

EMERGE

2025 Sponsorship Opportunities



Lead the Future of FinHealth

POWERED BY THE FINANCIAL HEALTH NETWORK

Since 2006, EMERGE has been the driving force uniting innovators across industries to learn, collaborate, and shape a better financial future for all.

The EMERGE Experience



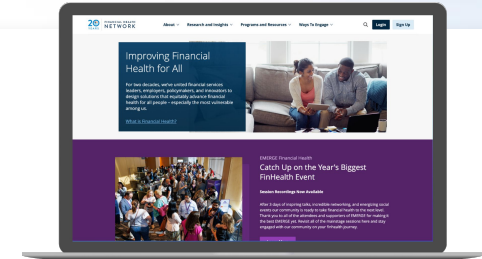
A Flagship Event

The event that launched a movement, EMERGE Financial Health is an annual three-day event featuring engaging and insightful content dedicated to financial health.



A Leading Podcast

Hosted by the Financial Health Network President and CEO, The EMERGE Everywhere podcast highlights visionary leaders developing innovative solutions to advance the financial health of all.



Compelling Content

Our ongoing digital content like webinar, videos, articles, and blogs explores insightful research and diverse perspectives on building an inclusive economy.

Engaging the Financial Health Community

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



600+

2024 event registrations
(in-person)



121,000+

unique pageviews of
EMERGE content annually



17,000+

active email
subscribers



13,000+

EMERGE Everywhere
listeners annually



20,000+

social media
followers

Financial Health Is a National Priority

EMERGE offers a unique opportunity to show that it's yours, too. Affirm your dedication to creating a more equitable society where all can thrive financially.

- **Promote your brand's perspective** on topics that matter to you with curated speaking and content opportunities.
- **Network, engage, and build visibility** with influential cross-sector stakeholders.
- **Demonstrate your commitment improving the financial lives** of customers, employees, and communities.

"It's about putting the consumer and the individual at the center of the analysis."



Michael J. Hsu

Acting Comptroller of the Currency

[Keynote Address: Financial Health Vital Signs](#)

EMERGE Financial Health 2024



EMERGE Financial Health

Voices of Change

JUNE 3-5, 2025 | SAN DIEGO

SHERATON SAN DIEGO HOTEL & MARINA

How do you improve the lives of millions who struggle financially? By truly seeing and hearing their needs.

For the first time ever, EMERGE Financial Health will immerse attendees in the stories of real people across America – both those facing challenges and those working to solve them – as they share what it will take to achieve financial health for all.

Theme

Elevating Consumer Perspectives in Financial Health

Overview: Highlight the stories and experiences of consumers, emphasizing the importance of their voices in driving systemic change in the financial health ecosystem.

Key Elements:

- Sessions featuring real-life stories from diverse communities.
- Panels and discussions focused on using consumer insights to shape policies and practices.
- Engagement opportunities for attendees to share their own experiences and perspectives.
- Using video and testimony, we'll bring light to the critical intersection of financial health from the perspective of consumers and workers, throughout the event.

Main Stage - Key Topic Areas

Keynote Address with Jennifer Tescher, CEO and President, Financial Health Network

Navigating the Small Business Banking Experience | The challenges small business owners face and how financial institutions strive to help entrepreneurs navigate their financial journeys.

Shaping Financial Narratives | The influence of media and cultural narratives in shaping consumer financial health.

The Cost of Poverty and Impact on Financial Health | The connections between poverty, housing instability, and financial health, shedding light on economics like how the ongoing housing crisis in America intensifies financial vulnerability in cycles of poverty.

Real Stories, Real Solutions: Financial Health Journeys | The personal financial struggles, connection between mental and financial health, and why and how to meet consumers where they are in their journey.

Workers, Families, and Financial Health | The unique financial challenges faced by low-income workers, particularly women, immigrants, and people of color.

**These topics are tentative and subject to change.*

Main Stage - Key Topic Areas

The Employee Impact on Business Success | The impact of employee voice on company culture and business success.

