



COMMUNICATE YOUR EDGE

OUR REACH

- Media
- Managers
- Investors
- Influencers
- Associations
- Lawmakers

CLIENT SERVICES

- Media Relations
- Press Releases
- Crisis Communications
- Ghost-Writing
- Media Training
- Event Marketing
- Social Media Marketing
- Government Relations

CONTACT US

info@hedgefundpr.net
www.hedgefundpr.net

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MEDIA TESTIMONIALS

"Mitch has the hands-down best rolodex in the hedge fund industry and is one of the nicest, most professional media executives I've come across during my time at CNBC."

MANEET AHUJA
HEDGE FUND SPECIALIST, CNBC

"Mitch is one of the hardest-working, most forthright public relations execs I've ever dealt with, and I have worked with hundreds. I cannot recommend him more highly as someone who works on behalf of his clients with integrity."

ERIN ARVELD LUND
FREELANCE WRITER, BARRON'S

Hedge Fund PR is the most prominent public relations agency that focuses exclusively on serving the global alternative investment industry. Our reach is extraordinary, and we offer specialized counsel on media relations and business development to hedge fund and private equity firms, institutional and private investors, non-profits, and professional services firms.

COMMUNICATIONS EXPERTS

Hedge Fund PR is driven by an accomplished leader with significant expertise in finance, communications and business strategy.

With over 20 years experience, Mitch Ackles has a track record for excellence. His efforts have resulted in thousands of PR successes, including product and company awards, news articles, cover stories, speaking engagements, broadcast interviews, events, alliances, and product placements on TV and in books, blogs and movies. His focused contact list includes virtually every editor, reporter, producer, key influencer and lawmaker that has used the term hedge fund.

Hedge Fund PR also draws upon a gifted team of professional financial writers, and a select group of partners with proficiency in marketing communications, investor relations, business development, government relations, media training, video production, event management and social media strategy.

RETAINED & À LA CARTE

Our clients can select retained and à la carte services tailored specifically to their needs. We work with PR benchmarks, enabling clear measures of our performance on any client project. To learn more and request a proposal please visit www.hedgefundpr.net.

INDUSTRY SPOKESMAN

Hedge Fund PR is proud to provide pro-bono services to the Hedge Fund Association and Hedge Funds Care, and other industry groups that unite us for a common purpose.



As the Hedge Fund Association's president, Mitch Ackles is a key industry spokesman and lobbyist, and oversees association events, government relations, and member programs.



Mitch also proudly serves as the press contact for hedge fund industry supported charities Help For Children and A Leg To Stand On.



