



NEFMA
NEW ENGLAND FINANCIAL MARKETING ASSOCIATION

FALL CONFERENCE

OCT. 16-17, 2025

**Margaritaville Resort
CAPE COD**

FALL 2025 SPONSORSHIP OPPORTUNITIES

ENGAGE, CONNECT, AND GROW
with New England's Financial Marketing Leaders

CONTACT: office@nefma.org ➤ 4 Lan Drive, Suite 100, Westford, MA 01886 ➤ 978.250.9847

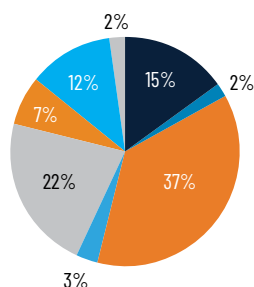
Be Part of the NEFMA Fall Conference 2025!

We invite you to join us as a sponsor for the NEFMA Fall 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 Fall 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 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.

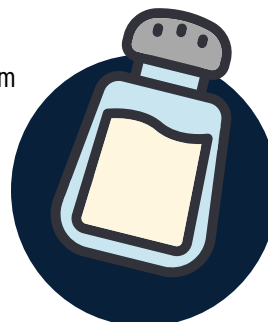
Let's Play!

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

How it works:

Exhibitors will be given salt shakers to place in or around your exhibit table. Hide them under swag, behind signage, inside a bowl, etc. Place it somewhere visible but not obvious! If you want to limit how many are found, only place out a few at a time and rotate during the event.

Attendees will be encouraged find any of the *lost salt shakers* hidden around the exhibit hall! Each one found = 1 entry into the grand raffle. Turn in the shaker at the registration desk to receive raffle tickets. The more you find, the more chances to win!



PLATINUM SPONSORSHIP

Exclusive Opportunity

Description: Be the premiere sponsor at the NEFMA Fall 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)
- 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 on conference materials.

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 on conference materials.

Investment: \$5,000

Reception Sponsor

Description: Help us celebrate the conference with a memorable evening of networking, refreshments, and fun! The Conference Reception is a highly anticipated event that sets the tone for the entire meeting. Position your brand at the center of the excitement.

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 reception and provide a brief overview of your organization.
- Logo recognition on conference materials.

Investment: \$5,000



Gold Sponsor Opportunities

\$3,500 – \$5,000

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 (*\$1,000 value*)
- Logo recognition on conference materials.
- Your logo on napkins.
- 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

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 (*\$1,000 value*)
- Logo recognition on conference materials.
- Logo and website link on NEFMA's conference website as a Silver Sponsor.

Investment: \$2,000



SILVER SPONSOR OPPORTUNITIES

\$2,000 – \$3,000

Photo Booth Sponsor

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

- Pre and post attendee list.
- Total of 1 complimentary conference registration (\$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 (\$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

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 (\$1,000 value)
- Logo recognition on the conference app.
- Logo recognition on conference materials.
- 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

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 (\$1,000 value)
- Logo recognition on conference materials.
- 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 (\$1,000 value)
- Logo recognition on dedicated signage during the break.
- Your logo on napkins and coffee cups during the break.
- Logo recognition on conference materials.
- 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

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 (\$1,000 value)
- Logo recognition on conference materials.
- 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

Session Sponsor *Multiple Opportunities*

Description: Support a general 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 general session of your choice.
- Name and website link on NEFMA's conference website as a NEFMA Supporter.

Investment: \$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

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 FALL CONFERENCE!

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

CONTACT INFORMATION:

978.250.9847 ➤ office@nefma.org ➤ www.nefma.org





NEFMA

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Let's make this year's NEFMA Spring Conference a
SUCCESS TOGETHER!