



Take *your* pick...

Becoming a Patron of the **NACFB** allows you access to our membership: an audience of pure commercial finance brokers.

How you choose to target that audience is up to you



Thank you for enquiring about Patronage of the NACFB. This booklet gives you information about the Association and ways you can work with us.

The Association represents around 700 broker firms who adhere to a strict Code of Practice. We believe we represent the best of the commercial broker market, and we are happy to help lenders, lessors, factors and other commercial finance suppliers, get access to that market.

We are always happy to hear suggestions from our Patrons for ways they would like to work with our members - please do contact us if there is anything you would like to discuss.

We look forward to welcoming you.

Warm regards,

Adam Tyler
Chief Executive
NACFB

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Contacts
Adam Tyler, Chief Executive
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Welcome

You and the NACFB...

...a fruitful partnership





The **NACFB** was founded in 1992 to raise standards of proper professional practice in the commercial broker industry. The aim was to secure the integrity and future well-being of the broker market for the benefit of both brokers and their customers.

The Association publishes these standards in its own industry recognised Code of Practice, which has been adopted by an increasing number of commercial finance, lease and asset finance and vehicle finance brokers.

The **NACFB** has established complaints and disciplinary procedures designed to eliminate unacceptable working practices amongst its members. The Association also aims to protect its members and their clients against restrictive practices within the industry.

In the interests of members and their clients, the **NACFB** monitors legislation and makes representations to the Government and Regulators. It furthers the principles of good practice by seeking to work with kindred associations and interest groups, and by providing education and training for its members and their employees.



About *the* NACFB

...food for thought...





How do I become an **NACFB** Patron?

The process is very simple. You will find an application form on the back page of this booklet. Once this form has been completed and returned to us, your application will be appraised by the **NACFB** head office. On acceptance, you will be invoiced for the annual Patronage fee (please see enclosed rate card for details). When this has been received, you have access to the full member list to market to as you choose.

You also have the option of taking advantage of any of the other opportunities listed in this brochure. If you have alternative suggestions, please get in touch! We are always happy to help Patrons communicate with our members.

Getting *involved*

...a fruitful partnership...





As an **NACFB** Patron, you have access to Association's members in order to market your products and services to a specialised audience. The marketing options listed below are included in your annual Patronage fee.

Marketing to **NACFB Members directly**

All Patrons are entitled to market directly to the **NACFB** membership. On request we can supply you with lists of the full membership, including addresses, phone numbers and e-mail addresses or we can tailor a list to your company's individual marketing requirements. For example if you only want to target brokers in a specific town or county, we can supply you with their details. (Please note that any member who has requested not to receive marketing information will not be included on this list.)

****NACFB** mailshots**

We are happy to e-mail our membership on your company's behalf if you launch any new product or services you think would be of interest to our members. (Please note that due to technical restrictions we are unable to send anything other than text e-mails without attachments.)

****NACFB** Newsletter**

When you first join the Association as Patrons, you can have a page of the newsletter as an advertorial to inform brokers about how your company can help them and their clients. This acts as an introduction, to get your company name in front of the broker audience, and is a good opportunity to highlight any unique selling points: what sets your business apart from the rest of the market.

****NACFB** website**

Your details - including contact point and business specialities - will be listed on our website available to **NACFB** members only via a log in. We are happy to provide a link through to your site so our members will be able to access your products and services directly. You will also be able to use the **NACFB** logo on your site, if you wish.



Working *with* us

...a recipe for success...





The **NACFB** newsletter is currently produced quarterly and distributed to all member firms, patrons and key contacts of the Association. Some of our larger member firms will have a number of individual employees scattered around the country, and we ensure each one of them gets a copy. The newsletter is an ideal way of making sure our members are kept up to date with your products and services.

NACFB Newsletter - News

When your company issues press releases, please make sure a copy comes to the **NACFB**'s Exeter office. You can e-mail them directly to nikki.cann@nacfb.org.uk

Any stories relevant to the commercial broker market will be considered for inclusion in the Association's quarterly newsletter. Obviously, publication is subject to space available, but if you have launched any new products or initiatives aimed at brokers we are happy to publicise them for you.

