



2023 STRATEGIC LEADERSHIP FORUM

- [SLF Sponsorship Opportunities](#)
- [Blackwell Scholarship Charity Golf Tournament Sponsorship Opportunities](#)

The Nicsa 2023 Strategic Leadership Forum (SLF) will take place March 1-3 at the Fort Lauderdale Marriott Harbor Beach Resort & Spa. SLF is where asset managers, broker dealers, and financial services companies come together to address strategic business planning for the year ahead.

Connect with decision makers across product development, distribution platforms, technology onboarding, governance, and client experience roles in informal, open forums.

Our sponsorship opportunities will allow for maximum exposure for your firm.

PLATINUM SPONSORSHIP



PLATINUM SPONSORSHIPS INCLUDE ONE (1) IN-PERSON REGISTRATION

Keynote Sponsorship | \$15,000

New this year, we are offering firms the opportunity to source the keynote Speaker for the conference.

- Individual must be a C-suite level position and a recognized industry individual
- Content must be relevant to the audience and reviewed with Nicsa
- Individual to agree to one prep call prior to the event
- Individual must be present at event and not virtually

The sponsor is responsible for identifying and sourcing the speaker (with Nicsa's approval).

Mobile App | \$9,500

You'll have prime exposure on this tool used to stay in the know about all conference activities. The mobile app is a key attendee resource before, during and after the conference. Your investment includes:

- Exclusive logo presence on all app graphics and communications
- (2) App Banner Ads
- (2) App push notifications
- (1) App survey question & (1) App poll question

Nicsa Gives Back Dinner | \$12,000

Nicsa is excited to share that we will be hosting a reception and dinner on Thursday evening for all attendees. Your company has the opportunity to sponsor this landmark event as everyone comes together after an afternoon of giving back. Your company's logo will be displayed on signage, bars and cocktail napkins. You will also have the option to present the golf awards, if desired.



PLATINUM SPONSORSHIP (cont.)



PLATINUM SPONSORSHIPS INCLUDE ONE (1) IN-PERSON REGISTRATION

Welcome Reception | \$9,500

Help kick off the event by sponsoring the opening night reception on Wednesday evening! You'll enjoy exclusive and prominent exposure in front of attendees. Your company's logo will be displayed on signage, bars and cocktail napkins.



Speciality Beverages & Bars

Welcome Reception | \$3,000 each

Cheers! Firms have the opportunity to host a featured beverage during the opening networking reception on Wednesday evening. Choose from:

- Beer, bourbon or wine tasting
- Margarita Bar
- Champagne bar

The sponsor is responsible for sourcing the vendor and coordinating all logistics with the hotel and/or show decorator.



Conference WiFi | \$9,500

Keep attendees connected by serving as the exclusive WiFi sponsor for the event. You have the unique opportunity to select the password for the network as well as the landing page URL.



GOLD SPONSORSHIP



GOLD SPONSORSHIPS INCLUDE ONE (1) IN-PERSON REGISTRATION

Bonus Breakfast Session | \$7,000

Key word: content! Your firm can host a session during breakfast on Thursday or Friday morning of the conference before the general sessions begin. You will have the unique opportunity to highlight key content areas in the industry or showcase a product of your own. *Topic must be approved by Nicsa in advance.*



Luncheon | \$7,000 each (2 available)

The luncheon provides prominent exposure for your company.

Breakfast | \$7,000 each (1 available)

Support the breakfast and your company will be part of each attendee's morning ritual.

Speaker Lounge | \$7,000

Premier exposure as the sponsor of the Speaker Lounge – a reserved area for speakers to recharge with refreshments while preparing for their presentations. Nicsa will work with you regarding your company representation in the lounge.

Attendee Badges | \$7,000

The new and improved Nicsa name badge now has the agenda printed on the back—attendees will reference it continuously throughout the conference. With your company logo prominently displayed on the badge, this is a key visibility opportunity!

Room Name Sponsor | \$7,000

You have the unique opportunity to purchase naming rights for the General Session Room. Name recognition will be displayed on the agenda, mobile app, website, on-site signage, and scripting directing attendees where to go.

Hotel Key Cards | \$7,000

Be top of mind, and in the pockets, of every attendee staying at the host hotel by sponsoring the key cards. These custom cards are given to all Nicsa hotel guests at check-in and will stay with them throughout the conference! *Please note sponsors will provide key cards.*

SILVER SPONSORSHIP

SILVER SPONSORSHIPS INCLUDE ONE (1) IN-PERSON REGISTRATION



Attendee Welcome Gift | \$6,000

Catch the attention of all attendees during the check-in process by providing a promotional item or gift.

Room Drop | \$6,000

A high visibility room drop is a memorable and personal touch that goes a long way. This exclusive opportunity allows you to promote your message outside of the conference area while also creating a unique touchpoint. We can help you customize the perfect drop that will be of benefit both during and after the conference.

Lanyards | \$5,500

This is an excellent promotional opportunity to showcase your company's brand. Lanyards will be provided to all attendees at check-in.

Please note, sponsors will provide lanyards.

Pads and Pens | \$4,500

Conference attendees will use these throughout the conference and beyond. Your investment includes your company's pads and pens placed at each chair one morning of the conference.

