



Annual Events Summary 2018

Celebrating 10 years in 2018

Overview

Futures For Kids raises funds for charities which provide for the care and development, the relief of hardship, and the inspiration of children and young people. Our aim is to give the participants and companies in the futures and options industry a platform through which to give back to society, and to create a brighter future for disadvantaged children.

We choose the charities we support based on a number of criteria, including:

- Provide support, welfare and development for children/young adults – not medical care.
- Are supported by the communities in which they operate.
- See material benefit from FFK donations without becoming dependent on them- it must be clear that FFK will make a difference
- Have annual revenues of less than £10 million.
- Do not discriminate on the basis of faith, gender, ethnicity or politics.
- Spend a minimum of 80% of their revenue directly on projects, and not admin, marketing etc.

These criteria mean we make a tangible and purposeful impact on these charities. We aim to donate all profits from our events, and 100% of any donations to charities. All trustees provide their services to FFK for free.

The Trustees, past and present, are very proud of what we've accomplished so far. But this is just the beginning - there is still more work to be done!

Overview

FFK will:

- Support a small number of 'core' charities over a minimum of a two-year period. These will have a geographical spread to from close to the City of London to overseas.
- Make payments to core charities every six months, based on funds raised during the period.
- Make additional one-off grants, totalling around 15% of annual funds raised, to other charities for specific requests to cover capital costs of projects.



Our Loyal Supporters

Over our 10-year history, scores of City firms have supported FFK events. Below are just a few of the companies that have been consistent supporters of FFK's fundraising activities, integral in our success



Benefits of Association with FFK

- Align your firm with the goodwill and recognition FFK has created in the global listed derivatives industry
- Receive recognition through a range of marketing opportunities, including the FFK website, event on-site branding and promotional communication
- Participate in a wide range of networking opportunities that connect firms in the industry including:
 - exchanges, industry bodies, software vendors, brokers, investment banks, clearing firms, prop trading firms, management consultants, financial consultants, recruitment consultants, network vendors, industry media outlets, and public relations companies
- Boost workplace morale through employee participation in FFK Events
- Help FFK identify potential charities to support

Events Overview - FFK Organised

FFK events have been a way to bring together the futures and options industry in a relaxed environment.

The people attending our events represent a wide range of organisations and positions within the industry, from new entrants right up to C-suite executives.

While contributing much needed funds to incredible charities, supporters also benefit from marketing and brand awareness opportunities as well as entertaining or networking with current and prospective clients.



Quiz Night



FFK 10k



4th July Golf Day



Five-a-side
Football



Poker Night



Race Night

The 2018 FFK Events Calendar

April - Quiz Night

This is a fun event that sees teams of ten gather in the relaxed, internet-free venue in The City. Always enjoyable, and a great evening to spend with colleagues and customers

26

Thursday

Wednesday

23

Wednesday

May - FFK Day

This is a day set aside for our supporters to do their own thing, for FFK. It's a great way to build company culture by getting employees involved in this positive day and message



May – The inaugural FFK 10K

Get ready to help us celebrate 10 years, and what better way to do that than with a fun-run. There is a 10k for the serious runners, and a 5k for the fun-runners.

Wednesday

4

Wednesday

4th July Golf Day

Held on U.S. Independence Day, this event started when a London-based U.S. executive traded in his barbeque tongs for golf clubs. We now compete for the right to lift the silver-ware named in his honour: The Bob Ray Memorial Trophy



Sept – FFK's Assault Thunderbolt

Hundreds of adults will be able "to feel like kids again" and tackle a series of inflatable obstacles including ball pits, a climbing wall and "gauntlet". This event is still subject to approval (council) as well as requiring sponsoring

Thursday

4

Thursday

Oct - Five-a-side

How do you find out which City firm has the best footballers? You hold a tournament. This is a fun afternoon, that tests even the fittest with the round-robin format

1

Nov - Race Night

Picture Royal Ascot, your favorite reruns from the '70s and '80s, and people wearing funny hats, and you're beginning to get a taste for what this event is like. How's your memory?

Tuesday

18

Dec – A Christmas reception

Let's get together for a drink and some Christmas cake, and maybe bust-out a tune by the fire.

