



LEAD 2025 - ALFN 1st Annual Executive Leadership Summit
March 20-21, 2025
The Ritz-Carlton Bacara Resort
Santa Barbara, CA
www.alfn.org/lead

SPONSORSHIP OPPORTUNITIES

You can purchase sponsorship opportunities by logging in to ALFN.org and then go to Events, Sponsorships. Contact Susan Rosen (srosen@alfn.org) for further information.

LEAD sponsorship expenditures will count towards your Annual Sponsorship Package Total and ASSURE Rewards Tier status, but Annual Sponsorship discounts will not apply to LEAD sponsorship opportunities. No other discounts will be available for sponsorship opportunities at LEAD.

LEAD Associate Member Partner

High level sponsorship opportunity with branding nearly everywhere at the event. Your logo will be predominantly displayed throughout the LEAD Summit. Must be an Associate Member of the ALFN to sponsor, and only Associate Members that sponsor at this level are able to attend the LEAD Summit with 1 attendee from the sponsoring company.

Price: \$15,000.00

- Registration Fee Incentives
 - One complimentary registration for a sponsoring company employee (\$6,900 value)
- Sleeping Room Upgrades
 - Suite upgrade at the discounted group rate of \$547.38 (includes resort fee and taxes) for the 3 peak nights of the conference March 19, 20 & 21 (offered to the first 5 sponsors, based on availability) (sponsor to cover suite cost separately) (\$3,056 value)
- ALFN Remarks During Event
 - Verbal recognition by ALFN during opening and closing remarks at the event, with recognition of your sponsorship

- **Print & Promo Items Marketing & Branding – Items Provided by ALFN**
 - Logo with sponsorship level displayed on all table centerpiece signage during all conference sessions (with other event partners)
 - Logo displayed on table placemats used during conference sessions (with other event partners)
 - Logo on cocktail napkins during each reception and dinner (with other event partners)
 - Logo on tabletop signs during each reception and dinner (with other event partners)
 - Logo on drink tickets used by attendees to exchange for alcoholic drinks during each reception and dinner (with other event partners)
 - Logo displayed on event signage during conference sessions and meals (with other event partners)
 - Sponsor ribbon for name badge

- **Print & Promo Items Marketing & Branding – Items Provided by Sponsor**
 - Ability to do a room drop for attendees staying at the groups hotel, cost of the room drop is separate (typically between \$8.00-\$14.00 per room). Room drop item to be approved by ALFN, and provided by the sponsor. All room drops will occur at the same time on Thursday & Friday of the conference (time decided by ALFN) from any event sponsors.
 - May provide 1 promo/marketing item to display in the registration desk area for all attendees
 - Sponsor may provide prizes that will be used during raffles throughout the event, with recognition to your company for providing

- **Online & Digital Marketing & Branding – Items Provided by ALFN**
 - Logo on PowerPoint slides during breaks, with recognition of your sponsorship (with other event partners)
 - Custom LinkedIn graphic to post on your companies LinkedIn page and other social media pages or websites
 - Logo displayed on the ALFN website page for the event (with other event partners)
 - Logo displayed on the opening flash page of the mobile app for the event (with other event partners)
 - Logo displayed in the mobile app for the event on the sponsorship page (with other event sponsors)
 - Company name on the event details email that all attendees receive shortly before the event begins, with recognition of your sponsorship (with other event partners)
 - Company name on the post-event survey email that all attendees receive shortly after the event concludes, with recognition of your sponsorship (with other event partners)
 - Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders (with other event partners)
 - Sponsor social media post with logo posted at least once on ALFN LinkedIn page (with other event partners)
 - Attendee List provided with full contact information 1-week prior to event, and then a final attendee list shortly after the event concludes

- **Online & Digital Marketing & Branding – Items Provided by Sponsor**
 - Full page ad in the next ALFN ANGLE and ALFN WILLeD Publications
 - Banner ad provided by sponsor on alfn.org home page for 30 consecutive days