



# EMERGE

2021

## Sponsorship Opportunities

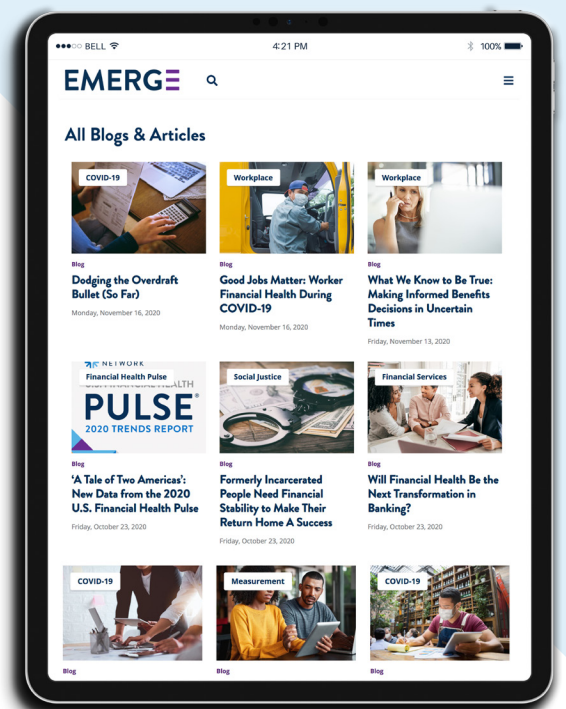


FINANCIAL HEALTH  
NETWORK



# About EMERGE

Powered by the Financial Health Network, EMERGE brings together industry innovators to connect, learn, and build the future of financial health. Let your brand help lead the way.



## From FinHealth Forum to the FinHealth Future

Founded 15 years ago as the nation's leading finhealth forum, EMERGE has evolved into a digital learning platform offering events and educational resources all year long.

### EMERGE EVERYWHERE

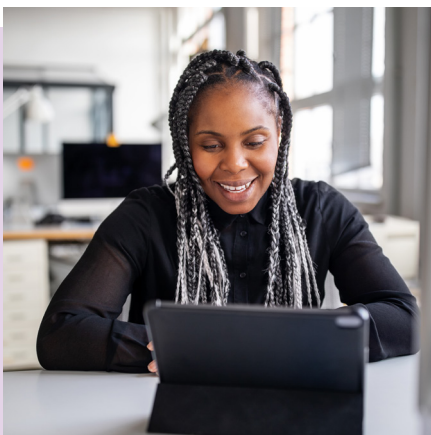
Biweekly podcast episodes featuring finhealth leaders across industries

### EVENTS

Connect, engage, and learn in a virtual-for-now format

### BLOGS

The latest perspectives on relevant finhealth topics



## Upcoming Events

### EMERGE Workplace *April 7-8, 2021*

A deep dive session on what actually works when it comes to improving employee financial health

### EMERGE Financial Health *June 8-10, 23, 2021*

Challenges, opportunities, and trends to support consumer financial health

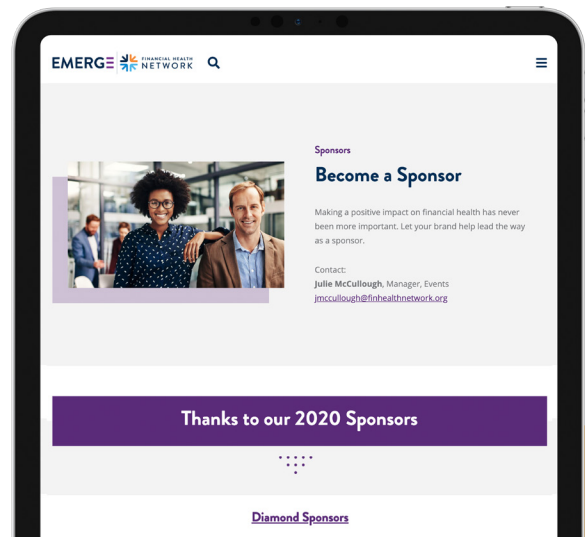
### EMERGE Insights *November 2021*

The latest finhealth data, trends, and solutions, featuring brand new insights from the 2021 U.S. Financial Health Pulse®