Events Overview – Company Organised

Companies have also run their own events in aid of FFK, such as:

- Citigroup has had **quiz nights** and **dress-down days** with all proceeds going to FFK
- Kite Group organised a “**Jazz and Comedy**” night in November 2015, which saw 100 people attend
- CurveGlobal had a **cake sale on FFK Day** and the funds were matched by the LSEG charitable foundation
- LSE also invited FFK to open trading at their **market opening ceremony** as we inaugurated FFK Day in 2015
- GH Financials global offices – London, Chicago, Hong Kong – raised funds by **selling FFK-logoed t-shirts**, and then matched those contributions, all as part of FFK Day



- LSE invited FFK to open trading at their **market opening ceremony** as we inaugurated FFK Day in 2015



- Trading Technologies sponsors a **Tennis Tournament** at FIA's Boca conference, donating and matching funds raised to FFK

Opportunities to Support FFK

Each FFK event provides opportunities for a range of sponsorships and participation levels, ranging from **full event sponsorship**, with all associated branding and participation opportunities, down to **single ticket** options.

Alternatively, firms can consolidate their support into one annual package – the **Annual Partner Programme** – and select the events and participation levels best suited to their objectives in one go.

- Allows sponsors the flexibility to select from a package of events to participate in across the year, in a one-off budgeting exercise.
- Provides sponsors with acknowledgement on all publicity materials as an FFK Partner, including the new FFK website, launching shortly, throughout the year.
- Communicates the supporter's long-term plans of giving back to good causes and builds goodwill
- Takes a tiered approach to each event enabling sponsors to enter at a level suiting their requirements
- FFK's events are varied to meet the needs of our supporters and their guests
- Events are spread over the year, across various areas to provide sponsors some variety

Partner Programme details

- The newly created Partner Programme is formed of three levels – platinum, gold and silver. Each provides the partner with a number of ‘Smileys’ – an FFK token that can be allocated to the events of your choice through the year. The higher the level of partnership, the more Smileys in the partner package. Here are the three levels available in our Partner Programme⁺:

Platinum



**“Platinum Partner”
acknowledgement on all event
publicity and marketing for the
year**

- **Ten Partnership Smileys**
- Partners are welcome to consolidate their package Smileys into single events or across multiple events
- Participation in events may be reserved before general release

£10,000

Gold



**“Gold Partner” acknowledgement
on all event publicity and
marketing for the year**

- **Five Partnership Smileys**
- Partners are welcome to consolidate their package smiley's into single events or across multiple
- Participation in events may be reserved before general release

£7,500

Silver



**“Silver Partner” acknowledgement
on all event publicity and
marketing for the year**

- **Three Partnership Smileys**
- Partners are welcome to consolidate their package Smileys into single events or across multiple
- Participation in events may be reserved before general release

£5,000

How it works

A Gold Partner consists of five (5) Partnership Smileys, which may be apportioned to the partner's event(s) of choice, comparative to the desired sponsorship level. Therefore, a Gold Partner may opt to be a Platinum sponsor at an event eg Poker Night, utilising all their smiley's on a sole occasion.

⁺Places for the FFK Partner Programme are limited

*The Partner Programme allows our forward-looking supporters to include their brand on all FFK publicity materials, including the new **FFK website**, launching in January 2018.*

2018 Events Packages & Smiley Allocations

Quiz Night

26 April

FFK Day

23 May

FFK 10k

23 May

Golf Day

Tuesday 4 July

Five-a-Side

4 October

Poker Night

Taking a break

Race Night

1 November

Platinum - £2,500



Platinum - £3,000



Platinum - £10,000



Platinum - £10,000



Platinum - £5,000



Platinum - £5,000



Platinum - £4,000



Gold - £1,200



Gold - £1,500



Gold - £2,000



Gold - £3,900



Gold - £2,000



Gold - £2,000



Gold - £1,000



Silver - £750



Silver - £1,000



Silver - £1,000



Silver - £2,000



Silver - £1,000



Silver - £1,500



Silver - £600



Bronze - £1,500



Bronze - £1,000



Bronze - £350



Please refer to individual event packages for more detail

Details – The Quiz Night

Since 2009, this annual highly competitive, fun and value-for-money evening has teams of ten from around the markets **competing for the annual Futures for Kids Trophy**. Taking place in a relaxed, internet-free (no cheating!) venue in The City, it is a wonderful way to spend an evening with colleagues and customers.

Many teams come back year-after-year including banks, proprietary houses, software vendors, and industry bodies to name but a few. It's widely regarded as one of the most fun of the FFK events calendar.

Because of the format, company names are recognised throughout the evening with scores tallied at the end of each round. The MC is usually a senior trustee from the FFK Board who ensures all sponsors receive appropriate mentions. For instance, in 2017, ION was mentioned three times throughout the evening. The short mentions by the MC is great advertising and positions the company as part of the futures family, with many senior people in the room.