NACFB Newsletter - Editorial

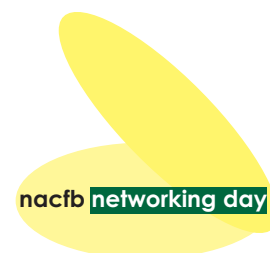
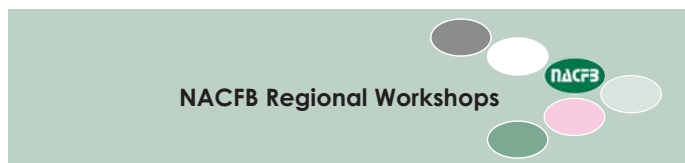
We are also happy to consider editorial from Patrons, and are happy to publish company name and logo alongside any contributions. We do ask that editorial contributions are not too heavily promotional - they must educate on a specific topic, or give an overview of the industry in general - but must not be a blatant advertisement for your company's products and services!

Issue	NACFB Newsletter Copy Deadlines	Despatch dates
June 08	6th June	27th June
August	8th August	29th August
October	10th October	31st October
December	12th December	9th January '09
February '09	6th February	27th February
April	10th April	1st May

NACFB *Newsletter*

...a fresh perspective...





Sponsorship of *Regional Workshops*

The Association runs a number of **Regional Workshops** throughout the year and we welcome support from **NACFB Patrons**. A **Regional Workshop** takes the format of a seminar: speakers from across the industry are invited to contribute and sponsoring Patrons are invited to make presentations at the event. Although these can have a promotional aspect, we do ask that any presentation focuses on an industry topic and product and service promotion is kept to a minimum. You can also have a stand at the event to promote your products and services.

There are two levels of sponsorship and sponsorship fees: **Headline Sponsor** and **Additional Sponsor**. **Headline sponsors** get the opportunity to open the event, their brand and logo is given prominence in the marketing literature and at the event itself.

If you would like to see a delegate pack from a previous event to give an idea as to the content, format and speakers, please contact the Exeter office, (e-mail events@nacfb.org.uk) who will help.

Getting involved in the *Networking Days*

The first Networking Day was run on the 28th June 2007 and was resounding success. The event has been designed as a kind of informal exhibition - with the emphasis very much on meeting and talking. Unlike larger shows, the Networking Day attracts a very targeted audience - and both brokers and lenders value the experience.

The Networking Day is designed to bring members and Patrons together; for our members to expand their horizons and meet Patrons they may not have done business with before; and for you to be able to meet with brokers face-to-face to highlight the benefits of your products and services. You can bring promotional material to hand out to brokers.

If you would like to see a delegate pack from a previous event to give an idea as to the exhibitors who have taken part, please contact the Exeter office (e-mail events@nacfb.org.uk) who will be more than happy to help.

For all costs associated with sponsorship, please see attached rate card.



Sponsorship *opportunities*

...sweet as...





The AGM and Gala dinner is the highlight of the Association's calendar. The AGM usually attracts around 200 members while the Gala Dinner usually enjoys an attendance of around 500 guests. There are sponsorship opportunities for this headline event. For a list of prices, please see the attached rate card, or e-mail the Exeter office at events@nacfb.org.uk for more details.

Champagne reception

To include:

- Business name & logo on official invitations
- Business name & logo to appear on mailings about event
- Business name & logo on signage at event
- Stand at day's event to promote your business/products
- Editorial in September or January **NACFB** Newsletter

Exhibition stand

To include:

- Stand at day's event to promote your business/products
- Business name & logo to appear on mailings about event

Lunch

To include:

- Business name & logo on official invitations
- Business name & logo to appear on mailings about event
- Business name & logo on signage at lunch
- Stand at lunchtime event to promote your business/products
- Editorial in September or January **NACFB** Newsletter

Gala Dinner Menu/Table Plan/Wine

To include:

- Business name & logo on official invitations
- Business name & logo to appear on Gala dinner menu
- Business name & logo to appear on Gala dinner table plan
- Stand at day's event to promote your business/products

For all costs associated with sponsorship, please see attached rate card

AGM & *Gala* Dinner



...a recipe for success...





