

Background

The Australian Alternatives Directory is an initiative of the Australian Hedge Fund community in conjunction with Cure Our Kids, a nonprofit organisation dedicated to improving quality of life for children with cancer and their families.

Initiated in 2001, the industry-charity partnership has become the backbone to Cure Our Kids' ability to provide vital programs and services to these special kids and their families.

Your sponsorship will help Cure Our Kids continue to take great strides in its mission to improve quality of life for brave young cancer patients and their families.

THE CURE OUR KIDS AUSTRALIAN ALTERNATIVES DIRECTORY

2011 10th Edition

The Australian Alternatives Directory

Now in its tenth year, The Australian Alternatives Directory is an essential reference guide to the managers and service providers that drive and support Australia's growing alternative investments industry.

Sponsorship in this year's directory gives you:

- Direct target market exposure
- Company positioning as a best-practice service provider
- Cost-effective advertising
- Exposure to more than 2,000 Hedge Fund related conference attendees throughout the Asia-Pacific
- Corporate social responsibility
- Global Distribution



ABN: 77 074 193 401

Registered Charity No. CFN17442

COMMITTEE: Kim Ivey | John Corr | John Gregory | Simon Ibbetson | John Currie | Damien Hatfield | Dereke Seeto | Robert Graham-Smith | Emma Cullen-Ward | Mark Bennett | Oliver Mauger | Allen McCristal

10 years of sharing the journey together

It was a decade ago when the Hedge Funds community generously extended its hand to assist a charity which was then just taking its first baby steps toward a very big dream: a better life for children with cancer. Since this time, we've continued to walk side by side on a journey of mutual support.

For Cure Our Kids, having you at our side has literally meant the world. Your commitment to our dream has enabled us to brighten the lives of well over 1000 children with cancer. But there is still so much more to be done...

Currently, for around than 150 kids facing the cancer challenge at Westmead, the path ahead is fraught with uncertainty.

By sponsoring this year's special anniversary edition directory, you will help ensure that whatever these children must confront on their cancer journey, they will never have to face it alone.

Cure Our Kids Inc.
PO Box 7278, Warringah Mall
Brookvale NSW 2100, AUSTRALIA

ph. +61 2 9938 3499
fax: +61 2 9938 3855
www.cureourkids.com.au

ABN: 77 074 193 401
Registered Charity No. CFN17442

cureour kids



SPONSORSHIP APPLICATION

PLEASE FAX COMPLETED FORM

+61 2 9938 3855

or complete online at

www.cureourkids.com.au/directory-sponsorship.php

COMPANY LISTING DETAILS

COMPANY: _____ CONTACT: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

I WOULD LIKE TO TAKE AN ADVERTISEMENT IN THE INVESTOR CATEGORY (please tick)

SINGLE MANAGER

FUND OF FUNDS

INCUBATOR

* NB: IF YOU DO NOT FIT UNDER ANY OF THESE CATEGORIES WE ARE HAPPY TO CREATE A CATEGORY FOR YOUR BUSINESS

COST (please tick)

FULL SPONSORSHIP PAGE - AUD \$900

DOUBLE PAGE - AUD \$1,200

I WOULD LIKE TO TAKE AN ADVERTISEMENT IN THE SERVICE PROVIDERS CATEGORY (please tick)

ACCOUNTING

ADVISORS

ASSET CONSULTANTS

BROKERAGE

COMPLIANCE

FUND ADMINISTRATOR

LEGAL

PRIME BROKERAGE

RECRUITMENT

RISK MANAG. / PST

VALUE PROVIDERS

COST (please tick)

FULL SPONSORSHIP PAGE - AUD \$1,500

DOUBLE PAGE - AUD \$2,000

*****SAVE THIS DATE*****

THURSDAY 15TH SEPTEMBER 2011

HEDGE FUNDS ROCK & AWARDS 10TH ANNIVERSARY DINNER

I WOULD LIKE TO BE INVOICED

PAYMENT (credit card payments will appear on your statement in AUD)

By Credit Card: VISA MASTERCARD AMEX DINERS

CARD NAME: _____ EXPIRY DATE: ____ / ____

CARD NUMBER:

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SIGNATURE: _____ TOTAL PAYABLE: \$ _____

BY DIRECT DEPOSIT: (AUD ONLY)

ACCOUNT NAME: Cure Our Kids Inc.

ACCOUNT #: 1026 4039

BANK: Commonwealth Bank

BRANCH: Dee Why

BSB: 062 155

Sender Reference: Your Company Name