

FCS SPONSORSHIP OPPORTUNITIES FOR 2021-2022

MEMBERS ONLY

- FCS MEMBERS ONLY VIRTUAL EVENTS (monthly) 2

UNLIMITED VIRTUAL AUDIENCE

- FCS DIVERSITY & INCLUSION FORUMS (quarterly) 3
- FCS YMC TALKS (quarterly) 3

SPONSOR-ORIGINATED EVENTS FOR UNLIMITED VIRTUAL AUDIENCE

- FCS SPOTLIGHT VIRTUAL EVENTS (sponsor-driven) 4
- CUSTOM EVENTS 5

NEW YORK LUNCHEONS

- FCS SPOTLIGHT EVENTS (sponsor-driven) 6

NEW YORK SPONSOR-ORIGINATED IN-PERSON EVENTS

- BREAKFAST PANEL EVENTS 7

NOTE:

Sponsorship packages for in-person events in FCS Regional Chapters are offered on a case-by-case basis.

Event specific packages are available separately for:

2021

- FCS Portfolio Gala 2021 (Sept 23)
- FCS NY Billiards Night (Nov 2)
- FCS Financial Marketer of the Year Dinner (Dec 1)
- FCS Holiday Party (Dec 14)

2022

- FCS Race for Kids (Jan 6-9)
- FCS Rangers Night (TBD)
- FCS Portfolio Gala 2022 (May 5)
- FCS Golf & Tennis Day (TBD)

SPONSORSHIPS ARE RESERVED ON A FIRST COME, FIRST SERVED BASIS.

Note: the company or lead/senior contact for all sponsorships must be an FCS member in good standing.

FCS MOVES

MEMBERS ONLY

Virtual Event Series

Sponsorship opportunities

Branding at all levels:

- Logo included in minimum of 3 promotional emails sent to FCS national database
- Logo included on event webpage
- Logo shown during opening remarks of program, with verbal mention [this slide visible in video replay, if speaker permits recording]
- Verbal thank you at program conclusion
- Sponsorship mentioned in any post-event recap posted to FCS website; recap can be provided by sponsor

Levels / Price / Benefits

Co-Sponsors (up to 4) \$500	Presenting Sponsor \$1,500	Exclusive Programming Partner \$2,500
<ul style="list-style-type: none"> • Branding Only 	<ul style="list-style-type: none"> • Branding • Opportunity to introduce speaker to virtual audience • Participate in pre-event conference with speaker • Post-event list of registrants/attendees (no email addresses) 	<ul style="list-style-type: none"> • Branding • Opportunity to interview the speaker (with their permission); no sales personnel, editorial preferred • Participate in pre-event conference with speaker • Post-event list of registrants/attendees (no email addresses)



FCS DIF
DIVERSITY &
INCLUSION FORUM
 Virtual Event Series

FCS YMC
YOUNG MEMBERS
CIRCLE
 Virtual Event Series

Sponsorship opportunities

Branding at all levels:

- Logo included in minimum of 3 promotional emails sent to FCS national database
- Logo included on event webpage
- Logo shown during opening remarks of program, with verbal mention [this slide visible in video replay, if speaker permits recording]
- Verbal thank you at program conclusion
- Sponsorship mentioned in any post-event recap posted to FCS website; recap can be provided by sponsor

Levels / Price / Benefits

Co-Sponsors (up to 4)	Presenting Sponsor	Exclusive Programming Partner
\$500	\$1,500	\$2,500
<ul style="list-style-type: none"> • Branding Only 	<ul style="list-style-type: none"> • Branding • Opportunity to introduce speakers to virtual audience • Participate in pre-event conference with panelists • Post-event list of registrants/attendees (no email addresses) 	<ul style="list-style-type: none"> • Branding • Opportunity to interview the speakers or serve as a panelist; no sales personnel, editorial preferred • Participate in pre-event conference with panelists • Post-event list of registrants/attendees (no email addresses)

FCS VIRTUAL SPOTLIGHT EVENT

This is a sponsor-originated virtual event featuring a senior marketing executive from a leading financial or fintech brand.

Sponsorship opportunities

Branding at all levels:

- Logo included in minimum of 3 promotional emails sent to FCS national database
- Logo included on event webpage
- Logo shown during opening remarks of program, with verbal mention [this slide visible in video replay, if speaker permits recording]
- Verbal thank you at program conclusion
- Sponsorship mentioned in any post-event recap posted to FCS website; recap can be provided by sponsor

Levels / Price / Benefits

Exclusive Presenting Sponsor \$2,000	Exclusive Programming Partner \$3,500
<ul style="list-style-type: none"> • Branding • Opportunity to introduce speaker to virtual audience • Participate in pre-event conference with speaker • Post-event list of registrants/attendees (no email addresses) 	<ul style="list-style-type: none"> • Branding • Opportunity to interview the speaker (with their permission); no sales personnel, editorial preferred • Participate in pre-event conference with speaker • Post-event list of registrants/attendees (no email addresses)

FCS VIRTUAL CUSTOM EVENT

This is a sponsor-originated virtual event featuring the sponsor’s presentation and/or a panel of senior marketing executive from a leading financial or fintech brands.

