

# EMERGE

## 20th Anniversary Sponsorship Opportunities

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# Lead the Future of FinHealth

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EMERGE unites innovators across industries to learn, collaborate, and shape a better financial future for all.

For nearly two decades, EMERGE events, podcasts, and other resources have facilitated conversation year-round about big ideas and fresh perspectives in the finhealth movement.



# Engagement by the Numbers

EMERGE initiatives connect your brand with more highly engaged innovators in financial services, fintech, policy and government, retail, and nonprofit at more key moments throughout the year.

**17,000+**

**active email subscribers**

**1,400+**

**2022 event registrations (virtual and in-person)**

**20,000+**

**social media followers**

**121,000+**

**unique pageviews of EMERGE event pages and content annually**

# A Wide Range of Content and Resources

Thanks to our sponsors, EMERGE offers innovators many ways to keep up on the latest happenings and biggest ideas in the world of finhealth.



## Events

Opportunities to connect and engage with cross-sector finhealth stakeholders, both in person and virtually.



## Podcast

Intimate, thoughtful interviews with finhealth leaders on episodes of EMERGE Everywhere.



## Content Hub

Library of videos and blogs featuring perspectives and conversations on important financial health topics.



# 20 Years of Financial Health

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See where your sponsorship will make an impact.



# EMERGE Engagement Makes an Impact

Quotes from energized attendees at EMERGE Financial Health 2022.

**“If I had to describe the conference in one word, I’d say ‘inspiring.’** People felt like they were surrounded by ideas and partners, not vendors – which is very different than other financial services conferences... A beautiful event, so well-planned, and full of great people who came with a collaborative attitude.”

“I’ve been texting back to my team and leadership, saying, **‘We need to be more involved in this because there are certain things here that we’re just never going to get if we just stay siloed internally.’**

We need to be out here and interacting with other startups, with other businesses, with nonprofits... This is where we need to start putting some focus into.”

“To be in a room with thought leaders who care deeply about the financial well-being of consumers, of families, of communities, and the workplace – **this is the place to be.**

On top of that, there’s not one or two stakeholders, there’s stakeholders from every angle...all those stakeholders play a pivotal role in increasing the financial well-being of our country and globally.”

# EMERGE Engagement Makes an Impact

In the words of just one of the many attendees who were energized at EMERGE Financial Health 2022:

***If I had to describe the conference in one word, I'd say 'inspiring.'***  
*People felt like they were surrounded by ideas and partners, not vendors – which is very different than other financial services conferences... A beautiful event, so well-planned, and full of great people who came with a collaborative attitude.*

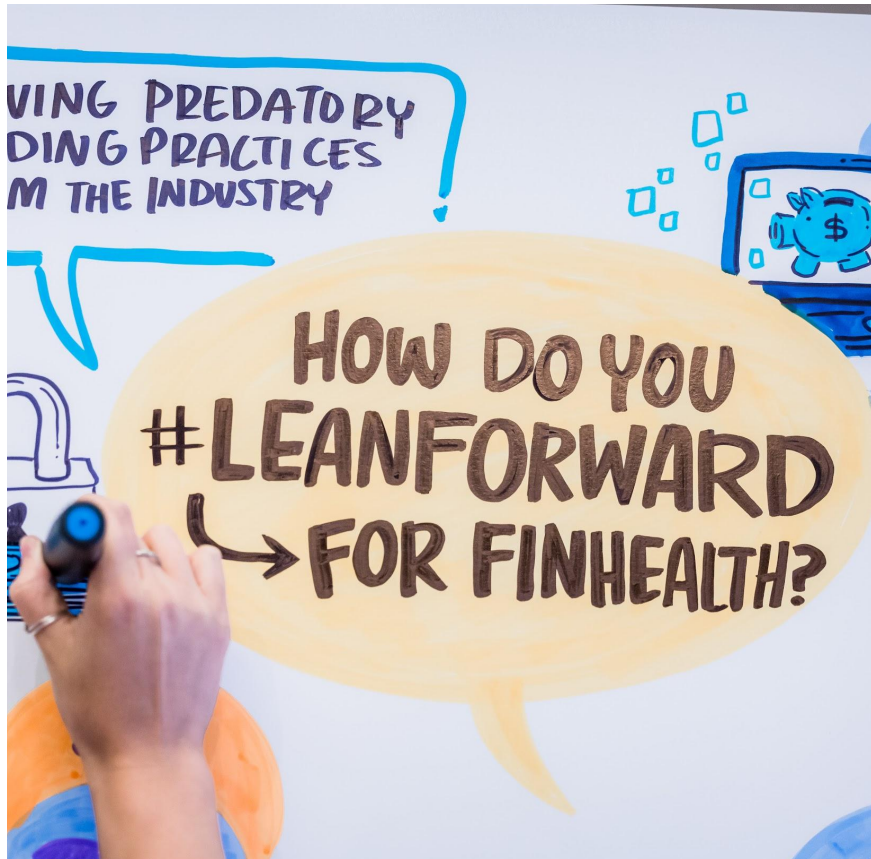
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# How the Movement Started

