EMERGE

Multiyear Sponsorship Opportunities

2027-2028

FINANCIAL HEALTH NETWORK

Lead the Future of Financial Health

POWERED BY THE FINANCIAL HEALTH NETWORK

Since 2006, EMERGE has been the leading platform exclusively focused on sharing ideas and driving action to *improve financial health for all.*

EMERGE | FINANCIAL HEALTH NETWORK

Good for People, Good for Business

Putting financial health first strengthens customer loyalty, employee retention, and sustainable revenue growth.

Nearly

7 in 10

American households

aren't Financially Healthy right now, with pressures growing by the day.

Customers who believe their financial institution cares about their financial health are

3X

more likely

to recommend it to friends and family.

60%

of employees

are more likely to remain loyal to a company that offers financial wellness benefits.

The EMERGE Experience

Annual Flagship Event

A three-day gathering of 450+ senior decision-makers shaping financial health

Year-Round Content

Curated interviews, webinars, and insights to keep the conversation going

Global Gatherings

Domestic and international convenings to connect leaders working to advance financial health

EMERGE By the Numbers

EMERGE connects your organization with highly engaged leaders across financial services, fintech, policy, government, and nonprofit at pivotal moments throughout the year.

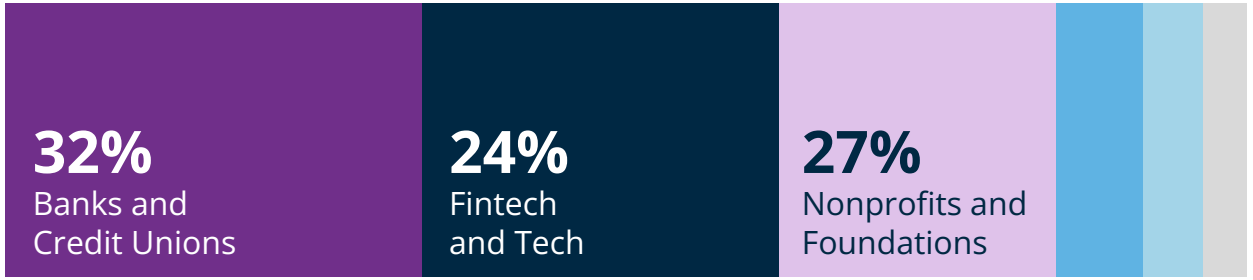
20+ years convening across 11 cities	**450+** attendees at our annual flagship event	**42** states and over 6 countries represented
17,000+ active email subscribers	**72%** attendees who are director-level or above	**20,000+** social media followers

EMERGE Financial Health

Events That Energize the FinHealth Community...

The annual EMERGE flagship event draws **450+ senior decision-makers** from across financial services, fintech, policy, nonprofits, and beyond.

EMERGE Financial Health 2026 Attendees by Industry



- **8%** Insurance and Benefits Providers
- **6%** Prof Services, Media and Comms
- **6%** Government and Policy

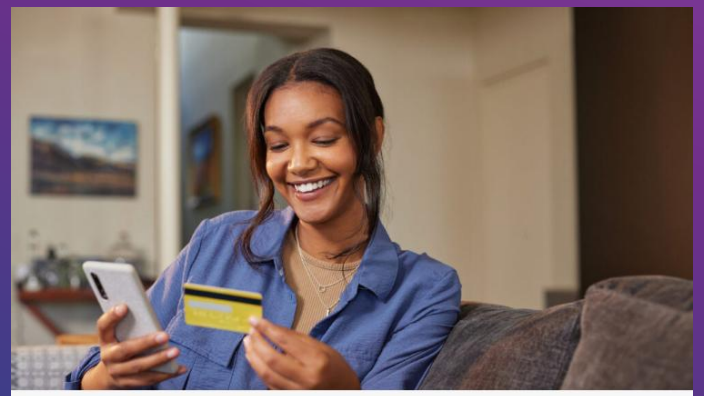
Who Speaks at EMERGE?

By Seniority	Executive Management or Above	**45%**
	CEOs, Founders, or Co-Founders	**34%**

EMERGE Digital

Conversations That Continue Year-Round

The EMERGE platform extends beyond our annual flagship event. Explore webinars, curated interviews, human stories, and expert insights to keep the momentum going all year.

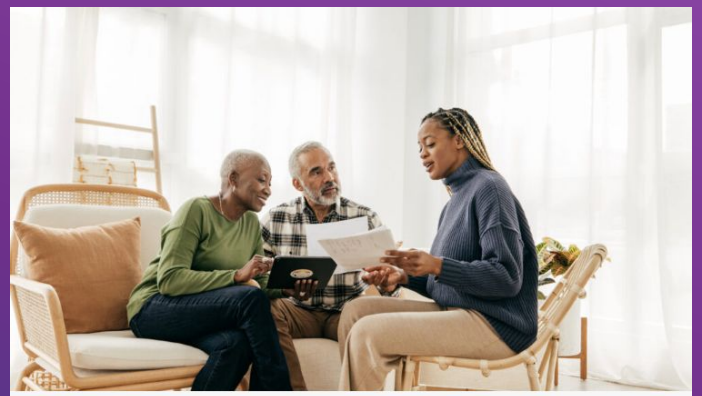


Video

EMERGE

Building Liquidity Solutions That Put Consumers First

Join us for a conversation on how Chime is reimagining short-term liquidity tools that are responsive to real consumer needs.



