

FIELDHOUSE

# BASECAMP

FieldHouse BaseCamp is FieldHouse Associates' curated PR offering for early-stage companies with the ambition to scale, but smaller budgets. We provide BaseCamp members with media opportunities and intel they would never find themselves.

## AT A GLANCE...

**Affordable** - a fraction of the monthly retainers paid by full-service clients

**Targeted** - media opportunities for tech startups from an expert agency

**Informed** - Key awards and event notifications, delivered by email

**Flexible** - Pay-as-you-go additional PR services as and when required

**Networked** - Opportunities to meet investors, key journalists and founders

**Insightful** - bi-monthly workshops delivered by industry experts on key topics

## WHY DID YOU CREATE IT?

We know that before a startup secures Series A funding or boasts high revenue and profit, budgets will be tight. This shouldn't stop them from building the media profile that will help them scale and secure bigger funding rounds.

FieldHouse Associates is a specialist integrated communications and growth consultancy for the fast-growth technology, innovation, and investment ecosystem.

Founded in 2012 and headquartered in London, we work with many of the UK's most prominent venture capital firms, fastest growing scaleups, and highly-regarded entrepreneurial initiatives.

## CONTACT

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## WHO IS ELIGIBLE FOR BASECAMP?

If your business is in its first six years of trading, employs fewer than 12 people, is pre-Series A, and generates less than £1m turnover, we should talk. We also have options for companies beyond those thresholds, so get in touch if you like the sound of the model.

## HOW MUCH DOES FIELDHOUSE BASECAMP COST?

It's a fixed cost of just £500 per month for a 12-month contract. Most agencies charge a monthly retainer between £5,000 - £12,000.

## HOW DO YOU KEEP THE COSTS SO LOW?

We already know the media, the influencers, and the awards and events organisers. They regularly come to us with opportunities - and now we can pass relevant opportunities across to you, that you would never otherwise see.

We keep costs low because we do not offer you messaging, positioning, strategy or full-service delivery for your business. Instead, we keep it simple, serving up opportunities, tip sheets and relevant contact details and you take it from there.