



# NAAIM

## *Sponsorship* Opportunities

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### 2024

## WHY SPONSOR NAAIM ●●●

### 1. **34 Years of Leadership:**

NAAIM has been a leader in active investment management for over three decades.

### 2. **Managing Over \$15 Billion:**

NAAIM members are trusted with managing in excess of \$15 billion in client assets annually.

### 3. **Diverse Membership:**

Our membership includes both long-established, multi-billion dollar firms and new advisors, creating a dynamic network.

### 4. **Innovative Investment Focus:**

NAAIM advisors actively seek innovative investment vehicles and approaches for alpha returns.

### 5. **Risk Management:**

We believe in risk management in an uncertain world, going beyond traditional investment approaches.

### 6. **Collaboration & Innovation:**

NAAIM has a history of collaborating with sponsors to create innovative investment tools.

### 7. **Year-Round Support:**

Sponsors are an invaluable resource available to members throughout the year, not just at events.



## Annual (Year long) Sponsor Benefits

### Sponsor Firms Limited to:

#### Associate Member Dues

Includes complimentary membership for 5 firm employees

#### Continuous Year-Round Exposure to Website Visitors

(NAAIM home page logo, link, sponsor recognition)

#### Webinar Presentation

Promoted via email by NAAIM to more than 5,000+ contacts

#### Year-round access to NAAIM Membership List

#### NAAIM Website:

Up to 200-word sponsor profile with logo and website link

#### Access to NAAIM Community

Exclusive access to members-only and online content

#### NAAIM Speaks Blog Advertisement Insert

#### Sponsored Content Post

With logo and website link on NAAIM News

#### Active Manager Newsletter Advertising (4 issues)

★  
**Innovation**

**\$1500**  
Restricted  
Availability &  
Exposure

★  
**Silver**

**\$7500**  
Early\*

★  
**Gold**

**\$10,000**  
Early\*

★  
**Platinum**

**\$20,000**  
Early\*

**\$8000**  
Standard

**\$11,500**  
Standard

**\$22,500**  
Standard

6

6

4

4



Additional  
Cost

1/yr

2/yr



Additional  
Cost

2/yr

Additional  
Cost

3/yr

Additional  
Cost

Additional  
Cost

1-page ad  
(Pre-conference  
issues)

2 issues:  
1-page ad  
(Pre-conference  
issues)

**Payment must be received in full by January 31st, 2024 to receive EARLY BIRD Pricing.**

# Uncommon Knowledge Conference

## SPONSOR BENEFITS

### Innovation ★

- **Exhibit Space (1 Day)**
- **Sponsor Firm Attendee Pass (1 ea)**
- **Vendor Directory Ad in Conference Guide +**
- **Pre-Conference Recognition**  
Active Manager Newsletter, NAAIM News, plus conference brochure & emails
- **Lunch Introduction to Full Conference Audience**
- **Access to Attendee List**  
One pre-conference & post-conference mailing
- **Mobile Conference App Custom Listing**  
200-Word Sponsor Profile, w/link to website, plus logo & links to any sponsored sessions
- **Conference App Banner Ad +**

+ Available at additional cost  
 \* Sponsor responsible for speaker fee, travel, and lodging. Speaker and topic must be approved by Agenda Committee.  
 \*\* Guest pass restrictions apply. Contact NAAIM for more information

Scan for more details & online registration:



### Silver ★

- **Exhibit Space (Full Conference)**
- **Sponsor Firm Attendee Passes (2 ea)**
- **NAAIM Investing Competition Finals Welcome Reception +**
- **Vendor Directory Ad in Conference Guide +**
- **Golf Classic Foursome +**
- **Pre-Conference Recognition**  
Active Manager Newsletter, NAAIM News, plus conference brochure & emails
- **Lunch Introduction to Full Conference Audience**
- **Access to Attendee List**  
1 pre-conference & post-conference email
- **Mobile Conference App Custom Listing**  
200-Word Sponsor Profile, w/link to website, plus logo & links to any sponsored sessions
- **Conference App Banner Ad +**  
200 word profile
- **Monday Evening Off-Site Event Sponsorship +**
- **NAAIM Founders Award - Introduction of winner in general session & signage +**

### Gold ★

- **Exhibit Space - 6' Exhibit Tables with Draping (1 ea)**
- **Sponsor Firm Attendee Passes (2 ea)**
- **Guest Passes for Non-Member RIAs\*\* (1)**
- **Sponsor Bonus Sessions (1 ea)**  
Breakout Room - 45-min. opportunity
- **Breakfast & Break Sponsorship**
- **NAAIM Investing Competition Finals +**
- **Vendor Directory Ad in Conference Guide +**
- **On-Site Signage w/Logo (Sponsored Events)**
- **Golf Classic Foursome +**
- **Pre-Conference Recognition**  
Active Manager Newsletter, NAAIM News, plus conference brochure & emails
- **Lunch Introduction to Full Conference Audience**
- **Access to Attendee List**  
1 pre-conference & post-conference email
- **Mobile Conference App Custom Listing**  
200-Word Sponsor Profile, w/link to website, plus logo & links to any sponsored sessions
- **Conference App Banner Ad +**  
200 word profile
- **Monday Evening Off-Site Event Sponsorship +**
- **NAAIM Founders Award - Introduction of winner in general session & signage (2 firms)+**

