



FCS SPONSORSHIP OPPORTUNITIES FOR 2023-2024

Virtual Events

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NOTE: *If a sponsor hosts an FCS event at their venue and covers all room/staging, catering, and A/V costs, then the FCS will waive our sponsorship fee. No complimentary tickets are covered under this arrangement.*

In-Person Flagship Events

Custom sponsorship packages are available for the following in-person events:

- 18th ANNUAL FCS FINANCIAL MARKETER OF THE YEAR AWARD GALA (Nov. 30, 2023)
- 24th ANNUAL FCS RFK MARKETING SUMMIT (Jan. 7-10, 2024)
- 8th ANNUAL FCS RANGERS NIGHT at MADISON SQUARE GARDEN (Mar. 4, 2024)
- 30th ANNIVERSARY FCS PORTFOLIO AWARDS GALA (May 2, 2024)
- 25th ANNIVERSARY CHARITY GOLF & TENNIS DAY (Date TBA)

Contact FCS CEO Kevin Windorf kevin@thefcs.org for package details for each flagship event.

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

MEMBERS ONLY VIRTUAL FCS EVENTS

FCS MOVES
MEMBERS ONLY
VIRTUAL EVENT SERIES

FCS YMC
YOUNG MEMBERS
CIRCLE
VIRTUAL EVENT SERIES

Sponsorship opportunities

Levels / Price / Benefits

Programming Partner	Presenting Sponsor	Co-Sponsors (up to 4)
\$1,500	\$750	\$250
<ul style="list-style-type: none"> • Branding • Opportunity to interview the speaker / panelists (with their permission); senior executive or editorial preferred • Participate in pre-event conference with speaker(s) • Post-event list of registrants/attendees (no email addresses) 	<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 Only

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(s) 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

FREE VIRTUAL FCS EVENTS



Sponsorship opportunities

Levels / Price / Benefits

Programming Partner	Presenting Sponsor	Co-Sponsors (up to 4)
\$2,500	\$1,500	\$750
<ul style="list-style-type: none"> • Branding • Opportunity to interview the speaker / panelists (with their permission); senior executive or editorial preferred • Participate in pre-event conference with speaker(s) • Post-event list of registrants/attendees (no email addresses) 	<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 Only

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FREE VIRTUAL SPONSOR-ORIGINATED EVENTS

FCS VIRTUAL CUSTOM EVENT

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

Sponsorship opportunities

Level / Price / Benefits

Exclusive Programming Partner
\$3,750
<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; senior executive or editorial preferred• 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. (300x250)

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

IN-PERSON TICKETED FCS EVENTS



Sponsorship opportunities

Levels / Price / Benefits

Programming Partner \$2,500	Presenting Sponsor \$1,000	Platinum Sponsor \$750
<ul style="list-style-type: none"> • Branding • Opportunity to interview the speaker in a fireside chat format (<i>senior executive or editorial</i>) • Four tickets, of which two (interviewer + one) sit with the speaker(s) (breakfast or luncheon) • If cocktail reception, total of 4 complimentary tickets (including interviewer) • Ad on the FCS web site for two months (300x250) • Purchase a table of 10 at Membership rate 	<ul style="list-style-type: none"> • Branding • Option to introduce speaker at podium • One ticket; if breakfast or luncheon, a seat next to the speaker • Ad on the FCS web site for two months (300x250) • Purchase a table at Membership rate <p><i>Note: this level is not available if there is a Programming Partner</i></p>	<ul style="list-style-type: none"> • Branding • One ticket; if breakfast or luncheon, a seat next to the speaker • Ad on the FCS web site for two months (300x250) • Purchase a table of 10 at Membership rate <p><i>Note: this level is not available if there is either a Programming Partner or Presenting Sponsor</i></p>

Gold Sponsor \$500	Raffle Sponsor \$600	Free Lunch Sponsor \$500
<ul style="list-style-type: none"> • Branding • One ticket; if breakfast or luncheon, a seat at the speaker's table • Ad on the FCS web site for one month (300x250) • Purchase a table of 10 at Membership rate 	<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 • Ad on the FCS web site for one month (300x250) 	<p><i>Underwrites raffle of 1 ticket to future FCS NY lunch; only Members are eligible to win raffle</i></p> <ul style="list-style-type: none"> • Branding • Option to announce the winner at the podium • One general admission ticket • Ad on the FCS web site for one month (300x250)

Branding at all levels:

- Logo included in minimum of 3 promotional emails sent to FCS geo-specific 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

IN-PERSON TICKETED SPONSOR-ORIGINATED EVENTS

**FCS CUSTOM
BREAKFAST**

**FCS CUSTOM
LUNCHEON**

**FCS CUSTOM
COCKTAILS with
CONTENT**

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

Sponsorship opportunities

Level / Price / Benefits

Exclusive Programming Partner
\$5,000
<ul style="list-style-type: none"> • Branding • Opportunity to moderate panel or serve as a panelist; no sales personnel • Opportunity to present original research or other objective content (no sales pitch) • Interviewer + one sit at speakers table (breakfast or luncheon) • Includes one table of 8 for sponsor guests, exclusive of panelists (breakfast or luncheon) • If cocktail reception, total of 10 complimentary tickets (including interviewer) • 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. (300x250)

Branding:

- Logo included in minimum of 3 promotional emails sent to FCS geo-specific database
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