Addressing Systemic Barriers to Financial Health | Systemic barriers that hinder financial health for marginalized communities and discuss strategies for overcoming these barriers.

Building Trust for FinHealth | How institutions can deepen consumer trust by aligning their services with clients' long-term financial health.

Banking Through the Eyes of Community Members | How financial institutions strive to meet the needs of their customers, and how those efforts resonate with individuals navigating their own financial journeys.

Policy Innovations for Enhancing Financial Health | Innovative policy approaches aimed at enhancing financial health for individuals and communities. Emerging trends, successful case studies, and potential strategies for implementing effective financial policies will be explored.

The Future of Financial Health Through a Global Lens | The future of financial health from a global perspective, examining key trends, challenges, and opportunities shaping financial health.

**These topics are tentative and subject to change.*

Breakouts - Key Topic Areas

Co-Creating Solutions with Consumers

Financial Health Measurement

Financial Services Standards

Essential Benefits

Equity in Financial Health: Strategies and Best Practices

Innovator Showcase

The Hot Topics on Financial Health Related Policies

**These topics are tentative and subject to change.*

Meet Real People. Drive Real Change.

As we work to drive systemic changes across the financial ecosystem in a pivotal post-election year, EMERGE Financial Health is **the can't-miss event of the year for stories and solutions from across our movement.**

Sessions that dive deep into people's diverse experiences with money

Panels and discussions featuring visionary leaders designing solutions around consumers

Opportunities to engage with hundreds of senior decision-makers

A new **networking** format that skips the small talk and heads straight to solutions

Dynamic Sessions, Deeper Connections

This year's event features even more opportunities to create community and build connections across our movement and beyond.

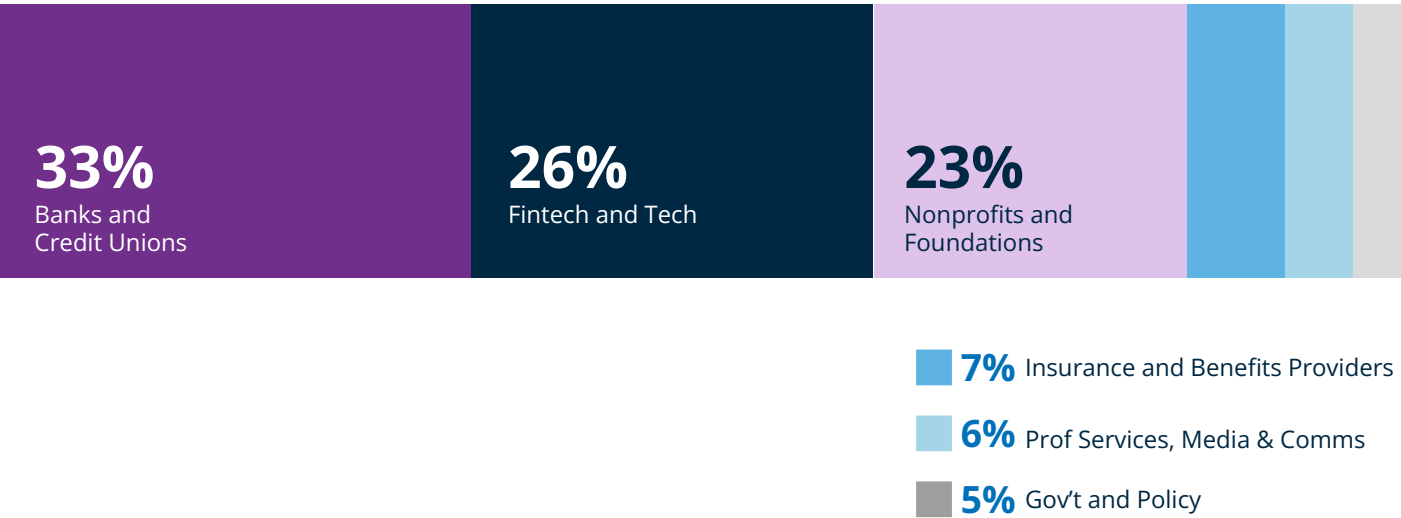
- **Curated Networking:** Meet attendees across industries and specialties as you explore thought-provoking topics.
- **Dynamic Mainstage Sessions:** Experience candid conversations, keynotes, and videos all on our mainstage, leaving plenty of time for networking.
- **Intimate Breakout Sessions:** Dive deeper into financial health with concurrent sessions featuring how-to's and case studies.
- **Community Connections:** Keep consumers' needs front and center with the return of a more intimate FinX experience and an all-new group community service opportunity.
- **Enhanced Member Experiences:** Create momentum on your mission to improve financial lives with an extensive lineup of Member-exclusive experiences.



