



# AFB SPONSORSHIP PROPOSITION 2025

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## INTRODUCTION

The Association of Foreign Banks (AFB) is the membership body that represents the interests of foreign banks in the UK to stakeholders including the Government, HM Treasury, and regulatory bodies (PRA and FCA). The AFB has c170 foreign banks in its membership, representing c80% of the foreign bank market. This includes firms from all around the world, including G-SIBs such as Citigroup, ICBC, JPMorgan, BNP Paribas, MUFG, to banks with smaller operations in the UK.

The AFB is here to support all our members and ensure their businesses in the UK thrive. Foreign banks engage in a wide range of banking and investment business activity in the UK, primarily, but not exclusively, in the wholesale markets. They make a significant contribution to London's standing as a major international financial centre and to the depth and breadth of global financial markets. They employ thousands of people across the UK and invest billions of pounds each year.

## WHY PARTNER WITH THE AFB?

Raise your company's profile by gaining direct access to our unrivalled network of contacts within the foreign banking sector. The AFB has more than four times the foreign bank membership of any other UK membership organisation, meaning that you access the widest possible group. Working with the AFB allows you to promote your business as a thought leader to a highly targeted audience. We are the only membership body that represents solely foreign banks in the UK (and all our events are exclusive to our members), meaning that you can target your efforts specifically at the foreign banking community. Align your brand to the highly regarded and trusted AFB brand, representing foreign banks in the UK since 1947.

## HOW WE WORK

The AFB collaborates with partners across sectors to deliver content that adds value to our membership. Our partners provide the very latest thinking on topics such as Cyber Security, AI, Diversity & Inclusion, Prudential Regulation and Financial Crime Compliance to ensure our members maintain their competitive advantage and continue to thrive in the UK. We develop and deliver bespoke partnership solutions that provide return on investment and ensure each partner gains unique value. This document highlights opportunities for you to work alongside the AFB. Each activity can be tailored to suit your business objectives. Once we agree to collaborate, we agree a contract outlining the opportunities as well as the responsibilities of each party. The AFB practices proactive account management, we provide regular updates, take on board your feedback and ensure you meet your objectives and receive excellent value for money.

For more information, please contact: [amy.swain@foreignbanks.org.uk](mailto:amy.swain@foreignbanks.org.uk)



## A. AFB MANSION HOUSE LUNCH

**3 April 2025, Mansion House, Walbrook, London EC4N 8BH**

Hosted by the Lord Mayor at Mansion House, this business lunch will allow you to network and build relationships with **c220 senior representatives** from the foreign banking community in a unique setting. The Lord Mayor and a senior representative from one of the regulatory authorities will give a keynote speech on their priorities for non-UK banks in 2025.

### Partnership package

- Seat at Top Table with Lord Mayor, AFB Chairman, CEO, and other VIPs at the lunch
- An additional nine complimentary places at the lunch (we will work with you to place representatives on tables with guests that are key customers or targets of your organisation)
- Company name and logo and 150-word profile on all marketing materials (where possible)
- Distribution of a company brochure to delegates at the lunch
- Inclusion within vote of thanks in post lunch address
- Name check in all AFB social media activity surrounding the event

### Draft programme (may be subject to change)

12:30	Networking reception (with canapes)
13:00	Welcome speech (call to lunch starts at 12:50)
13:05	Lunch served
14:00	Toasts/after lunch speeches
14:30	Close

## ADDITIONAL BENEFITS FOR THE MANSION HOUSE SPONSOR

AFB regularly publishes blogs to provide specialist insight and expertise for our membership community. Blogs are written by AFB staff, expert and strategic partners as well as special guests.

This is a fantastic opportunity to promote your brand to the membership and demonstrate your expertise. **Publication dates and topic to be mutually agreed between the parties.**

### Benefits

- Opportunity to write two blogs in 2025 on an agreed topic (up to 1,500 words per blog)
- Name and photo of blog author in a prominent position on the blog page
- Inclusion of company logo within the blog
- AFB will promote the blog via our website, social media and newsletter.

**Price:** £15,000 + VAT (exclusive sponsorship)



## B. AFB ANNUAL BANQUET

**19 November 2025, Drapers Hall, Throgmorton Street, EC2N 2AN**

The Annual Banquet is the highlight of the AFB events calendar. It is a fantastic opportunity to enjoy an informal evening where you can network with **c240 senior representatives** from the foreign banking community in the magnificent setting of Drapers' Hall. A draft programme and timings can be found below. This dinner always sells out well in advance.

