



# Annual Charity Events

Sponsorship  
Opportunities

# 2024



## Basis.point Fundraising Events 2024

The basis.point programme of fundraising and awareness building activity in 2024 includes a number of well-established networking events. Each event offers exciting opportunities for high visibility event sponsorship.

The 2024 calendar for in-person events includes:



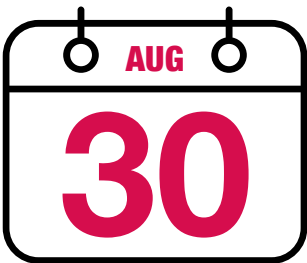
basis.point  
Showcase  
(Dublin)



basis.point  
Annual Spring Lunch  
(Dublin)



basis.point  
Regional Dinner  
(Cork)



Cathal Lavelle  
Corporate Golf Challenge  
(Dublin)



basis.point Day  
(Nationwide)



Battle of the Firms  
Table Quiz  
(Dublin)

## Why Sponsor?

### **Better outcomes, brighter futures!**

The Sponsorship of basis.point events provide exclusive opportunities to engage directly with key stakeholders in the Irish fund industry.

- Ensure your brand's visibility to a wide audience
- Embed your organisation as a leader in the funds industry
- Associate your brand with the Irish fund industry's charitable initiative
- Explore new partnerships and build networks
- Empower basis.point to reach more disadvantaged children and young adults
- Enable these children to remain in stable productive education

### **Targeted and cost-effective brand building opportunity**

Sponsorship options at each of our events offers priority booking of corporate hospitality, a unique opportunity to position your organisation as a key influencer shaping the Irish funds industry.

It includes:-

- branding opportunities
- exhibition spaces if required
- publicity opportunities
- corporate hospitality
- social media exposure



## Social Media & Communication



### LinkedIn

Over 4,500 followers on LinkedIn, with high levels of engagement  
Event posts achieve over 10,500 impressions with 50% engagement

### X and Instagram

We continue to grow our followers on X and Instagram

### Website

Over 22,000 page views on our website annually  
Highlighted event articles with full picture galleries

### Database

Over 1,700 contacts which can be segmented for targeted communication from basis.point. We acknowledge sponsorship in all related event mailings





## Showcase

**Date:** Tuesday 7th March 2024

**Venue** The Main Foyer HSBC, Grand Canal Square, Dublin

**Time:** 18:00 – 20:00

**Attendees:** 250 industry colleagues

A special day in the basis.point calendar, Showcase is about bringing together people who want to make social change with people who can make that change happen. Showcasing the impact of social change, teachers, programme alumni and beneficiaries of our programmes will tell their stories in an informal setting, allowing our Patrons and Supporters the opportunity to see just how meaningful their support can be.

We are grateful to **HSBC** for generously hosting this event.





## Annual Spring Lunch

**Date:** Friday 3rd May 2024

**Venue:** The Roundroom, Mansion House, Dublin

**Attendees:** 480 industry colleagues

Growing in popularity each year, the basis.point Annual Spring Lunch has established itself as one of the main social events for the Irish funds industry. This year we hope to have almost 500 guests, movers and shakers from across the industry and it's wider eco system. We are happy to work with sponsors to ensure a successful partnership.



## Sponsorship Opportunities

This year we are introducing some exciting high visibility sponsorship opportunities. We hope to engage with three lead sponsors and will work to ensure that the sponsorship works for all parties.

The three lead sponsorship opportunities are

- Reception Sponsor
- Table Prize Sponsor
- Lunch Favours (goody bags)

Lead sponsors are eligible for a preferential table rate of €1,000.

We will also have 8 premium corporate packages available which will include balcony banners.