Many companies take the opportunity to invite customers and colleagues to the evening. The informal aspect of the night means business conversations may be had in a relaxed mood and friendly setting.

Sponsorships start at £750

Tables at £600

Details – The Quiz Night

Quiz Night	Platinum - £2,500	Gold - £1,200	Silver - £1,000	Bronze - £750	Table - £600
April	Table of 10 quizzers	Table of 10 quizzers	Table of 10 quizzers	Table of 10 quizzers	Table of 10 quizzers
	Table of 10 quizzers	A game round <ul style="list-style-type: none"> • Buzzer, • Photo, • True/False 	Publicity via these avenues: <ul style="list-style-type: none"> • Less prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts 	Publicity via these avenues: <ul style="list-style-type: none"> • Minor prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts 	Limited publicity
	A game round <ul style="list-style-type: none"> • Buzzer, • Photo, • True/False 	Publicity via these avenues: <ul style="list-style-type: none"> • Prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts 			
	A game round <ul style="list-style-type: none"> • Buzzer, • Photo, • True/False 				
	Publicity via these avenues: <ul style="list-style-type: none"> • Most prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts 				
	All tables include a starter pack with wine and bottled beer awaiting you and your guests, as well as hors d'oeuvres at half-time				
Annually since 2009	Events are promoted on the new Futures for Kids website, referenced by our global partners on various media outlets				

Details – FFK Day

Since 2015, FFK Day has provided our supporters with a day to dedicate towards FFK by contributing in your own way.

FFK Day has gathered support from companies such as Citi, GH Financials, Fidessa, CurveGlobal and The LSE, among others.

Supporters have utilised their own resources:

- Donating monies raised from internal drives, and having company matching schemes, demonstrating employers are interested in the causes that interest their valued assets
- Selling t-shirts
- Holding “dress-down” days
- Selling cakes in “bake-off” competitions, and so on.

It can be anything, as long as you make it fun, and don't mind FFK telling our friends about what you're doing.

We also hold the Walk to Work on FFK Day.

Sponsorships start at £1,000

Details – FFK Day

FFK Day	Platinum - £3,000	Gold - £1,500	Silver - £1,000	Bronze - £750
May	Exclusive branding as the event sponsor Events and activities from this event link to the Platinum sponsor for any social media and digital footprint	Publicity via these avenues: • Prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts	Publicity via these avenues: • Prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts	Publicity via these avenues: • Prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts
	Publicity via these avenues: • Most prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts			
	FFK Day is the event headline, under which the Walk-to-Work falls. In 2018, there may be a new event occurring on this day in place of the W2W, which is to be confirmed. FFK Day sponsors enjoy the extension of both marketing avenues of the events on the day eg. W2W, FFK10K, Bake-off, etc, and the day itself.			
Annually since 2015	Events are promoted on the new Futures for Kids website, referenced by our global partners on various media outlets			

Details – Walk-to-Work

The brainchild of frustrated Kent commuters, this walk consists of four routes from different corners of London, converging into the City for a 6pm finish. No one actually makes it to work on this day

The FFK Walk to Work has so far raised more than £280K for our wonderful charities. In 2017, FFK's fund-raising topped the £2.75 million mark thanks to the generosity of so many people across our industry. With our eye on the next milestone, please continue to show how much you care by joining us on next year's walk. The sponsorship money you raise goes directly to our supported charities and makes a real difference to the lives of children at home and abroad.

You'll be among friends with staff from every level across banks, brokerage firms, exchanges, proprietary trading firms, IT vendors, journalists and consultants taking part in the walk to give something back to the community. You can enter as individuals or teams and there are prizes for the most money raised, the best fancy dress, etc.

Choose from four start points in/near parks on the outskirts of London. Whether you're up for a gentle stroll in the park, an all-day yomp over the full 35 miles, or something in between, there's a distance to suit all fitness levels - and flexible start times too. And to celebrate your success there is a finish line party in the City of London.

