



# NEFMA

NEW ENGLAND FINANCIAL MARKETING ASSOCIATION

# SPRING CONFERENCE

## 2025 SPONSORSHIP OPPORTUNITIES

◀ **MAY 8-9, PORTLAND, MAINE** ▶

**ENGAGE, CONNECT, AND GROW**

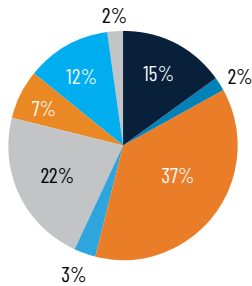
with New England's Financial Marketing Leaders

# Be Part of the NEFMA Spring Conference 2025!

We invite you to join us as a sponsor for the NEFMA Spring Conference, where New England's top financial marketing professionals gather to share insights, network, and explore the future of financial marketing. Sponsoring this premier event is your opportunity to connect with decision-makers and showcase your brand's thought leadership.

## Who Attends?

Attendees at NEFMA's conferences ranges from junior-level to chief marketing officer-level executives. NEFMA maintains long-term relationships with C-Suite executives such as Presidents, Vice Presidents, and CMOs of our member organizations while simultaneously incorporating programs that will entice those new to financial marketing. Many attendees come from banks, credit unions, and financial institutions across New England.



### Professional Title

- 15% CEO, Founder, Principal, President, or Owner
- 2% COO
- 37% Vice President
- 3% CMO
- 22% Manager/Director—Advertising, Marketing, Content, Design
- 7% Manager/Director—Accounts, Sales, Operations
- 12% Specialist—Branding, Design, Marketing
- 2% Specialist—Business Development, Sales



### Location

- 53% Massachusetts
- 24% Connecticut
- 6% New Hampshire
- 6% Rhode Island
- 3% Maine
- 3% Vermont
- 5% Other

## Why Sponsor?

The New England Financial Marketing Association (NEFMA) is dedicated to fostering personal and professional growth through educational meetings and networking events. Sponsoring the NEFMA Spring Conference provides a unique opportunity to enhance brand visibility among New England's financial marketing professionals, engage directly with decision-makers and industry leaders, and demonstrate thought leadership within the financial marketing community. NEFMA offers participating organizations the chance to strengthen their brand, establish meaningful relationships, and generate business opportunities. With sponsorship options tailored to fit a variety of budgets and marketing strategies, this conference connects you with an influential audience of financial marketers across New England. Organizations specializing in advertising, public relations, design, web development, digital marketing, publications, and promotional items are ideal partners for this event. Contact [office@nefma.org](mailto:office@nefma.org) to explore sponsorship packages and create a marketing plan that aligns with your goals.

### Sponsorship Benefits:

1. Exclusive Access: Engage with an audience of decision-makers and industry leaders.
2. Brand Visibility: Showcase your company's logo and messaging in key areas throughout the conference.
3. Lead Generation: Build relationships with potential clients and partners.
4. Thought Leadership: Share your expertise through sponsored sessions or workshops.

## Let's Play!

NEFMA wants to encourage attendees to visit and connect with our exhibitors. This year we'll be playing "Passport" - this game is designed to get attendees to visit your display at no extra cost to you!

### How it works:

Attendees will be given a "Passport" at registration which includes a map or list of exhibitors with corresponding "global" town names (e.g. Paris, Naples, Mexico, Peru). Attendees visit exhibitor tables and engage in conversations to earn a stamp or signature from the exhibitor. Exhibitors can offer mini-challenges or trivia questions related to their town/city/country or products and services for an extra stamp. Attendees who collect a set number of stamps (e.g., 8 out of 10 towns) can turn in their Passport for a chance to win prizes.



### Did you know?

Maine has more than 40 towns named after foreign countries and cities. That's right, in Maine it's only a 35-minute drive from China to get to Rome! This game encourages attendees to visit exhibit tables while celebrating the unique charm of Maine towns named after global destinations.

# Platinum Sponsorship

## Exclusive Opportunity

**Description:** Be the premiere sponsor at the NEFMA Spring Conference. This level of support not only places your company at the center of the conference, but it is also an opportunity to stay involved with the NEFMA community beyond just the conference!

### Benefits:

- Pre and post attendee list.
- One Exhibit Table. *(\$2,000 value)*
- Total of 4 complimentary conference registrations. *(\$4,000 value)*
- Total of 2 complimentary NEFMA memberships. *(up to \$2,400 value)*
- Optional one promotion item placed in the conference bag. *Bag insert provided by sponsor.*
- Opportunity for a ten-minute introduction of your organization to the general attendee audience.
- 1 exclusive marketing email sent out to all conference attendees two weeks prior to the start of the conference. *Sponsor provides content to NEFMA to send out through their marketing channel.*
- Opportunity to host a pre or post conference webinar. The topic must be industry-related, and content cannot be solely about the sponsoring organization and/or its products or services. Content must be approved by the Committee Chair(s).
- Logo recognition in all digital conference materials as the Platinum Sponsor.
- Logo recognition on signage throughout the conference as the Platinum Sponsor.
- Logo and website link on NEFMA's conference website as the Platinum Sponsor.