### Partnership package

- Seat at top table with AFB Chairman, CEO, and other VIPs at the Banquet
- An additional nine complimentary places at the Banquet (we will work with you to place representatives on tables with guests that are key customers or targets of your organisation)
- Company name and logo and 150-word profile on all marketing materials (where possible)
- Opportunity to place company stands within the venue
- Opportunity to provide a branded gift for each guest
- Inclusion in the welcome by AFB Chairman, Bill Smith, and vote of thanks by AFB CEO
- Name check in all AFB social media activity surrounding the event

### Draft programme (may be subject to change)

18:30	Networking reception
20:00	Welcome speech and grace (note call to dinner starts from 19:40)
20:10	Dinner served
21:50	Toasts/after dinner speeches (if applicable)
22:15	After dinner networking reception
23:00	Carriages

## ADDITIONAL BENEFITS FOR THE ANNUAL BANQUET SPONSOR

AFB regularly publishes blogs to provide specialist insight and expertise for our membership community. Blogs are written by AFB staff, expert and strategic partners as well as special guests.

This is a fantastic opportunity to promote your brand to the membership and demonstrate your expertise. **Publication dates and topic to be mutually agreed between the parties.**

### Benefits

- Opportunity to write two blogs in 2025 on an agreed topic (up to 1,500 words per blog)
- Name and photo of blog author in a prominent position on the blog page
- Inclusion of company logo within the blog
- AFB will promote the blog via our website, social media and newsletter.

**Price:** £16,500 + VAT (two opportunities available)

£25,000 + VAT (exclusive sponsorship)



## C. AFB FINANCIAL CRIME COMPLIANCE CONFERENCE

### **Autumn 2025, Central London location (specific date & venue tbc)**

The AFB Financial Crime Compliance Conference was an exceptionally popular event in 2024, c235 individuals joined the conference from 120 different banks. We welcomed speakers from the FCA, Office of Financial Sanctions Implementation, Royal United Services Institute and leading law firms and banks.

Financial Crime is a complex and ever evolving global issue which has become increasingly sophisticated in nature. As firms digitize their services and remote working schemes are shaped to accommodate the new normal, the growing threat from financial crime is now more significant than ever.

This conference is held in-person to ensure our members can get the very latest financial crime updates and to facilitate networking with expert partners and peers.

The agenda is agreed over the summer to ensure the conference covers the very latest thinking and topics relevant to AFB members working in compliance and financial crime roles. The AFB welcomes input from our expert partners to create an engaging and thought-provoking programme.

This is an excellent opportunity to network with international banks and promote your expertise and thought leadership.

### **Headline Partner**

- Senior representative to speak at the Conference on a topic mutually agreed between the parties
- Opportunity to develop a co-branded briefing paper to highlight the key reflections made during the speech and wider panel discussion. Paper will be circulated to all delegates post event
- Exhibition stand at conference within networking space (size and location dependant on venue)
- Distribution of a company brochure to delegates at the conference
- Prominent branding on invitations & all conference materials where possible
- Opportunity for up to 5 staff members (including the speaker) to join the conference as delegates
- Company name and logo and 150-word profile on all marketing materials (where possible)
- Name check in all AFB social media in relation to the Conference.

**Price: £13,500 + VAT** (opportunity for just one company)



## Supporting Partners

- Senior representative to speak at the Conference as part of a panel discussion on topics available
- Exhibition stand at conference within networking space (size and location dependant on venue)
- Distribution of a company brochure to delegates at the conference
- Company name and logo and 100-word profile on all marketing materials (where possible)
- Opportunity for up to 3 staff members (including the speaker) to join the conference as delegates
- Name check in all AFB social media in relation to the Conference.

**Price: £7,000 + VAT** (opportunity for up to three companies)

## Hosting Partner

- Senior representative to speak at the Conference, provide a short welcome address and join a panel discussion on an appropriate topic
- Exhibition stand at conference within networking space (size and location dependent on venue)
- Distribution of a company brochure to delegates at the conference
- Opportunity to provide branded lanyard and/or event badges
- Branding on invitations & all conference materials where possible
- Company name and logo and 150-word profile on all marketing materials (where possible)
- Opportunity for up to 3 staff members (in addition to the speaker) to join the conference as delegates
- Name check in all AFB social media in relation to the Conference.

**Price: Cover cost of venue and refreshments including hot buffet lunch**

Exhibition and alternative sponsorship packages to suit smaller budgets are available on request.

## Conference Programme

The Financial Crime Compliance Conference will likely for most of the day and will include a networking lunch.

Each session will run for 45-60 minutes and will be either a keynote and presentation or panel discussion.

## Disclaimer

AFB reserves the right to postpone any conference



## D. AFB REGULATORY CONFERENCE

### Spring 2025, Central London location (specific date & venue tbc)

The Regulatory Conference has been a regular highlight of the AFB events calendar since 2020. In 2024, the conference welcomed c150 delegates from 83 different international banks.

The 2025 conference will be held in-person to facilitate networking with expert partners and peers. Once fully booked and if the host has facilities, we will offer a hybrid option for members.

The 2025 programme will include the very latest insights from senior officials at the UK's regulators and government policymakers on **financial services policy and regulation in the UK**.

This is an excellent opportunity to network with foreign banks and promote your expertise and thought leadership.

