



**FINANCIAL
SERVICES
INSTITUTE**

VOICE OF INDEPENDENT
FINANCIAL SERVICES
FIRMS AND INDEPENDENT
FINANCIAL ADVISORS



Sponsor Guide

FOR PRODUCT
AND
SERVICES FIRMS

A SPONSORSHIP PROGRAM WITH YOU IN MIND

The Financial Services Institute's (FSI) goal with sponsorship is to help you maximize your investment and provide you with opportunities to communicate with our members, share your thought leadership and branding, and to provide access and networking with our membership. Welcome.



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“In an industry that is experiencing revolutionary changes in consumer preferences and technology along with uncertainty in regulations, it is important for companies to have a strong support system. At Brinker Capital, we believe the Financial Services Institute provides meaningful education and networking opportunities for members of the independent broker-dealer community. Our sponsorship of the FSI enables us to collaborate with our business partners and strategize on the best ways to serve our mutual clients.”

BRINKER CAPITAL





About FSI Mission and Leadership

Established in 2004, FSI is the only organization advocating on behalf of independent financial services firms and independent financial advisors. FSI's mission is to create a healthier regulatory environment for its members through aggressive and effective advocacy, education and public awareness.

FSI LEADERSHIP:

- FSI Board of Directors: www.financialservices.org/board
- FSI Staff: www.financialservices.org/team



FSI Members

- Approximately **100 firm members**, from the independent, insurance and third-party marketer bank channels.



- Approximately **3,000 home office employees**.



- Approximately **140,000 affiliated registered representatives** generating approximately **\$19 billion of annual revenues**.



- Approximately **30,000 financial advisor members**, almost all of which are from the independent channel.



FSI Financial Advisor Demographics

- Average industry experience:



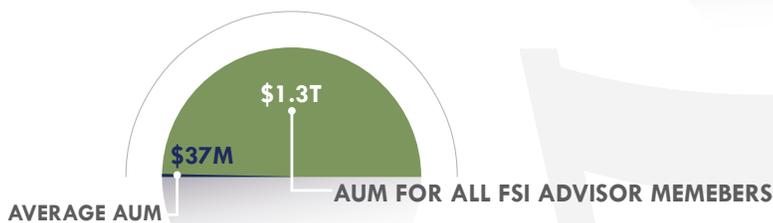
- Average tenure with current broker-dealer:



- Average age:



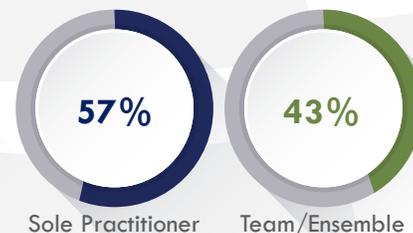
- Assets Under Management (AUM):



- Compensation method:



- Practice structure:





About FSI Sponsorship

THOUGHT LEADERSHIP AND COMMUNICATIONS

FSI can keep your firm top-of-mind in the independent channel and offers several opportunities to share your firm's thought leadership ideas with our membership:

- Co-branded webinars
- Research articles on our website
- Podcasts and video blasts
- Sponsor Advisory Council

BRANDING

Your firm's logo or ads can be displayed in many different places to be seen by our membership:

- Membership postcards sent to each FSI Financial Advisor member annually
- FSI's Year in Review sent to all member CEOs, Council and Task Force members, Financial Advisor members and Key Sponsor contacts
- Promotional email sent to all FSI members
- FSI Voice Banner Ad
- FSI Tweets

NETWORKING

FSI has many events throughout the year for your firm to sponsor, participate and network with our members.

- FSI OneVoice, January 27-29, 2020, San Diego, CA
- FSI Forum & Capitol Hill Day, May or June 2020, Washington, D.C.
- Various workshops throughout the year



FSI has four categories of sponsorship for product and service providers. Below are the different benefits for each sponsor level.

AMBASSADOR

The highest level of FSI sponsorship, Ambassador sponsors are utilized for their thought leadership year-round and receive customized branding and visibility benefits.

PREMIER

For companies focused on leveraging FSI events and exclusive access to executive leaders. A better option for sponsors seeking more visibility.

SUSTAINING

A well-rounded package combining FSI OneVoice exhibit booth space, complimentary registrations and branding.

ASSOCIATE

An inexpensive option providing two attendee registrations at the FSI OneVoice conference.



FSI Events

FSI has several events throughout the year for our members and sponsors:

ONEVOICE 2020	January 27-29	San Diego, CA
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FSI's OneVoice conference is the annual in-person gathering for broker-dealer and RIA home office executives.

2020 FSI FORUM & CAPITOL HILL DAY	Dates to be announced	Washington, D.C.
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FSI Forum & Capitol Hill Day is a unique event that brings together independent financial advisors and firm executives to learn more about the legislative and regulatory issues facing the industry. Attendees will also spend time on Capitol Hill advocating for their business and their clients' access to advice.

These events are attended by:

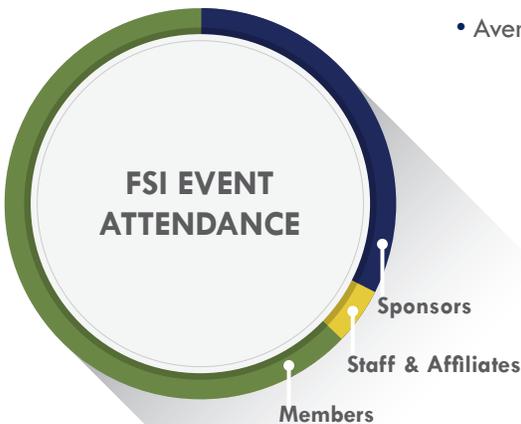
- Broker-dealer and RIA firm C-level executives (CEO, CFO, CMO, etc.)
- Independent financial advisors and IARs
 - Sponsors
- Due diligence and compliance officers
 - Industry experts
 - Attorneys
 - Media
- Industry affiliates



AVERAGE NUMBER OF ATTENDEES AT FSI EVENTS

Click on **Attendees** to access the most recent attendee list for each of these events.