- > Began in 2004 as the Center for Financial Services Innovation.
  - Mission: To better serve people who were falling through the cracks of the financial system.
- > Learned much more along the way about the financial challenges that Americans face.
  - Thriving financially involves much more than having access to a bank account.
- > Adopted a new lens over time that offers a wider view of the work before us.
  - But our passion for improving the financial lives of all Americans has remained constant.







## Where the Movement Stands

- > Our mission: To improve financial health for all.
  - A movement has grown – in size, scale, and significance.
  - Spread to a network of hundreds of companies and organizations across sectors.
- > Achieved monumental progress in nearly two decades of leadership and impact.
  - All while navigating major advances in technology, shifts in culture, and a once-in-a-century global pandemic.
- > Today: preparing to celebrate the movement's accomplishments and consider what comes next.
  - ***You're invited to join us in leading the way forward.***

# Where the Movement Is Going

- > **Deeper:** Progressing from finhealth as a proof-of-concept to a new normal in business, policy, and beyond.
- > **Farther:** Innovating through research, partnerships, and iteration on current best practices.
- > **Wider:** Equitable expansion of financial health for all kinds of individuals and communities.

Your partnership as a **special 20th anniversary sponsor** offers a unique opportunity to demonstrate your commitment to helping drive the finhealth movement into the future.



# Big Milestone, Big Benefits

When you sponsor EMERGE in 2024, your brand will seize the opportunity for increased exposure during a landmark moment for our highly engaged financial health community.

**Give your interests  
a voice and a megaphone**  
with opportunities to curate  
and discuss topics that  
matter to you.

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


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



# Programming

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Where the finhealth conversation happens:  
events, content, and more.



# EMERGE Financial Health 2024

The financial health conference that launched a movement continues to inspire.

June 5-7, 2024 | Chicago



- > **Event:** Three full days celebrating 20 years of finhealth achievements.
  - Financial Health Visionary Award returns to honor an individual who has shown unparalleled leadership in building a more accessible and inclusive financial system.
  - Will also include content tracks and other programming, including FinX<sup>®</sup>.
- > **Audience:** Leaders from across the entire finhealth landscape – financial services, fintech, policy and government, retail, nonprofits, and more.
- > **Opportunity:** Position your brand to cross-sector stakeholders as a committed leader during a seminal moment for the financial health movement.

# EMERGE Everywhere

Intimate, thoughtful interviews with finhealth leaders and champions.

- > **Program:** A podcast featuring innovative leaders who are busting down silos to create an integrated financial health system.
- > **Audience:** Our audience of stakeholders from across the finhealth ecosystem has grown nearly **33% in 2022, with 12,000+ listens to date.**
- > **Opportunity:** A special season of EMERGE Everywhere is available for sponsorship. It will be used to create a drumbeat of excitement in the lead-up to our 20th anniversary.

## Previous guests include:

- > **Dr. Bechara Choucair**, Senior Vice President and Chief Health Officer, Kaiser Permanente
- > **Michael J. Hsu**, Acting Comptroller of the Currency
- > **H.M. Queen Máxima of the Netherlands**, United Nations Secretary-General's Special Advocate for Inclusive Finance for Development



