



**QUOTED  
COMPANIES  
ALLIANCE**

**Sponsorship  
Opportunities**

## About Us

The Quoted Companies Alliance champions **public companies**. Entrepreneurs. Employers. Wealth creators. Growing companies, their supporters and investors.

Ours is a vibrant community operating from the heart of the City of London and powering the economy right across the UK.

Trading their shares on the London Stock Exchange's AIM or Main Market, Aquis Stock Exchange or elsewhere, **our members could be worth a handful of millions or several billion pounds**.

Our aim is to make life better for them: less cost and complexity, more buyers and sellers, a better story overall so they can **focus on growth, creating jobs and spreading wealth**.



## Partnering with us

Our network offers sponsors a unique opportunity to reach new audiences and build their brand through thought leadership, networking and events that focus on key issues that matter to growing small and mid-sized companies and their advisers.

**QCA content provides a route to shaping the latest thinking, developing new relationships and generating leads.**



# Sponsorship Opportunities

The QCA offers various sponsorship packages that include a combination of the following:

## Brand Visibility

- Logo placement on event marketing material pre-event, on the day and post-event, such as the event's agenda or booklet, website, and promotional emails.
- Banner placement on the website, in email signatures, newsletters, backdrop during speaking sessions or slides, or virtual banners for online events.
- Event's page on the website highlighting the sponsor's contribution by including the sponsor's logo and link to the sponsor's website.
- Pre-event and post-event shout-outs on our social media platforms.

## Event Participation

- Opportunity to help develop and chair a breakout session during the event (topic to be agreed between sponsor and the Quoted Companies Alliance).
- Advertising opportunity on the day (e.g. supply all delegates with a copy of recent publication or other marketing material).
- Formal expression of thanks by the Quoted Companies Alliance at the event.
- A stand on the day for promotion and networking.
- Places at the reception or dinner.

## Post-Event

- Access to the attendees' list post-event (GDPR-compliant).
- Post-event marketing on social media.

Our sponsorship packages **start from £6,000 + VAT**.

Please contact Samar Yanni, Commercial & Marketing Director, at [samar.yanni@theqca.com](mailto:samar.yanni@theqca.com) for more information and to discuss your requirements.



## QCA Annual Conference

Our **flagship, agenda-setting event**, convening key government, regulatory, corporate and investment figures for a half-day conference every June to dissect pressing public market issues and showcase new thinking.

The conference comprises a mix of keynote addresses and panel discussions, with time given over to network during breakfast, lunch and coffee. It is supported by ample publicity.

We bring together several hundred stakeholders from across the UK economy to explore how to secure the future of the UK's public markets. Held in London, we have in the past welcomed sponsors such as Peel Hunt, PwC and media partners such as City AM.

*"Interesting conversations and perspectives from insiders in the market"*

**John Britton, Governance & Industry Director, Computershare Investor Services PLC**

*"Really informed ideas and solid debate of diverse views"*

**Dan Cowland, CFO, Curtis Banks plc**

### Attendee profile

**Delegates** include CEOs, CFOs, NEDs and company secretaries from companies of all sizes, plus lawyers, accountants, brokers, registrars, headhunters, PR and IR advisers, as well as national and trade media.

**Speakers** have included Economic Secretary to the Treasury, Andrew Griffith MP; Shadow City Minister, Tulip Siddiq MP and London Stock Exchange CEO Julia Hoggett. We have also welcomed the Financial Reporting Council's Executive Director, Supervision, Sarah Rapson; New Financial's Founder & Managing Director, William Wright and the ScaleUp Institute's Founder & CEO, Irene Graham OBE.

## QCA Annual Dinner

**One of the City's social highlights of the year.** This prestigious black-tie event takes place in late September, usually at the Savoy Hotel and gathers new and familiar faces from across our network to celebrate and socialise.

The evening begins with a champagne reception. Guests then enjoy a sumptuous three-course dinner, with entertainment provided by an array of guest speakers and a chance to linger for nightcaps at the bar.

This event typically attracts 300 guests. Recent hosts included journalist Daisy McAndrew and presenter Elma Smit; recent after-dinner speakers have been former MI5 chief Baroness Manningham-Buller, former economic secretary, writer and economist Ed Balls and co-presenter of BBC Radio 4's Today programme Justin Webb.

A great mix of quoted company directors are in attendance along with their advisers, government officials, regulators and the media. Sponsors have included the London Stock Exchange, Winterflood Securities, Link Group and Inspired PLC.



**GROWTH  
CAPITAL**

## QCA Podcast

The place for our in-depth conversations. Growth Capital features senior business leaders, regulators and politicians covering the **topics that matter to members.**

New episodes of the podcast are typically released monthly on Apple Podcasts and Spotify and promoted through our newsletter and social media channels.

Launched on the back of the QCA's Annual Conference in summer 2023, the podcasts are hosted by the QCA's CEO James Ashton and have previously been supported by Mazars.

So far, episodes have featured experts and market participants debating how to **attract and retain boardroom talent, revive equity research and generate positive media coverage.**

## Dinners & Breakfasts

Our series of smaller events operate year-round and are ideal for relationship building.

Dinners can be tailored for specific corporate roles, such as CEO, CFO, audit committee chair, company secretary – or the broad sweep of the advisory community. They often feature a guest speaker to **share their story and stimulate conversation** during and after a meal.

Our breakfasts, attended by company directors and their advisers, cover a particular topic and may include a panel discussion alongside some morning networking.

*“Incredibly valuable insights into the thinking behind current policy initiatives and a glimpse at the likely regulatory horizon.”*

QCA Breakfast Attendee

*“Always good to hear from someone so experienced and approachable. **Great meeting.**”*

Directors' Dinner Attendee

*“**Inspired. Informed.** Allowed me to reflect on important issues for my business. Gave me energy.”*

Directors' Dinner Attendee

Recently we welcomed Richard Moriarty, CEO of the Financial Reporting Council, to breakfast to discuss regulatory developments. At a CFO dinner, WPP CFO John Rogers shared his valuable insights and experiences. And at lunch, Abby Glennie, Deputy Head of Smaller Companies at abrdn, provided expert guidance on attracting investors. **We have recently started putting on out-of-London events too.**

Sponsors have included Allenby Capital, Crowe, Gately Legal and haysmacintyre.



## Research

Our dialogue with government and regulators is backed up by the insights we gather from members and other commissioned research projects. Often we partner with like-minded organisations that can inform our work.

**Results can be distributed jointly and debated in an accompanying event or webinar.**

Our Small and Mid-cap Sentiment Index has closely tracked corporate confidence and attitudes to job creation and fund-raising for **more than a decade.**

**The sector's landmark study**, in partnership with YouGov, is often tailored to cover topics such as corporate governance, regulation and mergers and acquisitions.



We also survey discrete categories of our membership, including company directors, investors and NEDs.

Our research report **"It Doesn't Add Up: The Crisis of Unaffordable Audits"** explored the pressing concern of audit fees whilst the research report **"Publish and be Damned: The Problems with Proxy Advisers"** examined the critical role of proxy advisers.

We have also published research on investor attitudes towards ESG and the ever-expanding length of Annual Reports.

Sponsors for our research reports have included CMS and Inspired PLC.

Much of our research attracts media attention and achieves good engagement on social media.