**Investment: \$8,000**

# Gold Sponsor Opportunities

\$3,500 – \$5,000

## Keynote Sponsor

**Description:** This sponsorship level offers you the opportunity to host the keynote speaker. The keynote speaker is carefully selected by NEFMA. We invite your representative to welcome attendees to the session, provide a brief overview of your organization, and introduce the keynote.

### Benefits:

- Pre and post attendee list.
- One Exhibit Table. *(\$2,000 value)*
- Total of 2 complimentary conference registrations. *(\$2,000 value)*
- Total of 1 complimentary NEFMA membership. *(up to \$600 value)*
- Opportunity for a representative to welcome attendees to the session, provide a brief overview of your organization and introduce the keynote speaker.
- Logo recognition in all digital conference material as the Keynote Sponsor.
- Logo recognition on signage throughout the conference as a Gold Sponsor.
- Logo and website link on NEFMA's conference website as a Gold Sponsor.

**Investment: \$5,000**

## Awards Reception Sponsor

**Description:** The NEFFIES is the premier regional awards celebration honoring the work produced across New England in financial marketing. With this sponsorship, your company would be featured as the host of the reception celebrating excellence and honoring the award winners.

### Benefits:

- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Additional 2 complimentary reception tickets. *(\$200 value)*
- Opportunity for a representative to welcome attendees to the cocktail reception.
- Opportunity to sponsor cocktail napkins handed out during reception and/or offer other branded swag item *(additional swag items provided by vendor)*
- Logo recognition in all digital conference material as the Awards Sponsor.
- Logo recognition on signage throughout the conference as a Gold Sponsor.
- Logo and website link on NEFMA's conference website as a Gold Sponsor.

**Investment: \$4,000**

## Meal Sponsorship 3 opportunities (2 Breakfast, 1 Lunch)

**Description:** Help fuel the NEFMA conference by sponsoring one of the meal breaks! Your company will be prominently featured as the meal hosts during either breakfast or lunch.

### Benefits:

- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition on dedicated signage during the meal break.
- Logo recognition on signage throughout the conference as a Gold Sponsor.
- Logo and website link on NEFMA's conference website as a Gold Sponsor.
- Your logo on napkins and coffee cups during the break.
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One 6ft draped table with 2 chairs and one additional representative).

**Investment: \$3,500**

# Silver Sponsor Opportunities

\$2,000-\$3,000

## Exhibitor Multiple Opportunities

**Description:** Prominently display your products and services to NEFMA conference attendees! The exhibit hall will be featured in the heart of the action. Your exhibit package comes with ONE representative pass. All exhibitors will be distinguished as Silver Sponsors.

- Pre and post attendee list.
- One 6ft draped table with 1 chairs.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition in all digital conference materials as a Silver Sponsor.
- Logo recognition on signage throughout the conference as a Silver Sponsor.
- Logo and website link on NEFMA's conference website as a Silver Sponsor.

**Investment: \$2,000**

## Photo Booth Sponsor

**Description:** Capture unforgettable moments and boost your brand's visibility by sponsoring the awards photo booth!  
*(Photo booth limited to 2 hours)*

- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition on dedicated signage at the photo booth.
- Logo recognition in all digital conference material as a Silver Sponsor.
- Logo recognition on signage throughout the conference as a Silver Sponsor.
- Logo and website link on NEFMA's conference website as a Silver Sponsor.
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One 6ft draped table with 2 chairs and one additional representative).

**Investment: \$2,000**

## Conference Lanyard Sponsor

**Description:** Your brand will be displayed on the official NEFMA conference lanyard.

- Exclusive opportunity to brand the conference lanyards.
- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition in all digital conference material as a NEFMA Silver Sponsor.
- Logo recognition on signage throughout the conference as a NEFMA Silver Sponsor.
- Name and website link on NEFMA's conference website as a NEFMA Silver Sponsor.
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One 6ft draped table with 2 chairs and one additional representative).

**Investment: \$2,250**

# Silver Sponsor Opportunities

\$2,000-\$3,000

## Mobile App Sponsor

**Description:** Prominently display your brand alongside the roadmap to the conference: the mobile app! Your company would be featured as the hosts of the mobile app (select by NEFMA).

- Exclusive opportunity to support the mobile app.
- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition on the conference app.
- Logo recognition on signage throughout the conference as a Silver Sponsor.
- Logo recognition on dedicated signage for Mobile App
- Logo and website link on NEFMA's conference website as a Silver Sponsor.
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One 6ft draped table with 2 chairs and one additional representative).