## Sponsorship Packages

### Reception Sponsor - €5,000

€5,000 Almost 500 guests from the Irish funds industry will gather in the Round room for a drinks reception. Wine will be served and a selection of alcohol-free drinks

### Table Raffle - €5,000

Each of the 48 tables will receive a complimentary prize for one guest, to a minimum value of €100

### Lunch Favours, Goody Bags - €5,000

Each of the 480 guests will receive a carefully curated gift to thank them for supporting the event. We will work with you to source a gift that will resonate with our community

### On the day:

- Eligible for a preferential sponsor table rate of €1,000
- Carefully curated gift with branding
- Acknowledgement by MC from the stage on the day
- Acknowledgement in the table menu brochure
- Acknowledgement as an event sponsor in the restrooms or similar

### Pre and Post event:

- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees
- Mention and recognition on our online auction which will be publicised across the Irish Funds Industry 2 weeks in advance of the event

### Ongoing:

- Featured as event sponsor on basis.point website for 12 months
- Hard and soft copy thank you certificate for display in your office and for sharing online.



## Premium Corporate Package - €2,600 (to include Balcony Poster Display)

A unique opportunity to have your brand as a focal point during the event and link your company with the impact that is being achieved by basis.point. Perfect to display your logo and provides an interesting backdrop for the event.

## Auction Prize - €1,000

- Basis.point will secure a unique and premium auction prize and attribute to you
- Online and live auction which will be publicised widely
- Mention and recognition in pre and post publicity
- Soft copy branded thank you certificate for display in your office and for sharing online.

## Raffle Prize - €500

- Basis.point will secure a raffle prize and attribute to you
- Raffle will take place on the day and all attendees are invited to participate.
- Mention and recognition in pre and post publicity
- Mention and recognition in post event thank you correspondence to all attendees





## Regional Dinner

**Date:** Thursday 30th May 2024

**Venue:** Fota Island Resort, Cork

**Attendees:** 300 industry colleagues

Introduced last year our Regional Dinner gives Patrons and Supporters who are based outside of Dublin the opportunity to gather, socialise and celebrate their collective impact in a relaxed environment of the Fota Island Hotel, Cork. Last year we were privileged to be joined by Minister Michael McGrath and four young entrepreneurs from a local Gaeilscoil who received a standing ovation for their contribution to the celebration of regional investment in education for all.

We are grateful to **BNY Mellon** and **Matheson** for kindly returning as event sponsors.





## 12th Annual Cathal Lavelle Corporate Golf Challenge

**Date:** Friday 30th August 2024

**Venue:** Milltown Golf Club, Dublin

**Attendees:** 200 industry colleagues

Growing in numbers each year, for many within the industry, the basis.point Corporate Golf Challenge is the last hurrah before the close of summer! With nearly 200 participating golfers, competition is always strong and provides a great fun networking event. We are happy to work with sponsors at all times to ensure a successful partnership.



## Sponsorship Opportunities

The annual basis.point Cathal Lavelle Golf Challenge provides sponsors with direct access to clients, key corporates and lead players in the domestic and international fund industry.

The sponsorship opportunities are:

- Breakfast Sponsor €2,000
- Lunch Sponsor €3,500
- Goody Bags €4,000
- Dinner Sponsor €4,500
- Golf Prizes €4,000
- Mulligans €1,500
- Nearest the Pin €1,000
- Auction Prize €1,000
- Raffle Prize €500
- Corporate Tee Box €250
- Individual Tee Box €100







## basis.point Day

**Date:** Thursday 17th Oct 2024

**Venue:** Nationwide

basis.point Day is about emotional engagement. Conceived as a way to encourage wider participation, raise awareness and celebrate the impact achieved through the generosity of the Irish funds industry. We hope to take it bigger and better this year and to encourage each of our Patron organisations to host events with the involvement of our charity partners.

Participating organisations are highlighted on social media and share stories of the impact they are having.





## Battle of the Firms Table Quiz

**Date:** Thursday 17th Oct 2024

**Venue:** Lansdowne Rugby Club, Dublin

**Attendees:** 160 industry colleagues

The Battle of the Firms Table quiz is an informal social event held in the Lansdowne Rugby Club. 160 young professional battle it out for bragging rights. The Quiz Master and live DJ produce a stellar evening!

