



TOP PRIVATE EQUITY  
**INNOVATOR**  
2024

# DIGITAL GUIDE

# TABLE OF CONTENTS

- Intro
- Timing
- Social media
  - ✓ [Graphic](#)
  - ✓ Copy for [company accounts](#)
  - ✓ Copy for [employee accounts](#)
- Email
  - ✓ Marketing [email banner](#)
  - ✓ Marketing [email copy](#)
  - ✓ Email [signatures](#)
- Web
- Press release
  - ✓ Press release [template & how-to guide](#) for publishing to PRWeb and BusinessWire
- BluWave promotion plan
- Questions & BluWave contact info

# INTRO

Congratulations! We are thrilled to once again recognize your firm as a Top Private Equity Innovator and include you in the 2024 class of awardees.

The assets provided in the accompanying .zip file are for your use to promote this well-deserved recognition. Given the increasing importance of brand formation in the PE landscape, we recommend you use all relevant resources provided.

Provided sample materials are based on previous awardee requests and brand-building best practices to help make things easier for you and your team. Of course, please feel free to create your own and/or customize it as desired!

If there are any resources that you would benefit from, but have not been provided, please let us know and we'll do our best to create those for you.

# TIMING

The awards announcement will go public on **Wednesday February 21st, at 7:15 AM ET.**

We kindly ask that you keep everything under embargo until then.

On February 21st after 7:15 AM ET, please feel free to announce your recognition across any and all channels.

# SOCIAL MEDIA – GRAPHIC

To maximize the goodwill of your firm receiving this award, in your .zip file you will find a social media graphic personalized with your firm's logo. It was designed to be shared on your firm's LinkedIn page and to be distributed amongst your employees so that they can share it on their personal LinkedIn pages as well.

On the next two slides you will find sample accompanying copy for both firm posts & employee posts.

When posting, we recommend that you tag BluWave, so that our team can rally around your post to maximize reach for your firm.

Additionally, please note that LinkedIn penalizes posts with outside web links made within the post itself, so it's best practice to include any links that point outside of LinkedIn within the comments section of a post. If you use this practice, mention within the post that links are provided in the comments section.

BW Awards Social Tile



# SOCIAL MEDIA – COMPANY COPY

We are excited to share that @BluWave, LP has once again recognized [FIRM NAME] as a Top Private Equity Innovator, including us in the 2024 class of awardees! This recognition places [FIRM NAME] among the top 2% of PE firms for the second year in a row for our innovation across proactive due diligence, transformative value creation, modern private equity firm operations and corporate citizenship\*.

BluWave partners with hundreds of leading private equity firms and has a unique perspective that enables it to understand best practices and innovation in private equity. This year's award recipients were selected through BluWave's rigorous assessment in consultation with leading limited partners, investment bankers and other thought leaders in the private equity ecosystem.

You can visit the link in the comments below to learn more about the awards.

#TopPrivateEquityInnovator #BluWave #[FIRM NAME]

\*BluWave, LP has not received investment capital from and holds no ownership interest in the PE firms evaluated or recognized under the Top Private Equity Innovator awards program. BluWave received no compensation from any of the PE firms in connection with this awards program. However, BluWave may otherwise provide services to the PE firms and/or portfolio companies, but BluWave confirms that its assessment of the PE firms was independent of any such service arrangements. Top 2% in the PE industry is based on BluWave's review of the more than 5,000 PE firms in the U.S. and Canada from which the PE firms were selected as award recipients.

*[Add in Comments section:] [NB, LinkedIn penalizes posts with outside web links made within the post itself, so to maximize reach it's a best practice to include any links that point outside of LinkedIn within the comments section of a post]*

Learn more about the awards: ([YOUR PRESS RELEASE LINK] and [awards page](#))

- You can link to your firm's specific profile on the awards page by adding #FIRMNAME at the end of the above link (e.g. High Tide Capital would use [bluwave.net/awards/#hightidecapital](#)). Your unique link can be found in the email where you were sent this deck.

# SOCIAL MEDIA – EMPLOYEE COPY

I am excited to share that @BluWave, LP once again recognized [FIRM NAME] as a Top Private Equity Innovator, placing us among the top 2% of PE firms in 2024 for our innovation across proactive due diligence, transformative value creation, modern private equity firm operations and corporate citizenship\*.

BluWave partners with hundreds of leading private equity firms and has a one-of-a-kind perspective that enables it to uniquely understand best practices and innovation in private equity. This year's award recipients were selected through BluWave's rigorous assessment in consultation with leading limited partners, investment bankers, and other thought leaders in the private equity ecosystem.