Article

EMERGE

One of the Greatest Threats to Wealth Transfer May Be All in the Family

With trillions of dollars expected to move across generations in the decades ahead, inheritance disputes have severe implications for financial...

Impact Story

EMERGE

Advancing Data-Driven Strategies to Help Nonprofit Workers Financially Thrive

Nonprofit workers power our communities, but relatively little is known about their financial health. Prudential is changing that.

Save the Dates for EMERGE 2027 and 2028

Each year, our EMERGE host city provides the backdrop for meaningful dialogue and connection with the greater community.

EMERGE 2027

Minneapolis, MN

June 8-10, 2027

EMERGE 2028

Phoenix, AZ

June 6-8, 2028

EMERGE 2027 Theme | The Future Is Human

Minneapolis | June 8–10

As technology reshapes financial services, EMERGE 2027 will explore what it takes to keep human needs, experiences, and outcomes at the center of innovation.

- **Understand the Human Experience**
  Bring consumer needs, behaviors, and lived experiences into how we design products, experiences, and solutions.
- **Build Trust in a Changing World**
  Explore what trust requires as AI, data, and new technologies reshape how people make decisions and interact with financial services.
- **Turn Innovation Into Better Outcomes**
  Move from the promise of technology to practical applications that improve people's financial lives.

NEW: 2 YEARS

Explore Two-Year Sponsorship Opportunities

Our new two-year sponsorship format is designed to help you strengthen your impact and expand your reach.

EMERGE Financial Health

New Sponsorship Format, Deeper Value For You

We're debuting a two-year sponsorship format for 2027-2028, designed to deliver greater value for your organization.

Deeper Collaboration

Build a long-term partnership that allows us to co-create meaningful experiences and thought leadership that advance financial health year after year.

Stronger Relationships

Develop lasting connections with leaders across sectors, creating opportunities for continued collaboration and collective action beyond a single event.

Greater Impact

Provides the stability to invest in innovative programming, richer attendee experiences, and long-term initiatives that strengthen the finhealth movement while maximizing the value of your partnership.

2 YEARS: 2027-2028

Foundation Level Benefits (per year)

Passes	**Twelve** complimentary EMERGE Financial Health **registrations**.
Speaking opportunity	One **Mainstage** speaking or moderating opportunity on a **small panel**.
Attendee lounge access	**Soft seating vignette** for up to 6 people.
Early reg list	**Early access** to registration list, sent two weeks prior to the event.
Customizations	Select **three customizations** total: • One from Tier 1. • One from Tier 2. • One from Tier 3, Tier 4, or Tier 5.
Bonus *If signed by December 1, 2026*	10% off sponsorship packages, three nights of complimentary accommodations for up to 12 people and extra tier 5 customization.

$450,000 Two-Year Investment

PLUS PERKS AVAILABLE TO ALL SPONSOR LEVELS

- Custom digital on-site **advertisement** featured on Mainstage screen.
- **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.

2 YEARS: 2027-2028

Gold Level Benefits (per year)

Passes	**Eight** complimentary EMERGE Financial Health **registrations.**
Speaking opportunity	One **Breakout speaking** or **moderating** opportunity on a small panel.
Attendee lounge access	**Soft seating group for up to 4 people**.
Early reg list	**Early access** to registration list (name, title, organization), sent two weeks prior to the event.
Customizations	**Two customizations** total: • Tier 2 or 3 • Tier 4 or 5
Bonus *If signed by December 1, 2026*	10% off sponsorship packages, three nights of complimentary accommodations for up to 8 people and extra tier 5 customization.

$220,000 Two-Year Investment

PLUS PERKS AVAILABLE TO ALL SPONSOR LEVELS

- Custom digital on-site **advertisement** featured on Mainstage screen.
- **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.

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

2 YEARS: 2027-2028

Silver Level Benefits (per year)

Passes	**Six** complimentary EMERGE Financial Health **registrations**.
Attendee lounge access	**Dedicated meeting table** in attendee lounge (~30" high round table).
Customizations	Select **one customization** total from Tier 3, 4, or 5
Bonus *If signed by December 1, 2026*	10% off sponsorship packages, three nights of complimentary accommodations for up to 6 people and extra tier 5 customization.

$130,000 Two-Year Investment

PLUS PERKS AVAILABLE TO ALL SPONSOR LEVELS

- Custom digital on-site **advertisement** featured on Mainstage screen.
- **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.

2 YEARS: 2027-2028

Bronze Level Benefits (per year)

Passes	**Four** complimentary EMERGE Financial Health **registrations**.
Attendee lounge access	**Dedicated meeting table** in attendee lounge (~30" high round table).
Customizations	Select **one customization** from Tier 4 or Tier 5.
Bonus *If signed by December 1, 2026*	10% off sponsorship packages and extra tier 5 customization.