RATES + BENCHMARKS

RETAINED MEDIA RELATIONS	RATES
<p>Each quarter, Hedge Fund PR will generate at least 10 interview opportunities and/or instances of media coverage. To accomplish this goal, we will:</p> <ul style="list-style-type: none"> • Author and Issue up to 3 press releases to Hedge Fund PR’s global media, industry and influencer contact list (20,000+ email recipients) • Post up to 3 press releases to 20+ relevant groups on LinkedIn and to Twitter • Issue up to 3 press releases via Business Wire (additional cost) • Generate story ideas and pitch the media individually via phone and/or email • Arrange and accompany the client on 1 media tour of at least 2 days in length with prominent media in NYC or other location (up to 1 per quarter)* • Serve as media contact, coordinating opportunities and conducting follow-ups <p><i>* client is responsible for reimbursement of hotel and airfare incurred for each media tour</i></p>	<p>For 4 Quarters: \$5,000 per month</p> <p>For 2 Quarters: \$6,500 per month</p> <p>For 1 Quarter: \$7,500 per month</p>
À LA CARTE SERVICES	RATES
<p>Press Releases For 1 press release, Hedge Fund PR will generate at least 4 interview opportunities and/or instances of media coverage with financial media (print/online/broadcast) and/or relevant trade publications. To accomplish this goal, we will:</p> <ul style="list-style-type: none"> • Author and Issue 1 press release to Hedge Fund PR’s global media, industry and influencer contact list (20,000+ email recipients) • Post 1 press release to 20+ relevant groups on LinkedIn and to Twitter • Serve as media contact, coordinating opportunities and conducting follow-ups • Issue 1 press release via Business Wire (additional cost) 	<p>\$3,000 per press release</p>
<p>Event Marketing For 1 Webinar or Seminar, we will:</p> <ul style="list-style-type: none"> • Send invitation to Hedge Fund PR’s media, industry and influencer contact list (20,000+ recipients) • Post invitation to 20+ relevant groups on LinkedIn and to Twitter <p><i>* rate does not include creation of email invitation or event registration forms</i></p>	<p>\$2,000 per event*</p>
<p>Guest Articles (700-1000 words) For 1 guest article, we will:</p> <ul style="list-style-type: none"> • Work with the client to develop the topic • Provide up to 3 drafts of the guest article • Seek placement of the guest article in relevant media outlet 	<p>\$2,500 per guest article</p>
<p>Social Media Marketing Maintain the Client’s social media presence:</p> <ul style="list-style-type: none"> • One-time analysis of the Client’s existing social media marketing strategies • Set objectives, priorities and campaign performance measurements • Create a pipeline of monthly social media content and pre-scheduled posts to social media with call to action links • Includes management and distribution on LinkedIn, Twitter, Facebook and YouTube • Coordinate with the Client’s team and external service providers as needed • Utilize press releases, success stories and event/speaking engagement announcements as posts to social media channels at pre-scheduled intervals • Produce social media content and arrange live postings during client events** <p><i>* rates are set based on the client’s specific goals and requirements</i></p>	<p>TBD*</p>
<p>White Papers (5-7 pages) For 1 white paper, we will:</p> <ul style="list-style-type: none"> • Work with the client to develop the topic • Work with the client to research/gather content • Provide up to 3 drafts of the white paper <p><i>* rate does not include creation of white paper design</i></p>	<p>\$7,000 per white paper*</p>
<p>Case Studies (1-2 pages) For 1 case study, we will:</p> <ul style="list-style-type: none"> • Work with the client to develop the topic • Coordinate/conduct phone interviews • Provide up to 3 drafts of the case study <p><i>* rate does not include creation of case study design</i></p>	<p>\$2,500 per case study*</p>

Hedge Fund PR's clients can draw upon our gifted team of alliance partners with expertise in marketing communications, investor relations, business development, government relations, media training, video production, events management and social media marketing.

 <p>oviscreative</p>	<p>Founded by Lauren Colonna, Ovis Creative is an industry leader in the development of compelling marketing solutions for emerging and existing hedge fund managers. Ovis specializes in the development of comprehensive pitchbooks, advertisements, identity systems, websites and performance reports that project the most distinctive qualities of our clients, and differentiate them among competitors.</p>
 <p>connecting your business to the NEXT opportunity</p>	<p>Connex Consulting Inc. is a strategic business development advisory firm that delivers tangible results. We transform businesses into world-class organizations by connecting our clients to their next opportunity, making synergistic introductions, creating unique marketing platforms, and enhancing brand visibility. Our comprehensive suite of customized services include: business development, marketing, events, and public relations. Together we build solutions that ensure long-term growth and success.</p>
 <p>onda FILMS</p>	<p>Led by owner and producer Mercedes Palomo, Onda Films is an internationally acclaimed video production company that creates effective, imaginative spots for some of the most prominent financial advertisers in the world. Working from concept to air in any video format, Onda Films is able to distinguish hedge fund brands and positively influence sophisticated target audiences.</p>
 <p>POLITICAP</p>	<p>Founded by Robert Radano, Politicap is a boutique political intelligence firm providing specialized services to investment interests and lobby firms. Our areas of expertise include legislation, regulation, political consultation and media relations. Politicap works to influence policy while educating Washington on the complexities of markets, trading, hedge funds and investment techniques.</p>
 <p>Hedge Fund Association</p>	<p>As members of the Hedge Fund Association, an international not for profit industry trade and nonpartisan lobbying organization, Hedge Fund PR can connect our clients to an expansive network of leading professional services firms. These include prime brokers, administrators, custodians, auditors, lawyers, risk managers, technologists and third party marketers.</p>

