

PitchBook League Table Awards

general guidelines

PitchBook's League Table Awards highlight market-leading firms, lenders, and service providers who shape the direction of both private and public capital markets. Backed by the industry's most comprehensive data and research across asset classes, geographies, sectors, strategies, and segments, PitchBook's rankings deliver a well informed, unparalleled view of the market landscape.

Guidance

- Use the full award name on first mention, e.g., PitchBook League Table Awards.
- Reference the top line name when speaking about the program generally, but be mindful of different categories and awards. Use "PitchBook" in the name, as in: PitchBook League Table Awards or PitchBook Manager Performance Score League Tables.
- For top ranking category winners (#1 entry), use the word "winner."
- For lesser ranked entities include the closest meaningful number, e.g., within the top 5 write "top 5"; for top 10 write "top 10."
- For the PitchBook Manager Performance Score League Table, use language aligned with these performance categories: Gold, Silver, and Bronze. For example, use "Gold-ranked firm" for top decile performance, and "Silver-ranked firm" for top quartile performance.
- Use the appropriate year before relevant awards: E.g. PitchBook League Table Award. Even though we are in 2026, the award itself is for the previous year, 2025.
- Use plural for "awards" in reference to program name.
- Use singular for winning entities or a specific award.
- Capitalize the B in PitchBook.
- Spell out PitchBook and League Table Awards instead of using abbreviations such as PB or LTA.
- Credit report/league tables to PitchBook rather than PitchBook News & Analysis.

Relevant names and terminology

- PitchBook League Tables
- PitchBook Global League Tables
- PitchBook Lending League Tables
- PitchBook Manager Performance Score League Tables
- PitchBook League Table dashboards

Best practices

Celebrate your well-earned standing with clients and colleagues. Use our social media template, email signature badge, press release template, and website badge to promote your recognition.

Tag us on social media

- LinkedIn: @PitchBook
- Facebook: @PitchBook
- Instagram: @pitchbookdata

Reference the methodology for Global League Tables and Lending League Tables and Manager Performance League Tables to learn how the rankings are made.

Do not alter the PitchBook or Global League Table Awards logos or assets in any way, including cropping, skewing, changing color, or overlaying other images or logos with our logos.

The League Table Awards are solely for informational purposes and do not constitute an endorsement or recommendation by PitchBook of any of the firms or funds listed.