



Special Interest Sponsorships

2021 Sponsorship Opportunities





Support advancement in the field

The unique challenges our members face are as different as the members themselves. As a core pillar of Finseca, our team works to create content and experiences to help advance and accelerate each of our member's careers.

Our special interest sponsorships help to provide valuable education and events focusing on four focus areas, leadership, advanced markets, women, and diversity. By supporting these focus areas, you help us provide access for our members to the tools needed to succeed in a changing market, overcome obstacles and connect with other like-minded professionals giving them the opportunities to serve clients better.



Leadership Forum Program

March 24–26th & June 2021

About the Program

Learn cutting-edge strategies intentionally focused on attracting, designing, recruiting, and inspiring high-performing teams, and connect with other leaders within the profession. Targeted at the leaders in our profession, the 2021 program participants will be motivated and fueled by their sense of purpose to keep learning, push the boundaries of what leadership looks like, and be connected to a higher vision to become the best leader they can be.

Events

Leadership Forum – March 24-25 (LIVE)

Leadership Forum Recap + new LIVE content– June 2021

Keynote / Spotlight Talks to Include:

- Recruiting & Retention
- Team Productivity in a Digital Environment
- Personal & Professional Resiliency
- Interpersonal communications & Leadership
- Cultivating a remarkable company culture
- Optimize performance and enrich culture

Speakers

- Bonnie Godsman
- Troy Korsgaden
- Dee Ann Turner
- Vanessa Van Edwards
- Trevor Moaward



Advanced Markets Summit Program

May 19th & Summer 2021

About the Program

Explore in depth topics from estate planning to executive benefits to practice management guided by experts from both inside and outside the financial security profession. This programming will bring some of the best and brightest practitioners to the forefront to share their wisdom and knowledge.

Events

Advanced Markets Summit– May 19 (LIVE)
Advanced Markets Summit Recap + new LIVE content– Summer 2021

Keynote / Spotlight Talks to Include:

- A Washington Update
- Insights from the New Administration
- Product Developments
- Compliance Challenges Emerging
- Underwriting – AI
- Distribution – Investing in Online Sales/Cybersecurity

Deep Dive Tracks

- Estate Planning
- Executive Benefits
- Practice Management for Advance Markets



Women's IMPACT Program

Dates throughout 2021

About the Programs

The Finseca Women's Impact Program is an intentionally designed, collaborative community that will address the disparity of women in the financial security profession. Participants will access curated content, join facilitated conversations, and network with colleagues. Join us and help activate the conversations and actions necessary to truly make a difference. *Participation is open to all women in the financial security profession.*

Events

- March 16th - Workshop: It Matters: Mentors, Sponsors & Coaches
- March 26th – Let's Chat
- April 20th - Workshop: Next Level – Communication Workshop
- At least one event each month throughout 2021

Women's Program Focus Areas

- Creating Change
- How to successfully mentor, promote and empower female leaders
- Female Buying Power
- Making an impact on your life and organization

Featured Speakers

- Kristen Hadeed
- Melissa Worrel-Johnson
- WIFS
- Many More!



Special Interest Sponsorship Benefits

Limited to 7 Sponsors per program - \$25,000

Recognition

- Logo and recognition on pre-event marketing communications
Includes social media posts, website promotion and email campaigns
- Logo and Sponsorship recognition on registration website (great)
- Logo and Supporting Sponsorship recognition in event house ads in Finseca publications (magazine and / or eNewsletters) since magazine issues may not fit
- Logo recognition throughout event mobile app
- Logo recognition on post-event attendee communications/thank you email
- Branding at all networking events connecting focus area attendees
- Inclusion in pre-event "What to Know Before You Go" publication
- Recognition from Main Stage Presenters
- Social Media Recognition in connection with selected

Highlighted Benefits

- Partner page in platform designated for specific area of focus
 - Includes field for contact information, company information, and uploads
- Post Event Attendee list
 - Sponsor communication opt ins only
- Quarterly meeting with MLE team and other sponsors each month to identify room for program improvement
- One (1) Full Page Ad in a 2021 issue of Finseca Focus
- 2 comped registrations to all digital events focusing on area of focus
- Opportunity to submit a commercial (up to 10 seconds) to be played before/after program session
 - Time slot(s) assigned by Finseca management

Thank you!