Details – Walk-to-Work

<i>Walk-to-Work</i>	Platinum - £POA	Gold - £2,000	Silver - £1,000	Bronze - £500
May	Publicity via these avenues: <ul style="list-style-type: none"> • Most prominent positioning on - Sponsorship marketing pyramid - T-shirts worn by all walkers (~60) - Banners at city checkpoints 	Publicity via these avenues: <ul style="list-style-type: none"> • Prominent positioning on - Sponsorship marketing pyramid - T-shirts worn by all walkers (~60) - Banners at city checkpoints 	Publicity via these avenues: <ul style="list-style-type: none"> • Less prominent positioning on - Sponsorship marketing pyramid - T-shirts worn by all walkers (~60) - Banners at city checkpoints 	Publicity via these avenues: <ul style="list-style-type: none"> • Least prominent positioning on - Sponsorship marketing pyramid - T-shirts worn by all walkers (~60) - Banners at city checkpoints
	Medals branding for all finishers	All social media publicity	All social media publicity	All social media publicity
	All walker's social media accounts	Acknowledgement at the IDX Gala Dinner attended by 600 industry executives	Acknowledgement at the IDX Gala Dinner attended by 600 industry executives	Acknowledgement at the IDX Gala Dinner attended by 600 industry executives
	Exposure in both UK and US via digital media outlets and walker's t-shirts			
	Acknowledgement at the IDX Gala Dinner attended by 600 industry executives			
	All sponsors are invited to the post-event reception that also serves as the finishing line for the walkers			
Annually since 2011	All walkers receive an FFK W2W branded shirt for their walk.			

Details – The 4th July Golf Day

Held on Independence Day, this event started when a London-based US executive traded in his barbeque tongs for golf clubs.

The Futures for Kids 4th July Golf Day all started from a conversation with the CBOTs, late Bob Ray. Bob loved what we do at FFK, enjoyed his golf, and knew a good idea when he heard one.

So, when FFK's Trustees pitched the first Independence Day US holiday golf event to him in 2010, the CME didn't hesitate to get right behind it.

Now, fourballs formed of players from software vendors, banks, brokerages, exchanges, and consultants, all play to take the silverware home named in his honour:

The Bob Ray Memorial Trophy.

Sponsorships start at £1,500

Details – The 4th July Golf Day

Golf Day	Platinum - £POA	Gold - £3,900	Silver - £2,000	Bronze - £1,500
July	A Fourball entered into the Team and Individual Stableford Competitions	A Fourball entered into the Team and Individual Stableford Competitions	A Fourball entered into the Team and Individual Stableford Competitions	A Fourball entered into the Team and Individual Stableford Competitions
	Brand-marketing option: • Vpar Scoring System (includes full branding placement online & scorepads) • Refreshments Buggy (includes buggy branding & cost of refreshments) • The Barbeque Lunch	Brand-marketing option: • Vpar Scoring System (includes full branding placement online & scorepads) • Refreshments Buggy (includes buggy branding & cost of refreshments) • The Barbeque Lunch	A competition hole: • Longest Drive, • Nearest the pin, • Beat the pro, • Hole-in-one, • The Fastest Hole	Publicity via these avenues: • Minor prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts
	A competition hole: • Longest Drive • Nearest the pin • Beat the pro • Hole-in-one • The Fastest Hole	Publicity via these avenues: • Prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts	Publicity via these avenues: • Less prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts	Corporate branding on one "flying teardrop" banners, in-line with number of fourballs in sponsorship package
	Additional brand-marketing opportunity to include branded items (polo shirts, caps, balls, tees, scorebooks, towels) to package, arranged and managed by FFK, with costs incorporated into the	Additional brand-marketing opportunity to include branded items (polo shirts, caps, balls, tees, scorebooks, towels) to package, arranged and managed by FFK, with costs incorporated	Corporate branding on one "flying teardrop" banners, in-line with number of fourballs in sponsorship package	
	Corporate branding on "flying teardrop" banners, in-line with number of fourballs agreed in sponsorship package	Corporate branding on "flying teardrop" banners, in-line with number of fourballs agreed in sponsorship package		
	Publicity via these avenues: • Most prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts			
	All players will receive Tea, coffee and bacon rolls on arrival, 18 holes of gold for all golfers, Barbeque lunch, other golfing and associated items as provided by sponsors.			
Annually since 2010	The winners of the competitions - teams and individuals - will be presented with prizes at the post-event luncheon			

Details – Five-a-Side Football

How do you find out which City firm has the best footballers? You hold a tournament. This is a fun afternoon, that tests even the fittest with the round-robin format.

The FFK Five-a-side tournament was originally a supporter managed football tournament run by Trading Technologies and Divento Futures. In 2017, ION revived the event, which attracted nine City companies to compete for the honours in this autumn tournament.