EMERGE Draws Influential Attendees

Connect with senior decision-makers across industries.

EMERGE Financial Health 2024 Attendees by Industry



EMERGE Financial Health 2024 ATTENDEES BY SENIORITY

Director-Level or Above	72%
Vice Presidents	23%
C-Suite	28%
Directors	21%

Meet Diverse Leaders

Join longtime leaders turning consumer voices into powerful financial health solutions.

Who Speaks at EMERGE?

By Seniority	Executive Management or Above	45%
	CEOs, Founders, or Co-Founders	34%
By Identity	Women	49%
	People of Color	40%
	LGBTQ+	4%

Past Speakers



José Quiñonez

Chief Executive Officer,
Mission Asset Fund



Haley Sacks

Finance Expert and Founder,
Mrs. Dow Jones and Finance Is Cool



Arlo Washington

President and Chief Executive Officer,
People Trust Community
Federal Credit Union

What People Are Saying About EMERGE Financial Health

*"This conference
gives me hope."*

*"EMERGE is the signature
conference for this work..."*

*"I feel like I'm with
my fellow allies..."*

*"This is the place to be to
connect and build
relationships..."*

*"People come here to
wrestle with big ideas and
big opportunities..."*

*"EMERGE is the Burning
Man of the financial
health movement..."*

*"It's raw in terms of
talking about inequities
and inequality..."*

*"It's about great
content and ideas..."*

*"I always leave
feeling energized..."*

*"It motivates me to go
back home and fight
the good fight."*

"I love this conference..."

"Invigorating..."

"Refreshing and inspiring..."

Sponsorship Opportunities

Customize your sponsorship experience
to achieve your unique goals.

Foundation Level Sponsor Benefits

\$200,000

- 12 complimentary EMERGE Financial Health **registrations**.
- One **Mainstage** speaking opportunity.
- **Dedicated meeting table** in attendee lounge (~30" high round table).
- Custom digital on-site **advertisement**.
- **Logo 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.

Foundation Level Speaking Opportunities

Choose from three opportunities to raise your voice on the mainstage at EMERGE Financial Health. Sponsors select the format, and the Financial Health Network collaborates with sponsors on the topic.

OPTION 1

Mainstage Session

Join a small panel or fireside on the Mainstage with other financial health leaders.

OPTION 2

Pre-Event or On-site Video

Create a two to five-minute video on a topic related to our “Voices of Change” theme in the form of storytelling, a TED-style talk, or a featured consumer story. Videos can be played on-site or featured on the Financial Health Network website and marketing channels.

OPTION 3

Breakout Session

Host a panel or more interactive format, with leaders from your organization serving as moderators, facilitators, panelists, or presenters.

Gold Level Sponsor Benefits

\$100,000

- Eight complimentary EMERGE Financial Health **registrations**.
- One **speaking opportunity**:
 - Option 1: Pre-event or on-site video (5 mins or less); keynote or fireside format.
 - Option 2: Breakout session.
- **Dedicated meeting table** in attendee lounge (~30" high round table).
- Custom digital on-site **advertisement**.
- **Logo 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 **two customizations** total:
 - One from Tier 2 or Tier 3.
 - One from Tier 4 or Tier 5.

