



PCD Club

THE EDWARDIAN, MANCHESTER

Thursday 2 September 2021

SPONSORSHIP OPPORTUNITIES

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ABOUT PCD CLUB'S RETURN TO MANCHESTER

PCD Club is returning to Manchester on Thursday 2 September 2021 at the prestigious [Edwardian Hotel](#).

This will be our second live event post-Covid-19 and we are excited to welcome everyone back in person. We have upscaled our digital presence dramatically during the pandemic, keeping everyone connected and embracing a Live and Digital format going forward.

The event will provide a forum for advisors to HNW clients to meet, connect and develop new relationships in London. **In our recent survey 84% of members told us they would be comfortable attending a live event on the basis of double vaccination or lateral flow testing.**

The guest list will be composed of professional advisors from the wealth management industry, including investment managers, lawyers, fiduciaries, tax advisors, trustees and corporate service providers. In line with Covid-19 guidelines we are confident in delivering a quality event safely. Gallery, guest list and video from our Manchester dinner in 2019 [here](#).

This year's Gold sponsor is [IQ-EQ](#) and our Silver sponsors are [ETC Tax](#), [Locate Isle of Man](#) and [Sarasin and Partners](#). Two further Bronze sponsor slots remain open for firms not conflicting with existing sponsors seeking to raise their profile. Details of the sponsor packages are outlined on slide 4.

PCD Club hosts first-class events at leading venues around the world. The Club provides a forum for the global private client community to connect and do business. In 2021 we are aiming to host events in London, Manchester, Jersey, Guernsey, Zurich, Geneva and Dubai, followed by a larger programme in 2022.

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COVID SAFE MEASURES

The return to our Live Events is nearly here, we are so excited to see you all again and regain the value of face to face networking. As this will be our first season in a post covid era, we are taking safety at our events seriously. Hosting our events across the globe may mean we follow a slightly different procedure depending on the guidelines of the country, but our procedure for the Manchester event will be as below.

New policies and procedures:

Each guest will be asked to produce proof of a double vaccination or provide proof of a negative lateral flow test. A QR code will be available for guests to check-in using the NHS tracker app. Guests will be temperature checked on arrival.

Hand sanitiser will be available, which guests will be encouraged to use on arrival and throughout the event.

Handshakes will be discouraged at the event and contact details will be made available virtually, avoiding the need to exchange cards.

Space between tables will be maintained and the number of guest restricted to ensure that guests can feel comfortable.

Tables of 8 will be used (which would previously have held 10 guests) ensuring space between guests.



OUR SPONSORSHIP PACKAGES

GOLD SPONSOR - GBP 12,500 SOLD

Headline sponsor for the event with prominent branding on promotional material - confirmed sponsors approve any additions to the line up

Branding on event collateral, website, mailing list and invites

3 x tables of 8 guests to host professional contacts

Keynote speaking opportunities at the event

Photographs and video of the event

Full Social media coverage across LinkedIn, Twitter Facebook and Instagram

SILVER SPONSOR - GBP 7,500 SOLD

Sponsors from mutually exclusive industries - confirmed sponsors approve any additions to the line up

Branding on event collateral, website, mailing list and invites

2 x tables of 8 guests to host professional contacts

Speaking opportunity at the event

Photographs and video of the event

Full Social media coverage across LinkedIn, Twitter Facebook and Instagram

BRONZE SPONSOR - GBP 4,500 2 AVAILABLE

Available only if not conflicting with confirmed Gold and Silver sponsors

Branding on event collateral, website, mailing list and invites

Tables of 8 available to purchase

Speaking opportunity at the event

Photographs and video of the event

Full Social media coverage across LinkedIn, Twitter Facebook and Instagram

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LIVE EVENTS WITH MAXIMUM IMPACT

During the pandemic we have increased our digital presence across a range of channels. Our sponsors benefit from this audience and reach on all our promotional material for the event.

Following - PCD Club company page has over **6,000** followers on LinkedIn and is on a steady growth. David's personal following is **24,000**.

Impressions - our posts receive over **5,000** impressions each month, with an engagement rate of 4.85% (higher than average).

Audience - our global audience reflects our success in delivering internationally in the years leading up to 2020 in every global financial centre, from Miami to Shanghai, Cape Town to Mumbai and all across the UK & Europe.

Email - each week we send out emails to our contacts, compiled of over **1,500** professionals and **4,500** subscribers.

Digital Magazine - we are now on the **30th** edition of our magazine which averages over a **1,000** reads per edition.



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SPONSORSHIP ENQUIRIES

If you are interested in sponsoring this event, please contact David Bell.

Office: +44 1273 916651

Email: sponsors@pcd.club



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