### Hosting Partner

- Senior representative to speak at the Conference, provide a short welcome address and join a panel discussion on an appropriate topic
- Exhibition stand at conference within networking space (size and location dependent on venue)
- Distribution of a company brochure to delegates at the conference
- Opportunity to provide branded lanyard and/or event badges
- Branding on invitations & all conference materials where possible
- Company name and logo and 150-word profile on all marketing materials (where possible)
- Opportunity for up to 3 staff members (in addition to the speaker) to join the conference as delegates
- Name check in all AFB social media in relation to the Conference.

### Price: Cover cost of venue and refreshments

### Supporting Partners

- Potential for a senior representative to speak at the Conference as part of a panel discussion if appropriate.
- Exhibition stand at conference within networking space (size and location dependent on venue)
- Distribution of a company brochure to delegates at the conference
- Company name and logo and 100-word profile on all marketing materials (where possible)
- Opportunity for up to 3 staff members (including the speaker) to join the conference as delegates
- Name check in all AFB social media in relation to the Conference.

**Price:** £7,000 + VAT (opportunity for up to three companies)

### Disclaimer

AFB reserves the right to postpone any conference.



## E. AFB ROUNDTABLE

The AFB regularly holds several sponsored roundtables for members throughout the year. Hosted by a senior member of the AFB team, these events will bring together specific groups of members to discuss current topics of interest, share best practice and facilitate networking. We will work with you to help create a roundtable where you can have impactful discussions with your target audience.

**Speaker:** Representative(s) from sponsor company and/or alternative if appropriate

**Date:** to be mutually agreed between parties

**Audience:** Between 20-30 AFB members. Each event will be invite-only and will be held over breakfast or early evening. We will work with you to agree an appropriate target audience.

**Venue:** Sponsor to secure and cover any costs relating to venue hire and refreshments

### Option 1 - Morning session

Networking and breakfast: 8:30 – 9:00

Roundtable discussion: 09:00 – 10:15

Close and networking: 10:15 – 10:45

### Option 2 - Afternoon session

Networking and coffee: 15:30 – 16:00

Roundtable discussion: 16:00 – 17:15

Close and networking: 17:15 – 18:00

### Benefits

- Sponsor to set the scene for the discussion, outline the topic and provide some initial thoughts for discussion (approximately 10-30 mins).
- Where appropriate, sponsor may also showcase a particular product relevant to the discussions, AFB will work with you to ensure this is achieved in a suitable manner.
- Three senior company representatives to attend and network with delegates.
- Representatives to participate and contribute to the discussion (depending on numbers/venue, there may only be room for two representatives to sit at the table).
- Sponsor to work with AFB to agree the target audience.
- Company name and logo, 150-word profile, contact details to be distributed on the event agenda (circulated on the day and 7 days prior to the event).
- Name check in all promotional activity in relation to the event.
- Opportunity for sponsor to provide a write up on the discussions that can be circulated as an AFB guest blog or as a paper to be circulated to the attendees and other interested parties. The blog or paper will include the sponsors contact details and full branding.
- Company information to be included within delegate communications before and after each event.

**Price:** £5,000 + VAT





## F. AFB CONTENT PARTNER

### AFB BLOG

AFB Blogs are written staff, expert and strategic partners as well as special guests. Each blog provides specialist insight and expertise on a topic of interest.

This is a fantastic opportunity for you to promote your brand to the membership and demonstrate your expertise.

Blogs are published on the AFB website, promoted on social media and are circulated to a targeted member audience.

In 2024, AFB published 12 blogs with an average view of 505 per blog.

Topics included 'Compliance with the UK's PEPs and Sanctions Regime, Importance of Data Standards, Improving Enhanced Due Diligence for Cross Border Payments and How Vendors Price Regulatory Reporting Solutions.

#### Benefits

##### Publication dates and topic to be mutually agreed between the parties

- Opportunity to write two blogs in 2025 on an agreed topic (up to 1,500 words per blog)
- Name and photo of blog author in a prominent position on the blog page
- Inclusion of company logo within the blog
- AFB will promote the blog via our website, social media and newsletter.

### AFB NEWSLETTER – CEO ROUND UP

The AFB newsletter is circulated to every AFB member on the first Thursday of each month (c6,750 contacts from across AFB member firms). The Round-Up provides a snapshot of all AFB activity in recent weeks as well as providing a look ahead for opportunities for members to engage in AFB activities.

The newsletter has an average open rate of 30% with an average click rate of 5%, this is significantly higher than industry-standard open and click rates (17% and 2% respectively).

AFB recognises that many of our partners have key market and technical insights that would be of interest to members. This opportunity will allow you to promote some of your thought leadership to the membership.

#### Benefits

- Opportunity to sponsor one edition of the AFB newsletter in 2025
- Recognition of partnership in the CEO column
- Inclusion of logo within the newsletter
- Provide short introduction to the content (no more than 50 words) and link to the thought leadership
- Thought leadership to be housed on the AFB website within the Resource Library/Strategic Partners page

**Price:** £3,500 + VAT