**Investment: \$2,250**

## Health & Wellness Sponsorship

**Description:** Help attendees rest and recharge during the conference with this sponsorship. NEFMA will work with the sponsor to determine the type of wellness session to be offered to conference attendees. Examples include: Morning Yoga, Massage Therapists, Therapy Dog, etc.

- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition in all digital conference material as a Silver Sponsor.
- Logo recognition on signage throughout the conference as a Silver Sponsor.
- Logo recognition on dedicated signage during the wellness break.
- Logo and website link on NEFMA's conference website as a Silver Sponsor.
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One 6ft draped table with 2 chairs and one additional representative).

**Investment: \$2,500**

## Refuel Sponsorship *Two Opportunities*

**Description:** Help fuel the NEFMA conference by sponsoring one of the conference breaks. Your company will be prominently featured as one of the break hosts.

- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition on dedicated signage during the break.
- Your logo on napkins and coffee cups during the break.
- Logo recognition in all digital conference material as a Silver Sponsor.
- Logo recognition on signage throughout the conference as a Silver Sponsor.
- Logo recognition on dedicated signage during the wellness break.
- Logo and website link on NEFMA's conference website as a Silver Sponsor.
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One 6ft draped table with 2 chairs and one additional representative).

**Investment: \$2,500**

# Silver Sponsor Opportunities

\$2,000-\$3,000

## Conference Bag Sponsor

**Description:** Your brand will be displayed on the official NEFMA conference bag.

- Exclusive opportunity to brand the conference tote bag.
- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition in all digital conference material as a NEFMA Silver Sponsor.
- Logo recognition on signage throughout the conference as a NEFMA Silver Sponsor.
- Name and website link on NEFMA's conference website as a NEFMA Silver Sponsor.
- Opportunity to purchase and exhibit table at a discounted rate of \$1,000 (One 6ft draped table with 2 chairs and one additional representative).

**Investment: \$3,000**

## Hotel Room Key Sponsor

**Description:** Put your brand directly in attendees' pocket! Your brand will be displayed on all attendee guestroom keys.

- Exclusive opportunity to brand the guestroom keycards.
- Pre and post attendee list.
- Total of 1 complimentary conference registration (includes admission to the Awards Reception) *(\$1,000 value)*
- Logo recognition in all digital conference material as a NEFMA Silver Sponsor.
- Logo recognition on signage throughout the conference as a NEFMA Silver Sponsor.
- Name and website link on NEFMA's conference website as a NEFMA Silver Sponsor.
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One 6ft draped table with 2 chairs and one additional representative).

**Investment: \$3,000**

# Supporter Opportunities

\$1,999 and under

## Breakout Session Sponsor *Multiple Opportunities*

**Description:** Support a breakout session at the conference. This includes an opportunity for a representative to welcome attendees to the session and help moderate.

- Pre and post attendee list.
- Recognition on signage at a breakout session of your choice.
- Name and website link on NEFMA's conference website as a NEFMA Supporter.

**Investment: \$500**

## NEFMA Lounge Sponsor

**Description:** The NEFMA Lounge is an impromptu workspace and lounge available for attendees to use on an ad hoc basis. Your company will be displayed as the lounge host, inspiring connections and conversations inside the lounge.

- Pre and post attendee list.
- Logo recognition on signage throughout the conference as a NEFMA Supporter.
- Name and website link on NEFMA's conference website as a NEFMA Supporter.

**Investment: \$1,500**

## Charging Station Sponsor

**Description:** Help conference attendees stay charged and connected. With this sponsorship your company will be supporting a branded charging station at the conference.

- Pre and post attendee list.
- Logo recognition on signage throughout the conference as a NEFMA Supporter.
- Name and website link on NEFMA's conference website as a NEFMA Supporter.

**Investment: \$1,500**

## Promotional Giveaway Room Drop Sponsor

**Description:** Welcome NEFMA attendees with an item brought to their guest room. Limit to first 100 guest rooms. Promotion item supplied by your company.

- Pre and post attendee list.
- Logo recognition on signage throughout the conference as a NEFMA Supporter.
- Name and website link on NEFMA's conference website as a NEFMA Supporter.

**Investment: \$1,800**



# ADD ONS

## **Bag Insert** - \$300 per insert

**Description:** Promotional item placed in the conference bag. Promotional items supplied by your company.

## **Additional Conference Pass** - \$600 per pass

**Description:** Opportunity to purchase additional conference passes at a discounted rate.

**SECURE YOUR SPONSORSHIP  
TODAY TO ENSURE MAXIMUM  
VISIBILITY AT THE NEFMA  
SPRING CONFERENCE!**

Opportunities are limited, so act  
now to reserve your spot.

### **CONTACT INFORMATION:**

978.250.9847 ➤ [office@nefma.org](mailto:office@nefma.org) ➤ [www.nefma.org](http://www.nefma.org)



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Let's make this year's NEFMA Spring Conference a

**SUCCESS TOGETHER!**