# The EMERGE Community

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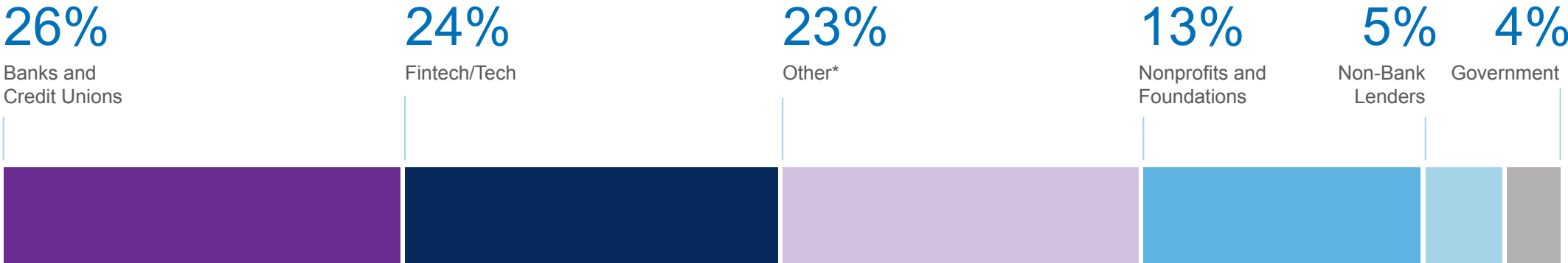
EMERGE programs engage a broad range  
of audiences and contributors.



# Spanning the Financial Ecosystem

EMERGE brings together key decision-makers from across industries and sectors.

## EMERGE Financial Health Attendees by Industry



\* HR & benefits providers, credit card providers, professional services, government, media and communications.



# Extending Across Demographics

With insights from a vibrant array of senior leaders, EMERGE consistently draws a large, highly engaged audience of finhealth professionals.

## EMERGE Speakers

<b>By Seniority</b>	Executive management or above	<b>52%</b>
	CEOs, founders, or co-founders	<b>36%</b>
<b>By Identity</b>	Women	<b>54%</b>
	People of color	<b>37%</b>
	LGBTQ+	<b>5%</b>

## EMERGE Attendees

<b>By Seniority</b>	Director-level or above	<b>70%</b>
	> Vice Presidents	<b>26%</b>
	> C-suite	<b>24%</b>
	> Directors	<b>20%</b>

# Committed to Diversity, Equity, and Inclusion

We believe that cost should not prevent anyone committed to improving finhealth for underrepresented groups from attending an EMERGE event.

In the spirit of addressing disparities and removing barriers, we offer a limited number of scholarships to cover event registration for eligible finhealth innovators. Scholarships help provide access to great networking opportunities and exposure to innovative ideas to further their mission.

***Interested in sponsoring this program? Reach out to us.***

*I have never attended such an impactful conference until EMERGE! THANK YOU to everyone at the Financial Health Network that made it possible for me to attend EMERGE! So much knowledge sharing and I made great connections! Keep doing great work to improve the financial health for all!*

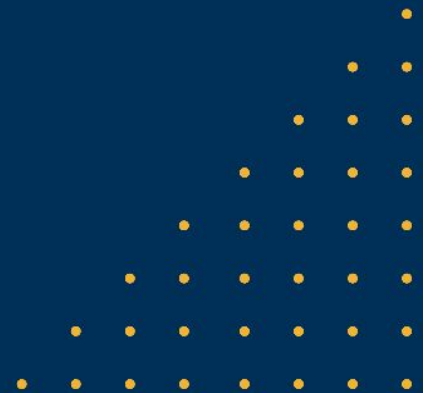
***– Bobola Odebiyi, Founder and CEO,  
CrossKudi***



# Sponsorship Opportunities

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Customizations are available to meet your goals and needs.



# Foundation Level Sponsor Benefits

\$200,000

## Benefits for 2024

- > **12** complimentary registrations.
- > **One** speaking opportunity.
- > Dedicated meeting table in attendee lounge.
- > Full page advertisement spread (2 pages) in printed materials.
- > Sponsorship recognition in on-site materials.
- > Logo and link to organization's website on all sponsor pages.
- > Logo recognition in select emails.
- > Post-event engagement report, including registration list (name, title, and organization).
- > Early access to registration list, sent two weeks prior to the event.
- > Badge sponsor ribbon recognition for all of your organization's attendees.
- > Select **three** customizations total:
  - One from Tier 1.
  - One from Tier 2.
  - One from Tier 3, Tier 4, or Tier 5.