Joint Event Sponsor €500 x 10



## Our Reach

### Prestige Patrons

Adminovate	Goldman Sachs	Manulife
Amundi	HSBC	Maples
BFlexion	Independent Franchise	Matheson
BlackRock	Partners	Morgan Stanley
BNP Paribas	IPUT	Northern Trust
BNY Mellon	Kennedy Wilson	PwC
Brown Advisory	KPMG	SEI
Caceis	Kroll	VanEck
Carne	Lord Abbett & Co	Waystone

### Premier Patrons

AXA Investment Managers	First Sentier Investors	JTC
Brown Brothers Harriman	FundApps	KBIGI
Citi	GAM Investments	LGIM
Cheyne	Grant Thornton	Ocorian
Crestbridge	IQ-EQ	State Street
EY	JP Morgan	

### Corporate Patrons

Anonymous	Deloitte	MUFG Investor Services
A & L Goodbody	Dillon Eustace	Parva Consulting
Abbey Capital	Donnelly Financial	Prescient Fund Services
ABC Arbitrage	Equity Trustees	Principal
Albany Beck	Euronext	Pyrford International
Alter Domus	FFH Management	Quest
Apex/Sanne	Fine Grain Property	Robert Walters Group
Arthur Cox	Franklin Templeton	Rubrics
Artisan Partners	FPG Amentum	Russell Investments
Aspect Capital	Guggenheim	Sattal Consulting
Atlantic Star	LH Fund Services	Simmons + Simmons
AQMetrics	Harmonic	SMT Fund Services
Barings	Hsia-Gorman Family	SS&C Ireland
BDO	Irish Life Investment	The Panel
Beechbrook Capital	Managers	Thornburg
Bridge Consulting	Impax	TMF Group
Broadridge	Intertrust	Trium Capital
Brightwater Executive	Invesco	Universal Investment
Camden Recruitment	K&L Gates	U.S. Bank Global Fund
Citco	KNEIP Management	Walkers Ireland
Clearstream	Mazars	Virtus
Confluence	McCann FitzGerald	Waterfall
CPL Resources	Mercer	William Fry

## Individual Patrons

Anonymous (5)	John Fitzpatrick	Adrian Mulryan
Carol Andrews	Brian Forrester	Tom Murray
Mark Barr	Des Fullam	Gavin Nangle
Clive Bellows	Frank Gannon	Kevin O'Brien
Angela Billick	Tony Garry	Syl O'Byrne
Nicholas Blake-Knox	Linda Gorman	Andrew O'Callaghan
Peter Blessing	Gavin Gray	Meliosa O'Caoimh
John Bohan	Ronnie Griffin	Padraic O'Connor
Sean Boland	Dara Harrington	Eimear O'Dwyer
Aisling Boland	Elaine Hanly	Hazel O'Flynn
Killian Buckley	Bernard Hanratty	Cilian Ó'Gógáin
Patrick Burke	Mike Hartwell	Ciara O'Leary
Robert Burke	Paul Heffernan	Raymond O'Neill
Liam Butler	Ciara Heslin	Deidre O'Reilly
Claire Cawley	Conor Hoey	Tara O'Reilly
Pat Candon	Brian Jackson	Donal O'Sullivan
Mary Canning	Alan Keating	Declan O'Sullivan
Oliver Carroll	Padraig Kenny	Teddy Otto
Stephen Carson	Anne Keys	Ken Owens
Jim Cleary	Paul Kilcullen	Sean Pairceir
Colm Clifford	Dan Kingsbury	Johnny Paradise
Tom Coghlan	Denise Kinsella	Gary Pike
Sinead Colreavy	Mike Kirby	Jonny Quigley
Cormac Commins	Catherine Lane	Orla Quigley
Ian Conlon	Richard Leonard	Emmet Quish
Yvonne Connolly	Brian Leydon	Shane Ralph
David Conway	Shay Lydon	Joe Ryan
Kevin Coughlan	Christian MacManus	David Shubotham
Eimear Cowhey	Tim Madigan	John Skelly
Jean-Marc Crepin	Sarah Maguire	Annette Stack
Ray Cullivan	Mark Mannion	Peter Stapleton
Dónall Curtin	Don McClean	Alan Thomas
Paul Daly	Helen McCormack	Aidan Tiernan
Ronan Daly	Brian McDermott	Bryan Tiernan
Richard Day	Colm McDonagh	Terence Tinnelly
Cyril Delamare	Tony McDonnell	Paul Traynor
Feargal Dempsey	Karl McEneff	Marcus Vaughan
Ian Dillon	Paul McGarry	Paddy Walsh
Adam Donoghue	David McGeough	Adrian Waters
John Donohoe	Michelle McGrath	John Weedle
Tara Doyle	Noel McLaughlin	Amy Weston
Brian Dunleavy	Niamh Meenan	Mark White
Clara Dunne	Liam Miley	Carol Widger
Morgan Dunne	Keith Milne	David Williams
Éilish Finan	Kevin Molony	Matthew Williamson
Eve Finn	Michael Morris	Bronwyn Wright
Brian Finneran	Fiona Mulcahy	Tadhg Young
Eoin Fitzgerald	Fiona Mulhall	
Mark Fitzgerald	Niamh Mulholland	



