



MARKETING SUMMIT and CHARITY FUNDRAISER benefitting:



presented by the  
FINANCIAL COMMUNICATIONS SOCIETY  
January 9-12, 2020

### MAIN EVENT SPONSORSHIP PACKAGES

**THURSDAY NIGHT  
COCKTAIL RECEPTION**  
**6:00pm – 9:00pm**  
*Exclusive: \$7,500\**

*Activities include:*

- Give-aways, Door Prizes & Raffles

**FRIDAY NIGHT DINNER**  
**7:00pm – 10:00pm**  
*Co-Sponsors (limited to 2):*  
**\$7,500\***

*Activities include:*

- Charity Presentations
- Raffles & Live Auction

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

*Activities include:*

- Awards Ceremony
- Raffles & Live Auction

Sponsorship benefits for each event:

- RFK attendance for 2 “Race Team” participants, including:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - One pair of 2-day lift tickets
- Sponsor welcome to participate in onstage programs (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 events
  - 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.

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. No pitching.

### 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)
- Four weekly ads in FCS event email blasts (Jan-Mar)

### PRICING

- Thursday Forum, includes 4 RFK participants: **\$7,750** (*exclusive*)
- Friday Forum or Saturday Forum, includes 4 RFK participants: **\$10,000** (*each day, exclusive*)

## ADDITIONAL SPONSORSHIP PACKAGES

### FRIDAY NIGHT FIREWORKS: \$5,000 (exclusive)

- Own one of the most cherished moments of the weekend
- Sponsor (or emcee) announces on stage start of Fireworks show & sponsorship
- Sponsor thanked afterwards; Logo highlighted in slideshow

### BREAKFAST: \$7,500 (limited to 2 sponsors)

- Sponsors own both Fri. & Sat. breakfasts
- 2' x 3' sponsor billboards welcome RFK participants
- Opportunity to decorate breakfast area with additional signage, or on-tray paper collateral
- Opportunity to display/distribute marketing materials (e.g., publications)
- RFK contact list provided to sponsor post event
- Event Itinerary lists Sponsor's name
- RFK attendance for 2 "Race Team" participants, including:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Two 2-day lift tickets

### 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 promotional material in registration pack
- Event itinerary lists Snow Angel sponsor

### RACE COURSE SPONSORSHIPS: \$5,000 (limited to 4)

- 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:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Two 2-day lift tickets

### 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:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Two 2-day lift tickets

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

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

- Branded signage 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:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Four 2-day lift tickets

## **RACE BIB SPONSOR: \$5,500**

- 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:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Four 2-day lift tickets

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

**Both Days: \$8,000 (exclusive) / One Day only: \$5,000 (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:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Four 2-day lift tickets

## **KIDS RACE CAMP FRIDAY, 10 am -12 noon: \$2,750 (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 2 "Race Team" participants, including:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Two 2-day lift tickets

## **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:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Four 2-day lift tickets

**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:
  - Access to all RFK events (Fireside Forums, receptions, breakfasts, dinner, after parties)
  - Two 2-day lift tickets

**ADDITIONAL EXCLUSIVE SPONSORSHIPS**

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