$70,000 Two-Year Investment

PLUS PERKS AVAILABLE TO ALL SPONSOR LEVELS

- Custom digital on-site **advertisement** featured on Mainstage screen.
- **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.

2 YEARS: 2027-2028

Growth Level Benefits (per year)

Passes	**One** complimentary EMERGE Financial Health **registration**.
Attendee lounge access	**Access to shared meeting table** in attendee lounge.
Bonus *If signed by December 1, 2026*	10% off sponsorship packages

$16,000 Two-Year Investment

PLUS PERKS AVAILABLE TO ALL SPONSOR LEVELS

- Custom digital on-site **advertisement** featured on Mainstage screen.
- **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.

Sponsorship Customizations

Tier 1

- Networking Reception
- Innovation Lunch*
- Visual Notes
- Private Meeting Room
- Scholarships
- Human Story Collection

Tier 2

- Private Dinner
- Barista Station
- Impact Story
- Community Service Project
- Welcome Amenity
- After-Hours Networking

Tier 3

- Custom Room Key
- General Breakfast
- Custom Lanyards
- Photo Station
- Closed Captioning
- Notebook

Tier 4

- Wellness Activity
- WiFi
- Charging Stations
- General Break
- Water Refill Stations
- Custom Pen

Tier 5

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

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

Tier 1

- **Networking 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. *Examples:* JPMorganChase | Prudential Financial
- **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.
- **Scholarships** | 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.
- **Human Story Collection** | Elevate underrepresented voices while showcasing your commitment to financial health for all. Includes three powerful story features, with priority input on topic selection to align with your organization's mission. Stories are shared across EMERGE digital channels. P*ast examples:* Amanda's Story | Bryce's Story

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

Tier 2

- **Private Dinner** | Host an intimate, curated dinner for up to 10 attendees. We'll handle the planning, logistics, and RSVP coordination.
- **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
- **Community Service Project** |Sponsor a coordinated 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.
- **Welcome Amenity** | Greet attendees with a gift at check-in.
- **After-Hours Networking** | Highlight your logo signage, a branded drink, and an optional entertainment experience.

* 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.
- **General Breakfast** | Fuel attendees' EMERGE experience with a buffet including enhanced menu items.
- **Custom Lanyards** | Our premium lanyard features your logo for each attendee.
- **Photo Station** | Sponsor a keepsake of your choosing, such as a selfie station, Aura photography, and more.
- **Closed Captioning** | Make EMERGE accessible to all with closed captioning during the Mainstage sessions.
- **Notebook** | Equip attendees to capture insights and inspiration throughout EMERGE.

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.
- **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.
- **Custom Pen** | Put your brand in attendees' hands with a pen for jotting down key takeaways.

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.	• New Frontiers in Financial Inclusion • What We Can Learn About Wealth Disparities in a Moment of Unprecedented Intergenerational Wealth Transfer • Jack Henry Launches MyFinancial Health To Help Its Customers Thrive
	Option 2: Repurpose a pre-written piece with an amplified executive summary written by the Financial Health Network.	• Increasing Banking Access Through Mobile Branches • 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.	• Building Liquidity Solutions That Put Consumers First • Bridging the Generational Gap: People-Centric Solutions for Financial Health • Bridging the Gap: Innovative Solutions for Financial Relief
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.	• Empowered to Thrive: Inside PNC's Center for Financial Education • Fostering Financial Success for Young Black Lives • Building a Financially Resilient Workforce

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

Multi-Year Sponsor Incentives

10% discount if signed by December 1, 2026 plus these additional incentives…

Foundation	~~$450,000~~ > **$405,000**	• 3 hotel nights for up to **12 people** • Extra customization from tier 5
Gold	~~$220,000~~ > **$198,000**	• 3 hotel nights for up to **8 people** • extra tier 5 customization
Silver	~~$130,000~~ > **$117,000**	• 3 hotel nights for up to **6 people** • extra tier 5 customization
Bronze	~~$70,000~~ > **$63,000**	• Extra tier 5 customization

2027 Sponsorship Levels

Explore Single-Year Sponsorships

Foundation	$225,000
Gold	$110,000
Silver	$65,000
Bronze	$35,000
Growth	$8,000

Looking for a longer-term partnership?

Save 10%

with a 2027-2028 multi-year sponsorship package, plus access to added benefits if signed by December 1, 2026.

Single-year sponsorships offer flexibility, while multi-year partnerships unlock preferred pricing and additional benefits.

**Schedule subject to change.*

EMERGE Sponsor Highlights

See the Impact

Watch how sponsors bring their mission to life through mainstage moments, branded activations, and deeper connections that leave a lasting impression.

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…"*	*"It motivates me to go back home and fight the good fight."*
"I love this conference…"	*"Invigorating…"*	*"Refreshing and inspiring…"*

FINANCIAL HEALTH NETWORK

Thank You

Have questions or
need more information?

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

BECOME A SPONSOR