 500 per message (limited to two per month)
Conduct research within the PCD community – send a survey to the database or conduct iPad research on arrival at a PCD event.	Bespoke pricing
Advertise job vacancies on the Club's website	GBP 500 per month

Testimonials

"I can highly recommend the PCD Club events. They offer great networking opportunities with HNW private client advisers of all types and we have built several strong new relationships at these events."

Steve Skelding, Octopus Investments.

octopus
investments

"Arc & Co sponsored the PCD event at the Westbury, London. The event was meticulously organised and the guest list was perfectly matched to our target market."

Andrew Robinson, Arc & Co.

Arc&Co.

"First Names Group recently worked with PCD on the sponsorship of their Zurich event. The event was very professionally run and the guest list was of the highest quality."

Carl Darnill, First Names Group

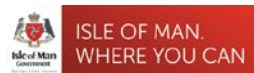
FIRST/NAMES
GROUP

"David's network throughout the private client industry is very helpful to get in touch with bankers, trustees and advisors. The PCD events are well organized and a brilliant opportunity to network"

Patrick Husler, KPMG AG.

KPMG

Current Sponsors




Contact

There are countless ways to reach the international private client community with the Private Client Dining Club, **please contact us to arrange a meeting to discuss your objectives.**

Email: sponsors@pcd.club

Call: +44 20 3004 9599

Visit: www.pcd.club/sponsors

Skype: PCD Membership