Sponsorship opportunities

Branding at all levels:

- Logo included in minimum of 3 promotional emails sent to FCS national database
- Logo included on event webpage
- Logo shown during opening remarks of program, with verbal mention [this slide visible in video replay, if speaker permits recording]
- Verbal thank you at program conclusion
- Sponsorship mentioned in any post-event recap posted to FCS website; recap can be provided by sponsor

Levels / Price / Benefits

Exclusive Programming Partner
\$3,500
<ul style="list-style-type: none"> • Branding • Opportunity to present original research or other objective content (no sales pitch) • Opportunity to moderate panel or serve as a panelist; no sales personnel • Participate in pre-event conference with panelists • Post-event list of registrants/attendees (no email addresses) • Ad on the FCS web site for three months. (270x482, static)

FCS NEW YORK SPOTLIGHT EVENT LUNCHEON

Sponsorship packages for in-person events in FCS Regional Chapters are offered on a case-by-case basis

Sponsorship opportunities

Branding at all levels:

- Logo included in minimum of 3 promotional emails sent to FCS national database
- Logo included on event webpage
- Logo shown during opening remarks of program, with verbal mention; verbal thank you at program conclusion
- Sponsorship mentioned in any post-event recap posted to FCS website; recap can be provided by sponsor

Levels / Price / Benefits

Exclusive Program Sponsor \$1,500	Exclusive Presenting Sponsor \$1,000	Exclusive Partner Sponsor \$750
<ul style="list-style-type: none"> • Branding • Opportunity to interview the speaker in a fireside chat format (<i>no sales personnel</i>) • Two tickets – one seat next to the speaker during the luncheon. • Ad on the FCS web site for two months. (270x482, static) • Purchase a table of 10 for additional \$1,250; saving \$250 	<ul style="list-style-type: none"> • Branding • Option to introduce speaker at podium. • One ticket – a seat next to the speaker during the luncheon. • Ad on the FCS web site for two months. (270x482, static) • Purchase a table of 10 for additional \$1,250; saving \$250 <p><i>Note: this level is not available if there is a Program Sponsor</i></p>	<ul style="list-style-type: none"> • Branding • One ticket – a seat next to the speaker during the luncheon. • Ad on the FCS web site for two months. (270x482, static) • Purchase a table of 10 for additional \$1,250; saving \$250

Exclusive Raffle Sponsor \$700	Exclusive Free Lunch Sponsor \$500
<p><i>Underwrites \$100 Amazon gift card or provides branded item with a minimum value of \$100.</i></p> <ul style="list-style-type: none"> • Branding • Option to announce the winner at the podium. • Two general admission tickets (\$340 value if non-member). 	<p><i>Underwrites raffle of 1 ticket to future FCS NY lunch; only Members are eligible for raffle</i></p> <ul style="list-style-type: none"> • Branding • Option to announce the winner at the podium. • One general admission ticket (\$170 value if non-member).

FCS NEW YORK CUSTOM EVENT BREAKFAST

This is a sponsor-originated in-person event featuring the sponsor’s presentation and/or a panel of senior marketing executive from a leading financial or fintech brands.

Sponsorship packages for in-person events in FCS Regional Chapters are offered on a case-by-case

Sponsorship opportunities

Branding at all levels:

- Logo included in minimum of 3 promotional emails sent to FCS national database
- Logo included on event webpage
- Logo shown during opening remarks of program, with verbal mention; verbal thank you at program conclusion
- Sponsorship mentioned in any post-event recap posted to FCS website; recap can be provided by sponsor

Level / Price / Benefits

Exclusive Programming Partner
\$7,500
<ul style="list-style-type: none"> • Includes one table of 10 for sponsor guests (exclusive of panelists) • Branding • Opportunity to present original research or other objective content (no sales pitch) • Opportunity to moderate panel or serve as a panelist; no sales personnel • Opportunity to distribute printed material to audience • Participate in pre-event conference with panelists • Post-event list of registrants/attendees (no email addresses) • Ad on the FCS web site for three months. (270x482, static)

FCS NEW YORK CUSTOM EVENT COCKTAILS

Pricing for a custom “Cocktails with Content” event is on a case-by-case basis and varies based on sponsor’s venue and provisions or external location.