## Why Sponsor

# EMERGE

- > **Network, engage, and build visibility** with key leaders across industries
- > **Curate opportunities** for learning and connection around your interests
- > **Evolve in your role** as a finhealth pioneer, leader, and champion
- > **Commit to a better financial future** for customers, teams, and communities



## Virtual Means More Ways to Reach Our Audience

### Email Outreach

Maximize impact with branded emails and sponsor promotions to our highly engaged list of 12,000+ subscribers

### Platform Placements

Generate added awareness with logo placement on high-traffic pages across the EMERGE ecosystem

### Live and Post-Show Attributions

Align your brand with our live educational content, including continuing video attributions on our website and YouTube channel

## Your Trusted Source for the Latest in FinHealth

With a full lineup of articles, videos, webinars, and more, there's always something new to see on EMERGE.

- > Access live and streaming content
- > Search by topic for relevant insights
- > Subscribe for updates on events and resources

# 114,772

page views

May-October 2020

# 31,540

site visitors

May-October 2020

# Capturing the EMERGE AUDIENCE

Our new virtual format has expanded our audience  
– and your opportunities to reach them.

## More Reasons to Attend

- > **Exclusive data** and early access to research
- > **Connections** with a curated group of fellow leaders
- > **Real-world lessons, strategies, and solutions**
- > **Insights and inspiration** from finhealth visionaries

## More FinHealth Innovators

**218%**

**MORE ATTENDEES**

Increase in registrations from 2019 to 2020

**1,080**

**NEW FACES**

Number of new attendees to EMERGE 2020

**109%**

**MORE DECISION-MAKERS**

Increase in C-Suite registrants from 2019 to 2020

## More Diverse Audiences

Core Industries that Attended EMERGE Live

**15%**

Fintechs

**14%**

Banks

**17%**

Nonprofits

**8%**

Credit Unions

Emerging Industry

**770%**

Insurance audience growth

**263%**

Government audience growth

“

“I love this virtual format. It offers so much more access to important conversations than a live counterpart where cost and travel are a significant hurdle.”

EMERGE attendee

# Sponsorship Opportunities

BENEFITS	FOUNDATION \$200,000	GOLD \$75,000	SILVER \$50,000	BRONZE \$25,000
Sponsorship for 2021 virtual events	Recognition - 3 events	Recognition - 2 events	Recognition - 2 events	Recognition - 1 event
Speaking opportunity during 1 select EMERGE event	✓	✓	✓	✓
Post-event engagement report, including registration list	✓	✓	✓	✓
Opportunity to distribute sponsored content	✓	✓		
Branded item sent to up to 500 attendees of select event	✓			
Opening or closing remarks for 1 select EMERGE event	✓			
Recognition During Selected Events				
Logo recognition in select email communication for each event	✓	✓	✓	✓
Logo recognition on opening and closing slides for each event	✓	✓	✓	✓
Hosted video, language, and dedicated landing page on platform	✓			
Logo and link to company website on event website		✓	✓	✓
Video advertisement played during breaks and transitions for each event	✓			
Digital ad displayed during breaks and transitions for selected events		✓	✓	✓
Social media mentions with custom graphic for each event	✓			
Click-through links in email communication	✓			

## Add-Ons

FOUNDATION - select 3	GOLD - select 2	SILVER - select 1	BRONZE - select 1
> VIP Experience	> Webinar	> Webinar	> Virtual networking event
> Webinar	> Video	> Video	> Opportunity to distribute sponsored content
> Video	> Virtual coffee lounge	> Opportunity to distribute sponsored content	> Video
> Event highlight video	> Branded item sent to up to 500 attendees	> Virtual fitness class	

### Custom Sponsorship Packages Available.

Contact Julie McCullough at [jmccullough@finhealthnetwork.org](mailto:jmccullough@finhealthnetwork.org) with requests.