Power Tower, Cell Phone Charging Station | \$6,000

These days, people depend on their phone more than any other form of technology. Make an impression by sponsoring a cell phone charging station so all attendees can stay connected throughout the conference. The station can be customized to your branding preferences.

Mobile App Banner Ad | \$4,500

Drive high engagement with attendees by securing a banner advertisement on Nicsa's enhanced mobile app. Banner ads will rotate every 15 seconds on the home screen of the app throughout the duration of the conference. You have the flexibility to create the graphic of your choosing and link to a specific URL. *Graphic must be approved by Nicsa.*



GENERAL CONFERENCE SPONSORSHIP



GENERAL SPONSORSHIPS INCLUDE ONE (1) IN-PERSON REGISTRATION

General Conference Sponsor | \$4,000

Your company's logo will be featured on the sponsor page of the meeting/conference website and will link to your company's website.

The screenshot shows the Nicsa website for the 2023 Strategic Leadership Forum. The header includes the Nicsa logo, the year 2023, and the event title. Below the title are buttons for 'March 1 - 3', 'Ft. Lauderdale, FL', and 'Live & Streaming'. A navigation bar contains links for Home, Registration, Hotel, Agenda, Speakers, Sponsors, Nicsa Gives Back, and Resources. On the left, there are 'Log In' and 'My Account' buttons. The main content area features a 'Thank you to our Sponsors!' message, followed by two call-to-action buttons: '2022 SPONSORSHIP OPPORTUNITIES' and 'SECURE YOUR FIRM'S SLF SPONSORSHIP'. Below this is a 'PLATINUM SPONSORS' section with four logos: Confluence, DFIN Solutions, FIS, and Northern Trust.

NICSA HUB SPONSORSHIP



NEW THIS YEAR! We are offering firms the opportunity to host an experience AND/OR an exhibit booth in the Nicsa Hub, which is adjacent to the general session room and the central location for meals, breaks and the welcome networking reception.

Our “experience hall” was a great success last year, allowing people to reconnect while still learning about our sponsors and their offerings. This year, we will add in exhibit booths as an option for more direct networking and information sharing.

Our layout will be intentionally limited to give attendees the perfect balance of catching up with colleagues while still connecting with sponsors about their business goals.

Experience Information

We are offering firms the opportunity to host engaging experiences for the attendees with the goal of creating an organic approach to building and strengthening relationships with industry peers.

- \$4,500 per experience
- 10x10 space
- One (1) complimentary conference registration
- Pre and post attendee mailing list with contact information
- Logo recognition on the conference website, mobile app and on-site signage
- 2nd registration available at a 50% discount
- The Experience space is expected to be staffed for all hours that the Nicsa Hub is open during the conference.



NICSA HUB SPONSORSHIP (cont'd)



Experience Options

- Themed Food Truck: appetizers, sweets, etc.
- Golf Simulator
- Putting Green
- Photo Booth – either a headshot lounge or a photo booth/wall for social media
- Virtual Reality Booth
- Coffee Bar

The options listed are simply suggestions. Nicsa welcomes any ideas you may have that will create value and opportunities for your firm.

The Experience sponsor is responsible for sourcing the vendor and coordinating all logistics with the hotel and/or show decorator.

Exhibit Booth Information

Promote your company's brand & display in this high-traffic central location. Attendees will be enjoying food, drinks and networking alongside YOUR company throughout the conference.

- \$4,500 per booth
- 10x10 space
- One (1) complimentary conference registration
- Pre and post attendee mailing list with contact information
- Logo recognition on the conference website, mobile app and on-site signage
- 2nd registration available at a 50% discount
- The Exhibit Booth is expected to be staffed for all hours that the Nicsa Hub is open during the conference.

Exhibit booths are designed for firms to be able to bring in and customize their own displays. Please note: All booth furniture, furnishings and décor will need to be ordered through the official show decorator, at exhibitor's expense.

2023 BLACKWELL SCHOLARSHIP CHARITY GOLF TOURNAMENT



THURSDAY, MARCH 2 | FT. LAUDERDALE, FL

The Annual Blackwell Scholarship Charity Golf Tournament will take place on Thursday, March 2 in conjunction with Nicsa's 2023 Strategic Leadership Forum. All net proceeds from the tournament will be donated to the Scholarship Fund which recognizes outstanding students of the Nicsa family with financial and social support for postsecondary education.

SPONSORSHIP OPPORTUNITIES

REGISTRATIONS SOLD SEPARATELY

Golf Hole Sponsorship | \$2,000 Par 3 (only 4 available) \$1,000 Non-par 3

Visibility at its finest! Have your company logo digitally displayed in the golf cart for one or more of the holes. Your investment also includes the opportunity to host an activity at your hole. Please note: All activities except Tee Sponsorships will require a representative from your firm to be at the hole during the tournament.

Available activities:

- Beat the Golf Pro
- Contest: Close to Pin
- Contest: Hole-in-One
- Refreshments (Bloody Mary bar, margaritas, etc)
- Team Photograph
- Gift Giveaway
- Raffle
- Tee sponsor only (signage, company representative not mandatory)

Digital Golf Cart Branding | \$2,000

Your company logo will appear on the GPS display in each golf cart for the hole of your choosing. Your investment also includes the opportunity to place (1) promotional item in the golf cart.

Cart Gift | \$1,000

Catch the attention of all golfers by placing a customized, branded gift in each cart.

