



SPARK INSTITUTE
SHAPING AMERICA'S RETIREMENT

SPONSORSHIP OPPORTUNITIES

DCIIA / SPARK 2021 Public Policy Virtual Event Series May 4–6 (U.S.-focused) | June 23–25 (global themes)

This year, SPARK and DCIIA are once again partnering on the Public Policy Series, with virtual events May 4–6 (U.S.-focused) and June 23–25 (global themes). We are pleased to be jointly offering our members event sponsorship opportunities in conjunction with these events.

Enjoy great visibility and opportunities to connect with other industry leaders at our educational, interactive virtual events that bring together hundreds of consultants, plan sponsors, asset managers, recordkeepers, law firms, policy makers, and others focused on domestic and global retirement issues.

All sponsors must be confirmed and paid and all content for networking and video sponsorships provided prior to Friday, April 9 (May event) or Friday, May 29 (June event).

SPONSORSHIP OVERVIEW:

Full details are on the following pages.

SIGNATURE SPONSORS – \$25,000

- Total Available: approximately 10 (covers both May and June events)

VIDEO SPONSORS: GENERAL SESSION – \$12,500

- Total Available: approximately 10 per event

VIDEO SPONSORS: BREAKOUT SESSION – \$6,500

- Total Available: approximately 2 per event

EXHIBIT BOOTH – \$5,000

- Total Available: 25 (covers both May and June events)

NETWORKING EVENT – \$5,000

- Total Available: 9 per event inclusive of Signature Sponsors

Sponsorship is now open – opportunities may be limited based on the constraints of the agenda framework, so please reach out to us soon if you are interested in learning more:

Marlene Jung, SPARK

marlene@sparkinstitute.org

860-658-5058

For general inquiries, email the team on info@dciia.org.

dciia.org

sparkinstitute.org

DCIIA / SPARK PUBLIC POLICY VIRTUAL EVENT SERIES

SPONSORSHIP BENEFITS & PRICING

SIGNATURE SPONSOR: \$25,000

- Covers both May and June events
- Total available: limited to number of main sessions, likely around 10 per event
- All content for networking and video must be provided prior to Friday, April 9 (May event) and Friday, May 29 (June event)

VIDEO:

- Introductory video of no more than two minutes to play prior to designated session (one in May, one in June); limit of one video prior to each session
- First choice of general session selection for video play, at final discretion of DCIIA and SPARK
- Videos should be educational in tone but will serve to highlight our sponsors' brands as supporters of SPARK, DCIIA and the Series
- Videos should promote the sponsor's brand but not be overtly salesy and cannot be used to compare your firm to other industry members. Subject to final approval by DCIIA/SPARK before use
- Videos are a great opportunity to highlight capabilities, client-facing teams, and thought leadership
- See next page for video specs

NETWORKING EVENTS:

- Host a networking event with Series attendees (one in May, one in June)
- Networking events should be entertaining in nature and should not include a sales pitch
- DCIIA/SPARK will provide support before and during each event and will handle invitations and registration. Invitations will be sent to all event registrants (1,000+ in 2020). Sponsors can invite prospects/clients/peers of their choosing.
- Sponsor can request a registration list up to three times prior to the event

SIGNAGE, EXHIBITOR BOOTH AND BRAND PROMOTION:

- Signage in the virtual lobby for both events
- Virtual, customizable exhibit booth for both events featuring live chats, videos, whitepapers, brochures and more
- Direct linkage from lobby exhibitor list to exhibit booth
- Sponsor mention on DCIIA and SPARK event websites
- Mentions on DCIIA and SPARK event-related social media

COMPLIMENTARY REGISTRATION:

- Registration of your colleagues and clients for the events via provided spreadsheet of up to 100 names

DCIIA / SPARK PUBLIC POLICY VIRTUAL EVENT SERIES

SPONSORSHIP BENEFITS & PRICING

SESSION VIDEO SPONSOR: GENERAL – \$12,500 | BREAKOUT – \$6,500

- May and/or June events (price is per event)
- Total available: TBD, likely around 10 per event, inclusive of Signature Sponsors
- All content must be provided prior to Friday, April 9 (May event) or Friday, May 29 (June event)
 - Introductory video of no more than two minutes to play prior to designated session; limit of one video prior to each session
 - Session selection for video play is first-come, first-served but at the final discretion of DCIIA/SPARK
 - Videos should promote the sponsor's brand but not be overtly salesy and cannot be used to compare your firm to other industry members. Subject to final approval by DCIIA/SPARK before use
 - Videos are a great opportunity to highlight capabilities, client-facing teams, and thought leadership
 - Sponsor mention on DCIIA and SPARK event websites
 - **Video specs:** File format: MP4; Codec: H.264; Max file size: 1.8GB; Resolution: 1920x1080 or 1280x720; Aspect Ratio: 16:9 widescreens; Audio: Stereo 16 bit

EXHIBIT BOOTH: \$5,000

- May and June events (price covers both events)
- Total available: 25
 - Virtual, customizable exhibit booth featuring live chats, videos, whitepapers, brochures and more
 - Linkage from lobby exhibitor list to exhibit hall
 - Sponsor mention on DCIIA and SPARK event websites

NETWORKING EVENT: \$5,000

- May and/or June events (price is per event)
- Total available: 9 per event, inclusive of Signature Sponsors
- Title, short event description, and speakers must be provided prior to Fri., April 9 (May event) or Fri., May 29 (June event)
 - Host a networking event of up to one hour via Zoom or similar with Series attendees
 - Date and time for event to be determined in conjunction with DCIIA and event staff; all efforts will be made to accommodate sponsor requests. All networking events will take place one week prior to the event, during the week of the event, or one week following the event.
 - Events should be entertaining in nature and should not include a sales pitch
 - Sponsor provides 1–4 speakers to serve as event facilitators
 - DCIIA/SPARK will provide support before and during each event including day-of logistics (i.e., staffing Zoom, etc.) and will handle invitations and registration
 - All Series registrants can be invited (1,000+ in 2020). Sponsors can invite others of their choice. Sponsor can request a Series registration list one time prior to the event.
 - Sponsor mention on DCIIA and SPARK event websites; promotion on DCIIA and SPARK social media if desired