

# 2022 Sponsorship Opportunities



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# Lead the Future of FinHealth

Since its founding nearly 20 years ago as the nation's leading financial health event, EMERGE has transformed into a year-round community for thought leaders to learn, collaborate, and shape a better financial future for all.

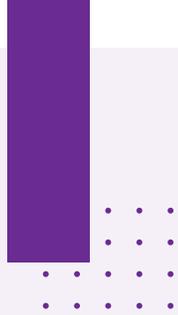
The pandemic has only intensified the need for bold financial health solutions, and EMERGE has adapted to the times. In 2022, we're thrilled to announce the **exciting return of our flagship in-person event, along with year-round virtual events, our podcast, and resources**. This means that more people than ever will be tuning in to EMERGE to better understand how we forge ahead together.

Sponsoring EMERGE is your opportunity to connect with senior decision-makers, virtually and in person, to demonstrate your leadership in the finhealth movement.

**Will you join us?**



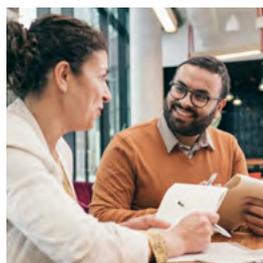
# Inside the EMERGE Ecosystem



Powered by the Financial Health Network, EMERGE offers a constantly updated lineup of events, the biggest finhealth podcast, and resources to help innovators stay in the know on finhealth.

## EMERGE EVENTS

Get ready for those only-at-EMERGE moments, from morning yoga to mainstage insights, as we turn to a hybrid model, including in-person and virtual events.



### EMERGE Workplace Virtual, March 30, 2022

Explore the latest trends, strategies, and solutions for employers seeking to improve the financial health of their teams.



### EMERGE Financial Health Hybrid, Sept. 21-23, 2022

Our flagship in-person event is back for cross-industry leaders to collaborate, learn, and get inspired to support the future of financial health.



### EMERGE Everywhere Podcast

Hosted by Financial Health Network President and CEO Jennifer Tescher, finhealth's biggest podcast features candid conversations with leaders from PayPal, National Urban League, Comcast, and more.



### EMERGE Content Hub

Work at your own pace to learn more about financial health with access to exclusive videos, our podcast, and resources that break down complex issues.

# Take Center Stage at EMERGE

Sponsoring EMERGE is an opportunity for your brand to see and be seen by the financial health visionaries that make up our highly engaged community.

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**Network, engage,  
and build visibility** with key  
leaders across industries

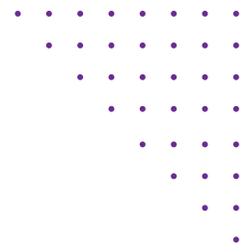
**Put your interests first**  
by curating opportunities  
on the topics that matter  
most to you

**Show your commitment to  
a better finhealth future**  
for customers, employees,  
and communities

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# Engagement with EMERGE



Our virtual offerings empower your brand to reach more highly engaged financial service, fintech, policy and government, retail, and nonprofit innovators at more key moments throughout the year.

22,000+ active subscribers

104,000+ unique event pageviews annually

5,000+ virtual event registrations

17,000+ social media subscribers



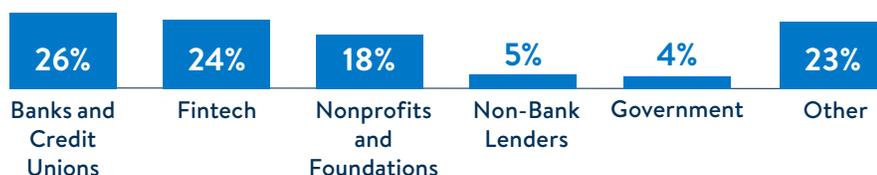
# Who's Attending?

The meeting ground for decision-makers across the financial ecosystem – our flagship EMERGE Financial Health event returns as a hybrid event, with both in-person and virtual options available.



## EMERGE ATTENDEES

### BY INDUSTRY

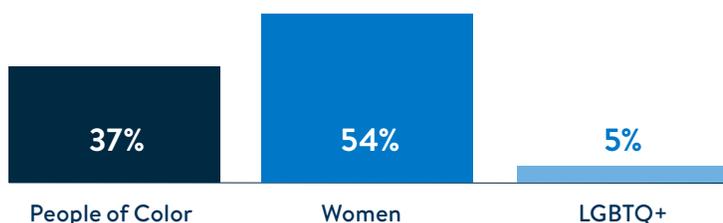


### BY SENIORITY



## EMERGE SPEAKERS

### BY IDENTITY



### Who Will You Connect With at EMERGE Financial Health?

Vice President of Innovation  
Director of Product Development  
VP, Strategy & Impact  
Director, Business Development  
CEO & Founder  
VP, Marketing  
VP, Operations  
Chief Customer Officer  
And more

### Diversity, Equity, and Inclusion (DEI) at the Financial Health Network

We recognize that systemic and historic barriers to economic opportunity and financial security have led to stark disparities in financial health outcomes among demographic groups. We're committed to closing these gaps to achieve financial health for all.