The tournament is a great way of raising money for FFK, while making the event a regular on the social calendars, both, within the company and with your customers.

Venues offer refereeing services, and have experience in running these activities, if help is required.

Sponsorships start at £500

Details – Five-a-Side Football

<i>Five-a-side</i>	Platinum - £2,750	Gold - £1,000	Silver - £500
September	A team of seven players, and have the option to "buy" more players at £100 each (how much do you want to win?).	A team of seven players, and have the option to "buy" more players at £100 each (how much do you want to win?).	A team of seven players, and have the option to "buy" more players at £100 each (how much do you want to win?).
	Exclusive tournament branding rights	One flying teardrop banner	
	Two flying teardrop banners		
Optional add-ons	Playing Shirts Sponsor - picture your logo one side, and the FFK logo on the other side - £1,000		
	Energy sponsor - covers anything that replenishes and recharges the players. This gives you the right to share some of your company's marketing goodies - £250		
2010-2012, 2017	Food and beverages are provided, as are trophies for the winners and runner-ups. In 2017, our Gold Partners sponsored the post-event drinks		

Details – The Poker Night

The underground world of high stakes poker has nothing on our poker night. Set in the coolest of London's makeshift poker dens, a great evening with colleagues and customers.

Texas Holdem is one of the most popular variants of poker and has fascinated players for many years. The history of Texas Holdem is full of intrigue, mystery and full of interest. The popularity of this game has continued to grow and players are flocking from all over the world to get a piece of Texas Holdem poker.

In Texas Holdem, players are dealt two face-down cards. Afterwards, each player gets a chance to exercise his betting options. Next, three cards are dealt simultaneously on the table for all players to share. This is called the flop, and it is followed by another round of betting. A fourth card, called the turn, is then dealt, and it too is followed by a round of betting. One final community card called the river is dealt followed by a final round of betting.

When all bets have concluded, there is a showdown, in which the highest ranking hand in play wins the pot.

Sponsorships start at £1,000

Details – The Poker Night

<i>Poker Night</i>	Platinum - £5,000	Gold - £2,000	Silver - £1,500	Bronze - £1,000
October	A table of 10 poker players	A table of 10 poker players	A table of 10 poker players	A table of 10 poker players
	A table of 10 poker players	A table of 10 poker players	Third prize sponsor	Publicity via these avenues: • Minor prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts
	A table of 10 poker players	Second prize sponsor	Publicity via these avenues: • Less prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts	
	First prize sponsor	Publicity via these avenues: • Prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts		
	Exclusive branding as the event lead sponsor			
	Publicity via these avenues: • Most prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts			
	All players and guests will be provided food and drinks courtesy of the Platinum sponsor			
2008-13, 2016-17	Players may re-buy unlimited chips in £50 lots until the cut-off time of around 8.30pm			

Details – The Race Night

Picture Royal Ascot, your favourite reruns from the '70s and '80s, and people wearing funny hats, and you're beginning to get a taste for what this event is like. How's your memory? Join Futures for Kids for a race night unlike any other, or is it?

Enjoy a drinks reception on arrival, food during the evening and the opportunity to have a flutter on up to 8 races – all while helping Futures for Kids.

Book a table sponsorship or half table sponsorship or come along as an individual and enjoy the fun. You can name a race through our sponsorship packages, and/or name your own horse in one of the races. All sponsorships/places available on a first-come, first-served basis.

Sponsorships start at £1,000

Details – The Race Night

Race Night	Platinum - £4,000	Gold - £1,000	Silver - £600	Bronze - £350
November	A table of 8 guests	A table of 8 guests	Half a table of 4 guests	Half a table of 4 guests.
	Exclusive branding as the event sponsor	Sponsorship of one race in programme, including naming rights	Guests may name horses in a race, and entered into the "Horse name of the night" competition	Publicity via these avenues: • Minor prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts
	Publicity via these avenues: • Less prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts	Publicity via these avenues: • Less prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts	Publicity via these avenues: • Less prominent positioning on - Sponsorship marketing pyramid - Any LinkedIn and twitter posts	
	Sponsorship of three races in programme, including naming rights	Guests may name horses in their sponsor's race, and entered into the "Horse name of the night" competition		
	Guests may name horses in their sponsor's race, and entered into the "Horse name of the night"			
	Branding on front page of race night programme			
2016	All places include a copy of the race night programme, drinks reception on arrival and food during the evening.			

Celebrating 10 years in 2018