### Platinum ★

- **Exhibit Space - 6' Exhibit Tables with Draping (1 ea)**
- **Sponsor Firm Attendee Passes (2 ea)**
- **Guest Passes for Non-Member RIAs\*\* (2)**
- **Sponsor Bonus Sessions (1 ea)**  
Main Session Audience - 15 min. opportunity
- **Keynote Speaker\* +**
- **NAAIM Investing Competition Finals +**
- **New Member Welcome Breakfast**
- **Monday evening off-site event Sponsorship**
- **Vendor Directory Ad in Conference Guide (1 pg)**
- **On-Site Signage w/Logo (Sponsored Events)**
- **Golf Classic Foursome (1)**
- **Golf Classic Signage (Event Recognition)**
- **Pre-Conference Recognition ...**  
Active Manager Newsletter, NAAIM News, plus conference brochure & emails
- **Lunch Introduction to Full Conference Audience**
- **Access to Attendee List ...**  
1 pre-conference & post-conference email
- **Mobile Conference App Custom Listing**  
200-Word Sponsor Profile, w/link to website, plus logo & links to any sponsored sessions
- **Conference App Banner Ad**
- **Monday Evening Off-Site Event Sponsorship +**
- **NAAIM Founders Award - Introduction of winner in general session & signage (2 firms) +**
- **Outlook Sponsorship - Fall 2024**

## Outlook Conference

- **Exhibit space**
- **Guest passes for Non-Member IRAs\*\***
- **Pre-conference recognition**
- **Lunch Introduction to full conference**
- **Mobile conference app custom listing**
- **Access to Attendee List**
- **On-site Signage with Logo**



Exclusive to 2024

Platinum Sponsors

# SPONSORSHIP

## REGISTRATION FORM

Please use one registration form for all sponsorship information. Please print.



Company Name

Don't want to fill this paper out?

Scan the QR code to register online:



Name

Email

Title

Name

Email

Title

Individual to contact regarding Conference information:

Name

Email

Title

Company Address

City

State

Zip

Phone

Fax

**Attendees:** Platinum, Gold, & Silver Sponsorships include two attendees at Uncommon Knowledge Conference. Innovation Sponsorships include one attendee at Uncommon Knowledge Conference. (Additional Attendees \$750/person)

Name

Email

Title

1.




Name

Email

Title

2.




Name

Email

Title

3.




**If there will be more attendees:** please attach a list of their names, email addresses, and titles.

### SPONSORSHIP LEVEL:

<input type="checkbox"/> Innovation Sponsor* (Restricted availability and exposure)	\$ 1,500*	
<input type="checkbox"/> Silver Sponsor	\$ 8,000 - Standard	\$ 7,500 - Early
<input type="checkbox"/> Gold Sponsor	\$ 11,500 - Standard	\$ 10,000 Early
<input type="checkbox"/> Platinum Sponsor	\$ 22,500 - Standard	\$ 20,000 - Early

\*The Innovation Sponsorship is not available to firms providing investment vehicles, custody services, trusteeship services, and/or funds to attendees.

### Payment Method:

☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover

☐ Check (Make payable to NAAIM)

Credit Card and billing address, if different from company address:

Address

City

State

Zip

Credit Card number

CVV

Exp. Date

Cardholder's Signature

Total enclosed/to be charged: \$ \_\_\_\_\_

Payment must be received in full by January 31st, 2024 to receive EARLY BIRD pricing.

**Mail or Email registration with payment to:**

NAAIM  
67322 W. Coal Mine Ave., #446  
Littleton, CO 80123  
Ph: 303-979-1280 + Fax: 720-749-1367  
Email: info@naaim.org  
www.naaim.org

### For more information:

Visit our website or contact Susan Truesdale at 888-261-0787 or email at info@naaim.org

### ADDITIONAL CONFERENCE OPPORTUNITIES:

<input type="checkbox"/> Uncommon Knowledge Monday Dinner Event	\$ 10,000
<input type="checkbox"/> Uncommon Knowledge Keynote Speaker (Platinum Sponsors only)	\$ 5,000**
<input type="checkbox"/> Outlook Keynote Speaker (Platinum Sponsors only)	\$ 3,000**
<input type="checkbox"/> NAAIM Founders Award Competition Sponsor (Limit 2 firms)	\$ 2,500 per firm
<input type="checkbox"/> Golf Classic foursome sponsorship and recognition at the Classic. Includes one to two members from your firm in the foursome	\$ 1,500 per foursome #Number of foursomes: _____
<input type="checkbox"/> Additional attendee registrations from your firm (Uncommon Knowledge only)	\$ 750 per person
<input type="checkbox"/> Conference Banner ad - Scrolling (Uncommon Knowledge)	\$ 500
<input type="checkbox"/> Full-page ad in the conference vendor directory (Uncommon Knowledge only)	\$ 500
<input type="checkbox"/> Half-page ad in the conference vendor directory (Uncommon Knowledge only)	\$ 250

\*\* Sponsor is responsible for speaker fee, travel and lodging. Speaker and topic must be approved by Agenda Committee