[Read more about our DEI commitments.](#)

# Sponsorship Opportunities



To sponsor EMERGE, choose from one of the following sponsorship options or create a customized package.

	VIRTUAL	BRONZE	SILVER	GOLD	FOUNDATION
	\$15,000*	\$30,000	\$60,000	\$100,000	\$200,000
<i>Sponsor recognition in digital materials</i>	✓	✓	✓	✓	✓
<i>Organization logo and link recognition online and in event emails</i>	✓	✓	✓	✓	✓
<i>Custom ad</i>	✓	✓	✓	✓	✓
<i>Post-event engagement reports</i>	✓	✓	✓	✓	✓
<i>Complimentary registrations</i>		4	6	8	12
<i>Sponsor recognition in digital and printed materials</i>		✓	✓	✓	✓
<i>One customization</i>	✓	✓			
<i>Two customizations</i>			✓		
<i>Three customizations</i>				✓	✓
<i>Speaking opportunity</i>				✓	✓
<i>Early access to registration list</i>				✓	✓

\*The Virtual sponsorship doesn't include EMERGE Financial Health

To learn more about our current opportunities or to customize your own package, please reach out to Julie McCullough at [jmccullough@finhealthnetwork.org](mailto:jmccullough@finhealthnetwork.org).

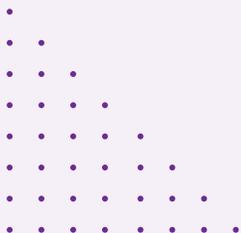
# Sponsorship Opportunities

## VIRTUAL

**\$15,000\***

Make your presence known with a flexible option that works for all budgets.

- Sponsor recognition in all digital materials with custom ad during live stream for all EMERGE live streamed events
- Logo and link to organization website on all EMERGE sponsor pages
- Logo recognition in select email communication
- Post-event engagement report, including registration list (name, title, and organization)
- Select one customization from Tier 5 (see pg. 15 for details)



\*The Virtual sponsorship doesn't include EMERGE Financial Health

To learn more about our current opportunities or to customize your own package, please reach out to [Julie McCullough at jmccullough@finhealthnetwork.org](mailto:Julie McCullough at jmccullough@finhealthnetwork.org).

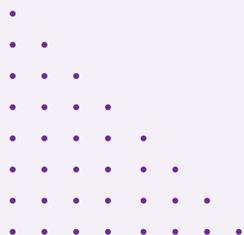
# Sponsorship Opportunities

## BRONZE

**\$30,000**

Receive recognition across print and digital materials with this entry-level sponsorship.

- Sponsor recognition in all digital and printed materials
- Logo and link to organization website on all EMERGE sponsor pages
- Logo recognition in select email communication
- Post-event engagement reports, including registration list (name, title, and organization)
- Custom ad displayed during all EMERGE live stream events
- **EMERGE Financial Health**
  - 4 complimentary registrations
  - Dedicated meeting pod in attendee lounge
  - Half page advertisement in printed magazine
  - Badge sponsor ribbon recognition for all of your organization's attendees
- Select one customization from Tier 4 or 5 (see pg. 15 for details)



# Sponsorship Opportunities

## SILVER

**\$60,000**

Be recognized as a sponsor and gain additional event perks for you and your staff.

- Sponsor recognition in digital and printed materials
- Logo and link to organization website on all EMERGE sponsor pages
- Logo recognition in select email communication
- Post-event engagement reports, including registration list (name, title, and organization)
- Custom ad displayed during live streaming events
- **EMERGE Financial Health**
  - 6 complimentary registrations
  - Dedicated meeting pod in attendee lounge
  - Half page advertisement in printed magazine
  - Badge sponsor ribbon recognition for all of your organization's attendees
- **Select two customizations (see pg. 15 for details):**
  - One from Tier 3
  - One from Tier 4 or 5

# Sponsorship Opportunities

## GOLD

**\$100,000**

Be recognized as a sponsor, host your own breakfast session, and receive custom EMERGE swag.

- One speaking opportunity during one select event
- Sponsor recognition in digital and printed materials
- Logo and link to organization website on all EMERGE sponsor pages
- Logo recognition in select email communication
- Post-event engagement reports, including registration list (name, title, and organization)
- Custom ad displayed during live streaming events
- **EMERGE Financial Health**
  - 8 complimentary registrations
  - Dedicated meeting pod in attendee lounge
  - Full page advertisement or branded content in printed magazine
  - Badge sponsor ribbon recognition for all of your organization's attendees
  - Special early access to registration list (name, title, and organization) sent two weeks prior to the event
- **Select three customizations (see pgs. 14-15 for details):**
  - One from Tier 2
  - One from Tier 3
  - One from Tier 4 or 5

# Sponsorship Opportunities

## FOUNDATION

**\$200,000**

Receive the royal treatment at EMERGE Financial Health with a custom welcome reception, VIP dinner, or other entertainment option.