Gold Level Speaking Opportunities

Choose from two opportunities to raise your voice on the Mainstage at EMERGE Financial Health. Sponsors select the format, and the Financial Health Network collaborates with Sponsors on the topic.

OPTION 1

Pre-Event or On-site Video

Create a two to five-minute video on a topic related to our “Voices of Change” theme in the form of storytelling, a TED-style talk, or a featured consumer story. Videos can be played on-site or featured on the Financial Health Network website and marketing channels.

OPTION 2

Breakout Session

Host a panel or more interactive format, with leaders from your organization serving as moderators, facilitators, panelists, or presenters.

Silver Level Sponsor Benefits

\$60,000

- Six complimentary EMERGE Financial Health **registrations**.
- **Dedicated meeting table** in attendee lounge (~30" high round table).
- Custom digital on-site **advertisement**.
- **Logo 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** total:
 - One from Tier 3, Tier 4 or Tier 5.

Bronze Level Sponsor Benefits

\$30,000

- Four complimentary EMERGE Financial Health **registrations**.
- **Dedicated meeting table** in attendee lounge (~30" high round table).
- Custom digital on-site **advertisement**.
- **Logo 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

Tier 1

- Wednesday Reception
- Innovation Lunch*
4 Available
- FinX
- Visual Notes
- Private Meeting Room
- After-Hours Networking
2 Available
- Welcome Amenity
- Scholarship

Tier 2

- Innovation Breakfast*
2 Available
- Private Dinner
4 Available
Capacity for up to 10 people
- Barista Station
- Impact Story
- Podcast Season
- Airport Shuttle
- Community Service Project

Tier 3

- Custom Room Key
- Thursday General Breakfast
- Custom Lanyards
- Custom Activation at Dinner
- Photo Station
- Bookstore

Tier 4

- Wellness Activity
2 Available
- WiFi
- Charging Stations
- Closed Captioning
- General Break
2 Available
- Water Refill Stations

Tier 5

- Curated Article*
- Curated Webinar*
- Curated Video*

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

Tier 1

- **Reception** | Promote logo signage, a branded drink, and an optional entertainment experience at our attendee gathering.
- **Innovation Lunch*** | Create and facilitate a lunch session on a topic, with selected speakers and format of your choosing. *Example:* [Financial Health Frontiers: Reaching Across Ideologies and Industries for FinHealth](#)
- **FinX** | Give the opening remarks, lead a group debrief, provide materials or swag, showcase your branding in the Mainstage highlight video, and get two complimentary passes to the FinX experiential learning session.
- **Visual Notes** | See your branding on colorful interpretations of live Mainstage conversations created by a graphic artist displayed in the attendee lounge and available digitally post-event. [See Example here.](#)
- **Private Meeting Room** | Host your own private meetings during the conference in a closed-door room equipped with refreshments and basic audio/visual.
- **After-Hours Networking** | Highlight your logo signage, a branded drink, and an optional entertainment experience on the first or second days of EMERGE.
- **Welcome Amenity** | Greet attendees with a gift at check-in.
- **Scholarship** | Help leaders attend EMERGE in person by providing scholarships for registration and a travel stipend. Align with our equity scholarships or coordinate your own for eligible finhealth advocates.

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

Tier 2

- **Innovation Breakfast*** | Create and facilitate the content of a breakfast session with the speakers and format of your choosing. *Example:* [The Next Generation of Financial Health](#)
- **Private Dinner** | Host up to 10 attendees at a memorable themed dinner. We'll provide the logistics and help coordinate invitations and RSVPs.
- **Barista Station** | Keep EMERGE attendees on the go with custom espresso drinks and your logo signage.
- **Impact Story** | Feature impact stories from across our movement published and promoted on the Financial Health Network website and social media channels. *Examples:* [BlackRock](#) | [Prudential Financial](#)
- **Podcast Season** | Include a custom 30-second audio ad during each episode for the 2025 season of EMERGE Everywhere.
- **Airport Shuttle** | Provide EMERGE attendees complimentary transportation featuring your logo signage and snacks to arrive/depart EMERGE in style.
- **Community Service Project** | Sponsor a coordinated a community service project or field trip that will be featured on social and videos around the event, including transportation, apparel, snacks, water, and logo signage.