# Gold Level Sponsor Benefits

**\$100,000**

## Benefits for all 2024

- > **Eight** complimentary registrations
- > **One** speaking opportunity
- > Dedicated meeting table in attendee lounge.
- > Full page advertisement in printed materials.
- > Sponsorship recognition in on-site materials.
- > Logo and link to organization's website on all sponsor pages.
- > Logo recognition in select emails.
- > Post-event engagement report, including registration list (name, title, and organization).
- > Early access to registration list, sent two weeks prior to the event.
- > Badge sponsor ribbon recognition for all of your organization's attendees.
- > Select **three** customizations total:
  - One from Tier 2.
  - One from Tier 3.
  - One from Tier 4 or Tier 5.

# Silver Level Sponsor Benefits

\$60,000

## Benefits for 2024

- > **Six** complimentary registrations
- > Dedicated meeting table in attendee lounge
- > Half page advertisement in printed materials.
- > Sponsorship recognition in on-site materials.
- > Logo and link to organization's website on all sponsor pages.
- > Logo recognition in select emails.
- > Post-event engagement report, including registration list (name, title, and organization).
- > Badge sponsor ribbon recognition for all of your organization's attendees.
- > Select **two** customizations total:
  - One from Tier 3.
  - One from Tier 4 or Tier 5.

# Bronze Level Sponsor Benefits

\$30,000

## Benefits for 2024

- > **Four** complimentary registrations.
- > Dedicated meeting table in attendee lounge.
- > Half page advertisement in printed materials.
- > Sponsorship recognition in on-site materials.
- > Logo and link to organization's website on all sponsor pages.
- > Logo recognition in select emails.
- > Post-event engagement report, including registration list (name, title, and organization).
- > Badge sponsor ribbon recognition for all of your organization's attendees.
- > Select **one** customization from Tier 4 or Tier 5.

# Sponsorship Customizations

Your sponsorship includes select customizations from the following tiers.

## Tier 1

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- > Welcome Reception
- > Innovation lunch\*
- > Visual notes
- > Private meeting room
- > After-hours networking
- > Day-of highlight video

## Tier 2

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- > Innovation breakfast\*
- > Private dinner for up to 10 people
- > Barista station **(sold)**
- > Finhealth Organizational spotlight
- > Season of the podcast

## Tier 3

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- > Custom room key
- > General breakfast
- > Custom lanyards **(sold)**
- > Custom activation at celebratory anniversary dinner

## Tier 4

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- > Wellness walk **(sold)**
- > WiFi and charging stations
- > Closed captioning
- > General break

## Tier 5

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- > Curated article\*
- > Curated webinar\*
- > Curated video\*

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



# Tier 5 Customization Examples

## Articles

[America Needs Small Businesses. Here's How We Can Help Them Succeed](#), Presented by Mastercard Center for Inclusive Growth

[Innovating Against Predatory Lending Products](#), Presented by DailyPay

[Digital Currencies and Financial Health](#), Presented by PayPal

[Financial Health Innovation from America's Youth](#), Presented by Prudential Financial

[Why Nonprime and Prime Customers Need Flexibility Post-Pandemic](#), Presented by Elevate

## Webinars

[Pursuing Racial Economic Equity Through Purposeful Engagement](#), Presented by Fifth Third Bank

[Life Insurance in 2021 and Beyond: Exploring Demand, Misperceptions, and Digitization](#), Presented by Franklin Madison

[Uplifting Communities Through Fintech: Building a Pathway to Financial Inclusion](#), Presented by Visa

## Pre-Recorded Videos

[Building a Financially Resilient Workforce](#), Presented by Prudential Financial

[True Cost of a Loan: Oportun Loans are One-Sixth the Cost of Alternatives](#), Presented by Oportun

[Equity Compensation: A Path to Employee Financial Wellness](#), Presented by Morgan Stanley at Work

# Event Sponsorship Deadline

Committing to sponsorship sooner guarantees your benefits for more EMERGE events.

**Become a sponsor by:**

Event date:

**Feb. 21, 2024**

June 5-7,  
2024



EMERGE Financial Health 2024

A horizontal bar representing a timeline. The bar is divided into two segments. The left segment is light purple and contains the text 'EMERGE Financial Health 2024'. The right segment is a darker purple. A vertical dashed line is positioned at the boundary between the two segments, with the date 'Feb. 21, 2024' above it. Another vertical dashed line is positioned at the end of the bar, with the date 'June 5-7, 2024' above it.

# EMERGE

## Thank You

Have questions or need more information?  
Please contact **Julie McCullough** at  
[jmccullough@finhealthnetwork.org](mailto:jmccullough@finhealthnetwork.org).

BECOME A SPONSOR >