- One speaking opportunity during one select event
- Sponsor recognition in all digital and printed materials
- Logo and link to organization website on all EMERGE sponsor pages
- Logo recognition in select email communication
- Post-event engagement reports, including registration list (name, title, and organization)
- Custom ad displayed during all EMERGE live streaming events
- **EMERGE Financial Health**
  - 12 complimentary registrations
  - Dedicated meeting pod in attendee lounge
  - Full page advertisement or branded content spread in printed magazine
  - Badge sponsor ribbon recognition for all of your organization's attendees
  - Special early access to registration list (name, title, and organization) sent two weeks prior to the event
- **Select three customizations (see pg. 14-15 for details):**
  - One from Tier 1
  - One from Tier 2
  - One from Tier 3, 4, or 5

# Sponsorship Customizations



## TIER 1

<b>Welcome reception</b>	Includes logo signage, custom branded drink, and an enhanced activity or entertainment option at EMERGE Financial Health.
<b>Thursday reception</b>	Includes logo signage, custom branded drink, and an enhanced activity or entertainment option at EMERGE Financial Health.
<b>Innovation lunch**</b>	An opportunity to create and facilitate a lunch session of your choosing, open to all EMERGE Financial Health attendees.
<b>Visual notes</b>	Sponsor these colorful, compelling interpretations of live mainstage conversations, created by a graphic artist and displayed in the EMERGE Financial Health attendee lounge.
<b>VIP Member dinner (Member-exclusive)</b>	Includes logo signage, custom branded drink, and an enhanced activity or entertainment option at EMERGE Financial Health.

## TIER 2

<b>Innovation breakfast**</b>	An opportunity to create and facilitate a breakfast session of your choosing, open to all attendees at EMERGE Financial Health.
<b>Private meeting room</b>	Host your own private meeting room, which will be fully equipped with refreshments, projector, and screen at EMERGE Financial Health.
<b>Tote bag</b>	Be seen around the halls with this tote, which will be branded with your logo at EMERGE Financial Health.
<b>Barista station</b>	Host an exclusive sponsored break that includes barista stations with custom espresso drinks at EMERGE Financial Health.
<b>Notebook</b>	Give attendees a place to record every insight and new connection they make at EMERGE Financial Health.

\*\*Content must be vetted and approved for applicability and value.

To learn more about our current opportunities or to customize your own package, please reach out to [Julie McCullough at jmccullough@finhealthnetwork.org](mailto:Julie McCullough at jmccullough@finhealthnetwork.org).

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## TIER 3

<b>Custom room key</b>	Make sure your brand is one of the first things attendees see with this exclusive branded room key at EMERGE Financial Health.
<b>Tumbler</b>	Keep attendees refreshed and ready to learn with a high-quality tumbler imprinted with your company logo at EMERGE Financial Health.
<b>General break or breakfast sponsor</b>	Includes logo signage and a custom menu item at EMERGE Financial Health.
<b>Lanyards</b>	Our premium lanyard features your logo and choice of stock lanyard color and imprint color at EMERGE Financial Health.

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## TIER 4

<b>Wellness activity and giveaway</b>	Give attendees a chance to start their day with some self-care by hosting a fun run, yoga, or other wellness activity at EMERGE Financial Health.
<b>Charging station</b>	Earn the appreciation of every attendee with our hugely popular charging stations, located in the attendee lounge at EMERGE Financial Health.
<b>Dine around</b>	Select a fun theme and host up to 10 attendees for a memorable dinner at EMERGE Financial Health.
<b>Save the date</b>	Keep the connection going for another year with this branded save-the-date giveaway for EMERGE Financial Health in 2023.

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## TIER 5

<b>Curated webinar or pre-recorded video**</b>	Create a curated webinar or a pre-recorded video on a topic of your choice that will be promoted to our EMERGE audience.
<b>Curated article**</b>	Create a curated article on the topic of your choice that will be promoted to our EMERGE audience.

\*\*Content must be vetted and approved for applicability and value.



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Powered by the Financial Health Network, EMERGE unites innovators across industries to learn, collaborate, and improve the future of finhealth. Explore our lineup of virtual and in-person events, podcasts, and resources to stay in the know on financial health, all year long.

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For more on the Financial Health Network, go to [finhealthnetwork.org](http://finhealthnetwork.org) and join the conversation online:

-  @FinHealthNet
-  Financial Health Network
-  Financial Health Network
-  Financial Health Network