



MARKETING SUMMIT and CHARITY FUNDRAISER benefitting:



presented by the  
FINANCIAL COMMUNICATIONS SOCIETY  
*January 3-6, 2019*

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### MAIN EVENT SPONSORSHIP PACKAGES

**FRIDAY NIGHT DINNER**  
**7:00pm – 10:00pm**  
*Exclusive: \$12,500\**

*Bonus activities:*

- Fireworks, Torchlight Parade, Charity Presentations, Raffles, Live Auction

**SATURDAY EVENING COCKTAIL RECEPTION**  
**5:30pm – 7:00pm**  
*Exclusive: \$6,500\**

*Bonus activities:*

- Awards Ceremony
- DJ

Sponsorship benefits for both events:

- RFK attendance for 2 “Race Team” participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
- Sponsor welcome to participate in onstage program at both dinners (e.g., Welcoming Remarks, Raffle drawings, Speaker introductions, Award ceremony)
- Sponsor thanked by event emcee during announcements at each night’s event
- Premium branding throughout the event, including:
  - Logo on slideshow during dinner
  - Logo on two 2’ x 3’ sponsor billboards welcoming RFK participants at dinners and receptions
  - Logo on one 3’ x 8’ banner outside the lodge on the ski slope
  - Sponsorship credit on Event Itinerary printed on all participant lanyards
  - Sponsor may provide branded goody bag or premium keepsake
  - Sponsor may include collateral material in registration packet
- RFK participant contact list will be provided post-event

\* Additional guest passes can be added to the package for incremental charge.

## SPONSORSHIP PACKAGES FOR THE FIRESIDE FORUMS

*Thursday Evening, Friday Afternoon and Saturday Afternoon  
at Alder -Birch-Maple Rooms, Stowe Mountain Lodge*

The Fireside Forums add an unparalleled business opportunity to engage in interactive and casual conversations with senior marketing executives from leading financial services firms and their agencies in an intimate setting that accentuates the camaraderie of our industry. Sponsors can leverage this unique experience to align their brands with memorable and thought-provoking content.

This year, in addition to moderated panels featuring our senior marketing/agency participants, we will stage several TED-Talk style presentations, which we have branded “The FCS Exchange.”

During the Exchange, CMOs give 10-20 minute talks (without notes) about topics that have inspired them – and that will inspire our audience.

The opportunity for our sponsors:

- Panel discussions will be moderated by sponsor representatives, preferably from Editorial.
- Sponsor (execs/sales) representatives will be invited to welcome the audience\* and introduce each panelist / presenter on stage.

### BRANDING OPPORTUNITIES

- Each forum will include an open bar and sponsors are encouraged to provide branded accessories (e.g., napkins, stirrers, beer koozies, wineglass charms). No sales materials.

### BENEFITS FOR SPONSORS OF EACH FORUM

- Your logo on signage at the Forum and on the oversized sponsor billboards welcoming all RFK participants at Registration
- If video clips of your sponsored forum are posted online, your logo will appear as the sponsor
- List of RFK business attendees provided post-event
- One month ad on [www.thefcs.org](http://www.thefcs.org)

### PRICING

- Thursday Forum, includes 4 RFK participants: **\$7,500 (exclusive)**
- Friday Forum or Saturday Forum, includes 4 RFK participants: **\$10,000 (exclusive)**

## ADDITIONAL SPONSORSHIP PACKAGES

### **BREAKFAST: \$7,500** (limited to 2 sponsors; one is **SOLD**)

- Sponsors own both Fri. & Sat. breakfasts
- 2' x 3' sponsor billboards welcome RFK participants
- Opportunity to decorate/brand roped-off breakfast area
- Opportunity to provide marketing materials (e.g., publications)
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 4 "Race Team" participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)

### **SNOW ANGEL SPONSORSHIPS: \$5,000** (limited to 6)

This sponsorship opportunity provides financial assistance for the three families representing their respective charities during the RFK weekend (e.g., transportation, food, lodging, special needs). In addition, a special day will be planned for these families to enjoy the resort and spend time with guest celebrity Donna Weinbrecht, former Olympic Gold medal Freestyle Skier.

Includes:

- 3' x 8' vinyl banner at Stowe Mountain Resort where appropriate
- Sponsor may include collateral material in registration carry-pack
- Event itinerary lists Snow Angel sponsor

### **RACE COURSE SPONSORSHIPS**

#### **Red Course: \$6,000** (exclusive) OR **Blue Course: \$6,000** (exclusive)

- 2' x 3' sponsor billboards welcome RFK participants
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name

#### **RACE CAMP WITH DONNA WEINBRECHT: \$5,000** (exclusive)

- 2' x 3' sponsor billboards welcome RFK participants
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 2 "Race Team" participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinners, after parties)

### **EVENING RECEPTION at THE COTTAGE, 10PM-MIDNIGHT, FRIDAY & SATURDAY NIGHTS**

#### **Friday AND Saturday: \$5,000** (limited to 6)

- Branded signage in multiple locations in Alpine Lodge
- DJ/Music provided; DJ announces Sponsor multiple times during event
- Event Itinerary lists Sponsor's name
- RFK participant contact list provided to sponsor post event
- RFK attendance for 4 "Race Team" participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)

### **RACE BIB SPONSOR: \$5,000**

- Up to 200 Racers wearing your Brand on Race Day
- Serves as keepsake for racers
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 4 "Race Team" participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)

### **KIDS MOUNTAIN ADVENTURE, FRIDAY & SATURDAY, SPRUCE PEAK**

**Both Days: \$7,500 (exclusive) / One Day only: \$4,000 (exclusive)**

For skiers & boarders offering a number of activities for ages 4-12. The programs take place at Spruce Peak's Children's Adventure Center.

- 2' x 3' sponsor billboards welcome RFK participants
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 4 "Race Team" participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)

### **KIDS RACE CAMP FRIDAY, 10 am -12 noon: \$2,500 (exclusive)**

For advanced kids who are racing 6-12. Kids work with a race coach on skills.

- 2' x 3' sponsor billboards welcome RFK participants
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 4 "Race Team" participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)

### **KIDS CAMP, FRIDAY & SATURDAY NIGHTS: \$5,000 (limited to 2)**

- 2' x 3' sponsor billboards welcome RFK participants
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 4 "Race Team" participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)

### **STOWE BUSTERS: \$2,500 (exclusive)**

Program for 3 year olds that introduces our youngest guests to skiing

- 2' x 3' sponsor billboards welcome RFK participants
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 2 "Race Team" participants, including:
  - Lift tickets
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)

**ADDITIONAL EXCLUSIVE SPONSORSHIPS**

Trophy Sponsor	\$3,000
Cow Bell sponsor	\$3,000
Matterhorn Shuttle	\$3,000
Explore Stowe Ski Tour Sponsor	\$2,500
Snowboard Race Sponsor	\$2,000
Sunrise Ski, Mount Mansfield, Sunday	\$2,000
Ski Valet Sponsor	\$2,000
RFK Helmet Sticker	\$1,500
Quad-Chairlift Sponsor	\$1,000
Gondola lift Sponsor	\$1,000
Race Results Sponsor	\$1,000
Photography Sponsor	\$1,000
S'mores Marshmallow Roast	\$1,000
Keepsake Photograph	\$1,000
Supporting Sponsor (3'x8' Banner at event)	\$500

***Create your own package!***

**We are open to customizing a sponsorship to align with your preferred activity / messaging, and one that can accommodate your full consort of attendees.**

Please contact Kevin Windorf at 908-858-0427