

Sponsorship Opportunities

The CFA Society of Minnesota is a vital part of the Minnesota investment community, with nearly 1,300 members from every segment of our industry. Sponsoring a CFA Minnesota program allows your company to reach out to this highly desirable group of CFA Charterholders and their colleagues.

Opportunity Details:

Educational Program Sponsorship

The CFA Society of Minnesota provides members access to expert knowledge in key areas of interest. These programs are focused on high quality, relevant investment-related content. This opportunity is uniquely designed to position your firm in front of our audience by supporting the continuing education benefits offered to CFA MN members and their colleagues. If you are interested in providing this level of support, we invite you to participate by contacting the chair of our Program Committee.

Qualified presentations and their sponsors will be advertised in our monthly email broadcasts and on the CFA Society of Minnesota on-line event calendar. Program sponsorship is used to offset the costs of actual events. This opportunity can be utilized by both vendors seeking to promote their relevant services and by firms wanting to sponsor a specific topic or speaker they feel will provide value to our member audience.

Sponsorship Opportunities & Benefits:

Inclusion	Investment
Sponsorship of single event	\$500
Sponsorship of three events	\$1,000

Benefits Include:

- Logo on event web-page and in event announcements
- Signage at event
- Ad in future e-newsletter

Statistics and Feedback:

Event: *(A variety of topics and speakers)*

- Average of 50 attendees
- Average 1 event per month

Newsletter: *(Analytics for each e-newsletter issue are available to participating firms upon request)*

- Distribution list of nearly 3,500
- Average of 775 open and thoroughly read each issue
- Article click-throughs average 75 per newsletter

Contact:

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"We have found the CFA Society's newsletter and sponsorship opportunities an excellent value for building brand awareness."
- Disciplined Growth Investors