## Individual Supporters

Anonymous (15)	Paul Gorman	Jacqueline O'Connor
John Aherne	Siobhan Gormley	Keith O'Donnell
Martin Anderson	David Greco	Ronan O'Donoghue
Damien Barnaville	Caroline Griffin	Des O'Donohoe
Edward Boag	Michael Griffin	Willie O'Gorman
Catherine Bowens	Natasha Haugh	Brian O'Hara
Cillian Bredin	Samuel Hendry	Eoin O'hEochaidh
Barry Brennan	David Henshaw	Niamh O'Leary
Veronica Brennan	Daniel Herlihy	Edel O'Malley
Victoria Brown	Alan Holmes	Joe O'Neill
Brenda Buckley	Jeremy Humphries	John Oppermann
Karl Burden	Bucky John	Feargal O'Reilly
Colman Burke	Andrew Johnston	Shane O'Sullivan
Stephen Burke	Lisa Kealy	David Pasley
Jonathan Cairns	Carmel Kearney	Aileen Power
Catriona Carty	Elaine Keegan	Deirdre Power
Neil Clifford	Graham Kennedy	Edel Quinlan
Mal Convery	Nicola Langford Grenham	Colm Quirke
Andrew Collins	Kevin Lavery	Gary Rahill
Donal Courtney	Daniel Lawlor	Mark Rogan
Mark Crossan	Jack Lee	Lorraine Rooney
Louis Curran	Michael Lee	Paul Sweeney
Andrew Curtin	James Lynch	Ken Sharkey
Patrick Daly	Anne-Marie Maguire	Eoin Sheahan
Michelle Diamond Kelly	Carol Mahon	Sinead Sheehan
Mark Dillon	Alison Manley	Rachel Thornton
Jennifer Dobbyn	Siobhán McBean	Brendan Toolan
Trevor Dolan	Rory McCormick	Ciaran Whooley
Neil Donnellan	James McEvoy	
Grainne Dooley	Barry McGuire	
Justin Egan	Paddy McClafferty	
Karen Egan	Alan Meaney	
Louise M Egan	Marion Mellett	
Kevin Elliott	Sonya Mooney	
Eamonn Fallon	Anna Moran	
Finola Feely	Donncha Morrissey	
Jorge Fernandez Revilla	Kieran Mulcahy	
Sinead Flynn	Lasairiona Mulligan	
Ellen Fogarty (Sweeney)	Gareth Murphy	
Sandra Foley	Lorcan Murphy	
Kieran Fox	Maurice Murphy	
Michael Galvin	Peter Newman	
Anthony Gaskin	Damian Neylin	
Eoghan Gaffney	Susan Nix	
Áine Gilhooly	Joseph Novarro	
Alan Gillard	Claire O'Brien	
Gerard Gilsenan	Patrick O'Brien	
Laura Goonan	Donal O'Byrne	