I'm proud to be part of an innovative team that is leading the way in private equity.

To learn more about the awards, you can visit the link in the comments below.

#TopPrivateEquityInnovator #BluWave #[FIRM NAME]

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*[Add in Comments section:]*

Learn more about the awards: ([YOUR PRESS RELEASE LINK] and [awards page](#))

- You can link to your firm's specific profile on the awards page by adding #FIRMNAME at the end of the above link (e.g. High Tide Capital would use [bluwave.net/awards/#hightidecapital](#)). Your unique link can be found in the email where you were sent this deck.

# EMAIL – MARKETING BANNER

Additionally, we encourage you to share the recognition with your target audience via email.

In your .zip file you will find variations of email banners that display the awards badge. These were intended for you to place at the top of your announcement emails.

Additionally, on the following slide, we have provided recommended copy that you can use in the email announcement.

BW-Award-Winner-Email-Banner-1.jpg



BW-Award-Winner-Email-Banner-3.jpg



BW-Award-Winner-Email-Banner-2.jpg



BW-Award-Winner-Email-Banner-4.jpg



# EMAIL – MARKETING COPY

Subject: [FIRM NAME] recognized as 2024 Top PE Innovator

Hi there,

[FIRM NAME] is pleased to share that for the second year in a row, we were selected as a 2024 Top Private Equity Innovator by BluWave! This recognition places [FIRM NAME] among the top 2% of PE firms in 2024 for our innovation across proactive due diligence, transformative value creation, modern private equity firm operations and corporate citizenship\*.

Recipients were selected through a rigorous assessment by BluWave in consultation with leading limited partners, investment bankers, and other thought leaders in the private equity ecosystem.

[INSERT QUOTE OR ANECDOTE HERE TO SHARE AN EXAMPLE OF HOW YOU ALL EXCEL AT THE CRITERIA ABOVE]

We are honored to have been recognized as a leading innovator in the private equity industry. You can learn more about the Top Private Equity Innovator Awards [here](#).

Here [\[LINK TO YOUR PRESS RELEASE\]](#) is our press release sharing more about how we're innovating in the private equity industry.

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# EMAIL – EMPLOYEE SIGNATURE

Have your employees share the firm's recognition as a Top Private Equity Innovator by placing one of the email signature graphics provided from the .zip file in your employees' default email signature.

If you are not familiar with how to embed signature graphics in Outlook emails, you can access instructions in this [PDF how-to guide](#).

BW-Awards-Email-Signature-1.jpg



BW-Awards-Email-Signature-2 .jpg



# WEB

The badge below is included in your .zip file for use on your website. We encourage you to place it on your homepage and link to [bluwave.net/awards/#FIRMNAME](https://bluwave.net/awards/#FIRMNAME), displaying your recognition as a Top Private Equity Innovator.

BW-Awards-Badge.jpg



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# PRESS RELEASE – TEMPLATE & HOW-TO

In your .zip file, you will find a press release template.

To reach as large of an audience possible with this announcement, we encourage you to use the press release template or a customized version as you desire.

If you are not familiar with sharing a press release on the wire, you can access the following PDF how-to guides that outline how to upload your press release on [prweb.com](https://prweb.com) or [businesswire.com](https://businesswire.com).

# BLUWAVE PROMOTION PLAN

Alongside your efforts, we will be doing a series of promotional activities to recognize the Top Private Equity Innovators. Below is an outline of what we will do on February 21st to help drive the positive impact for awardees:

- LinkedIn post tagging all awardees via BluWave's account
- Updated [bluwave.net/awards](https://bluwave.net/awards) webpage recognizing the 2024 recipients
- We will share the news of the 2024 Top Private Equity Innovator Awards with a targeted list of limited partners, investment bankers, independently-owned company leaders and service providers

Additionally, as a reminder, your firm will receive a physical crystal award(s) for display in your office.

On February 21<sup>st</sup>, our CEO would also like to send a congratulatory note to select contacts at your firm. In the email where you were sent this deck, you can find more details, along with the option to opt-out of this send.

# QUESTIONS & BLUWAVE CONTACT INFO

Any questions or assets you need that you don't see provided?

Please email BluWave team members Kyle Johnson ([kjohnson@bluwave.net](mailto:kjohnson@bluwave.net)) and Delaney Grace Walker ([dwalker@bluwave.net](mailto:dwalker@bluwave.net)).

# THANK YOU

(615) 588-4010

[info@bluwave.net](mailto:info@bluwave.net)

[www.bluwave.net](http://www.bluwave.net)