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

Tier 3

- **Custom Room Key** | Provide a branded room key to ensure your brand is one of the first attendees see.
- **Friday General Breakfast** | Fuel attendees' EMERGE experience with a buffet including enhanced menu items.
- **Custom Lanyards** | Get close to attendees – literally. Our premium lanyard features your logo for each attendee.
- **Custom Activation at Dinner** | Entertain all attendees on day one over a special dinner experience.
- **Photo Station** | Sponsor a keepsake of your choosing, such as a selfie station, Aura photography, and more.
- **Bookstore** | Continue attendees' financial health education by sponsoring an on-site bookstore with relevant offerings.

Tier 4

- **Wellness Activity** | Jumpstart EMERGE with wellness such as yoga or a walk, including snacks and beverages.
- **WiFi** | Empower attendees to connect, work, and share their EMERGE experiences.
- **Charging Stations** | Give attendees the gift of power to charge up their devices in the attendee lounge.
- **Closed Captioning** | Make EMERGE accessible to all with closed captioning during the Mainstage sessions.
- **General Break** | Offer a delicious food and beverage break with enhanced menu items.
- **Water Refill Stations** | Keep attendees refreshed and ready to learn during EMERGE.

Tier 5

Curated Article, Webinar, or Video | Highlight a topic through the format of your choice. Content must be vetted and approved by FHN; recent or current topics are recommended. FHN will support the production and marketing. All content will be included on our website and marketed through our newsletters and social media channels.

Article*	Option 1: Write a custom article of 500-800 words that the Financial Health Network will copy edit.	<ul style="list-style-type: none">• Prolonged Parenting in an Era of Extended Longevity• America Needs Small Businesses. Here's How We Can Help Them Succeed• Digital Currencies and Financial Health• Financial Health Innovation from America's Youth
	Option 2: Repurpose a pre-written piece with an amplified executive summary written by the Financial Health Network.	<ul style="list-style-type: none">• Prudential Foundation: Using Philanthropy To Drive Racial Equity and Financial Inclusion
Webinar*	Create a webinar of one hour or less, with a title and description you draft and up to three speakers you suggest, including at least 10 minutes of Q&A and interactive elements like chats, polls, and breakouts.	<ul style="list-style-type: none">• The Rise of Emergency Savings Programs: What Every Employer Should Know• Uplifting Communities Through Fintech: Building a Pathway to Financial Inclusion• Pursuing Racial Economic Equity Through Purposeful Engagement
Video*	Create a video eight minutes or less in keynote, fireside, or storytelling format with the title, description, and up to five speakers you suggest.	<ul style="list-style-type: none">• Fostering Financial Success for Young Black Lives• Building a Financially Resilient Workforce• True Cost of a Loan: Oportun Loans are One-Sixth the Cost of Alternatives

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



Thank You

Have questions or
need more information?

Please contact **Julie McCullough** at
jmccullough@finhealthnetwork.org.

BECOME A SPONSOR



Appendix

EMERGE Everywhere Podcast

Intimate, thoughtful interviews with finhealth leaders and champions.

Program: A podcast featuring from visionary leaders across industries as they explore how to build an inclusive economy.

Audience: Since the launch in 2020, EMERGE Everywhere has grown to 13,000+ listeners across 32 countries.

Opportunity: The 2025 season of EMERGE Everywhere is available for sponsorship.

Previous guests include:

- **Brian Moynihan**, Chair of the Board and Chief Executive Officer, Bank of America
- **Zeynep Ton**, Professor of Practice, MIT Sloan and Co-Founder and President, Good Jobs Institute
- **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

**LEARN MORE ABOUT
EMERGE EVERYWHERE**