The Association publishes a regular magazine (please see page 6 for publication dates) which is sent to all members, as well as Patrons of the Association and other key industry figures. The Association also publishes a handbook every year with details of every member and Patron of the Association and you can boost your presence among members by taking advertising in this publication.

NACFB Members' Handbook

Each year the **NACFB**, in Association with The Finance Book, produces a Members' Handbook. The handbook includes the details of every member and Patron of the **NACFB** and their business specialities.

This book contains everything an **NACFB** broker needs to know about their Association: including a copy of the code of practice and details about the services the Association offers; and is designed to be used every day.

The handbook is produced every October so it can be distributed to members at the AGM in November. are advertising opportunities within the **NACFB** Members' Handbook. It is designed to have a shelf-life of 12 months and be referred to again and again. Patrons of the Association are offered the opportunity of advertising in the handbook. If you want to take advantage of this unique opportunity, please contact the Exeter office (events@nacfb.org.uk) for further details.

Advertising in the NACFB Newsletter

The **NACFB** newsletter is circulated to over 1,000 individuals, including: leasing and asset finance brokers; commercial mortgage brokers; buy-to-let mortgage brokers; factoring and invoice discounting brokers; and vehicle finance brokers.

All advertising is available as full colour and all artwork must be supplied. If you need more information please contact the Exeter office for further details.

For all costs associated with advertising, please see attached rate card

Advertising *opportunities*
...a fruitful partnership...





But don't just take our word for it.

Below are testimonials from other lender Patrons about how working with the NACFB has helped them with their marketing strategies

“ I was impressed with the number and quality of the brokers who visited the recent NACFB Networking Day in Birmingham where we exhibited as a Patron. We have already been in touch with the new contacts we met on the day and I'm looking forward to generating asset based lending business with them in the near future. As a result, we will certainly be supporting similar such events. ”

Andrew Bullard,
Sales Director,
State Securities



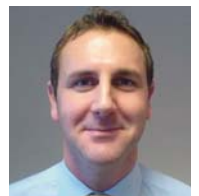
“ It was a very good day, both enjoyable and very productive, as well as a very cost effective way of communicating with members in a personal way. It is always a pleasure to spend time talking to like minded colleagues in the world of commercial finance. I would do it again, and if possible I would be happy to do it every other month around the UK. ”

Kevin Cooke
Sales & Marketing Director,
Business Lending



“ I thought I would drop you a quick line to say thank you for all of your efforts at the recent “Meet the Patrons” event in Birmingham. We spoke to a number of new brokers on the stand and also caught up with many of our supporting brokers. Overall the event was very successful for us here at Liberty Leasing and do hope that you will be running similar events in other parts of the country in the near future. ”

Paul Sheedy
Sales Director,
Liberty Leasing



Testimonials



...food for thought...





Applicant company name:

Main telephone number:

Applicant company registration no:

Website:

Applicant company address:

Business considered:

Commercial Mortgages	Bridging/ Short Term Finance
Buy-to-let Mortgages	Leasing/ Asset finance
Factoring/ Invoice Discounting	Vehicle Finance

Contact name (1st point of contact):

Contact telephone number:

E-mail address:

Mobile number:

Contact name (2nd point of contact):

Contact telephone number:

E-mail address:

Mobile number:

In applying for Patronage of the National Association of Commercial Finance Brokers, we declare and confirm that the information provided to the Association is true. We further declare that there are no circumstances of which we are aware which might adversely affect our application. We agree to supply any additional information as reasonably requested by the Association in support of this application.

We confirm and undertake that in the event that we are elected as Patrons we will support the aims and objectives of the Association and the Code of Practice to which members of the Association subscribe. We acknowledge that copies of the Memorandum and Article of Association and Code of Conduct have been provided to us.

We further undertake to give the Association twelve clear calendar months notice of our intention to terminate our Patronage.

Signed

Date

Print Name

Job title

For & on behalf of (company name)





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