

# Sponsoring

## Take advantage of opportunities for both sides

Looking for a partner who believes in your project and can enable it to be realized? We are on the search for elegant events and outstanding talent.

At the VP Bank Group, sponsoring is used as a supportive instrument for our marketing and communications efforts. It contributes greatly to the level of recognition and image of our company.

The sponsoring projects are aligned with the strategic goals of the VP Bank Group. In those activities, we take into account all aspects of our corporate culture and focus on sponsoring commitments to sports and cultural events that are unusual and elegant.

## Sponsoring prerequisites

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### Areas of interest

- Up-market sports such as golf, dressage and tennis
- Art and culture

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### Strategic requirements

- Leading events in your specialized area
- Unusual and elegant themes, as well as platforms that are unique in their format
- As your partner, we work with you to develop a medium- to long-term concept and ultimately play an active organizational role
- Hospitality possibilities for our prime client relationships

## Two examples of our current sponsorship commitment from the world of sports

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### Dressage **Personal sponsoring of Jessica und Benjamin Werndl**

VP Bank as principal sponsor: logo display on horse trucks, rider's clothing, horse blankets, caparisons, perimeter boards, publications, printed matter, website; use for client events

- ▶ Interview with Jessica Werndl
- ▶ Interview with Benjamin Werndl

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### Tennis **Personal sponsoring of Stephanie Vogt**

VP Bank is Principal sponsor: logo display on clothing, cap, head band and kitbag; use for client events

- ▶ Interview with Stephanie Vogt

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## Donations



Through its sponsoring and charitable activities, VP Bank fulfills its social responsibility vis-à-vis Liechtenstein and the surrounding region. These activities and donations are directly related to the Bank's local marketing and brand management strategies, as well as its efforts to acquire clients and cater to their needs. VP Bank gives preference to institutions that have a business relationship with the Bank and to projects that serve charitable purposes.

## Why VP Bank?

We turn private banking into an impressive experience. We welcome projects of a nature that go beyond the everyday. With VP Bank, you can count on a sponsor that actively supports mutual cooperation.

### Contact

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