- Average # of **Attendees** at OneVoice: 665
- Average # of **Attendees** at FSI Forum and Capitol Hill Day: 315





ONEVOICE

- Double OneVoice booth
- Twenty (20) complimentary attendees (additional registrations may be purchased for \$5,000)
- One (1) complimentary attendee enhancement marketing item with your logo (maximum value \$5,000)
- Acknowledgement from podium during General Session
- Signage recognition in high-traffic area (with logo)
- 60-second video, supplied by sponsor, shown during General Session
- Logo recognition in OneVoice exhibitor section of conference app
- Opportunity to have one (1) attendee participate in each of the discussion groups
- Pre- and post-conference attendee lists with emails



FSI FORUM & CAPITOL HILL DAY

- Table top exhibit
- Ten (10) complimentary attendees
- Introduction of one (1) General Session Speaker
- Logo recognition in FSI Forum exhibitor section of conference app
- Opportunity to have one (1) attendee participate in each of the discussion groups
- Pre- and post-conference attendee lists with emails

THOUGHT LEADERSHIP AND COMMUNICATIONS

- Opportunity to submit educational or research-focused articles for editorial consideration on FSIVoice website
- One (1) stand-alone eblast to approximately 30,000 FSI members
- Opportunity to submit a short news article (with hyperlink) for distribution in one (1) issue of FSI Newsbrief (circulation 20,000+)
- Opportunity to submit educational or research-related post for publication in FSI's online Resource Library
- Two (2) sponsored tweets with links to your website
- Two (2) FSI-hosted webinars about an operations, compliance, technology, due diligence or research topic to FSI members
- Invitation for one (1) representative to deliver a presentation at one FSI Board meeting

BRANDING

- Four (4) color banner ads on FSIVoice website
- Sponsor logo displayed on twice-monthly FSI member update emails
- Sponsor logo recognition on FSI's mobile app
- Sponsor logo recognition on the homepage and sponsor page of FSI's website
- Right to use FSI's logo in your corporate advertising and marketing communications

NETWORKING

- Opportunity to have one (1) representative serve on the OneVoice 2021 Task Force which crafts the agenda for OneVoice 2021
- Opportunity to have one (1) person serve on the 2020 FSI Forum Task Force which crafts the agenda for the 2020 FSI Forum conference
- Invitation for one (1) representative to serve on the Sponsor Advisory Council
- Invitation for one (1) representative to attend one (1) FSI Board dinner in 2020



ONEVOICE

- Complimentary OneVoice booth
- Ten (10) complimentary attendees (additional registrations may be purchased for \$5,000)
- One (1) attendee enhancement marketing item with your logo at a 50% discounted rate
- Opportunity to have one (1) attendee participate in each of the discussion groups
- Pre- and post-conference attendee lists



FSI FORUM & CAPITOL HILL DAY

- Table top exhibit at deeply discounted \$6,500 rate (Approximately 50% discounted rate)
- Four (4) complimentary attendees
- Logo recognition in FSI Forum exhibitor section of conference app
- Opportunity to have one (1) attendee participate in each of the discussion groups
- Pre- and post-conference attendee lists

THOUGHT LEADERSHIP AND COMMUNICATION

- Opportunity to submit one (1) educational or research-focused article for editorial consideration for publication on FSIVoice website
- Two (2) sponsored tweets with links to your website

BRANDING

- Two (2) banner ads on our FSIVoice website
- Sponsor logo recognition on FSI's mobile app
- Company logo recognition on the home page and sponsor page of FSI's website
- Right to use FSI's logo in your corporate advertising and marketing communications

NETWORKING

- Opportunity to have one (1) representative serve on the OneVoice 2021 Task Force which crafts the agenda for OneVoice 2021
- Opportunity to have one (1) person serve on the 2020 FSI Forum Task Force which crafts the agenda for the 2020 FSI Forum conference
- Invitation for one (1) representative to serve on the Sponsor Advisory Council





FSI Sponsorship Levels

SUSTAINING SPONSORSHIP - \$30,000



ONEVOICE

- Complimentary OneVoice booth
- Four (4) complimentary attendees (additional registrations may be purchased for \$5,000)
- Pre- and post-conference attendee lists



FSI FORUM & CAPITOL HILL DAY

- Table top exhibit for \$12,500 (sponsor rate)
- Two (2) complimentary attendees
- Logo recognition in FSI Forum exhibitor section of conference app
- Opportunity to have one (1) attendee participate in each of the discussion groups
- Pre- and post-conference attendee lists

BRANDING

- Name recognition on sponsor page of FSI website
- Sponsor name recognition on FSI's mobile app
- Right to use FSI's logo in your corporate advertising and marketing communications

"American Funds values our relationship with the Financial Services Institute (FSI) and are appreciative of the advocacy they have provided on behalf of independent financial advisors, firms and the investors they serve. FSI's staff is extraordinary and have been very helpful in ensuring we get the most out of our sponsorship."

AMERICAN FUNDS



FSI Sponsorship Levels

ASSOCIATE SPONSORSHIP - \$12,500



ONEVOICE

- Two (2) complimentary attendees (additional registrations may be purchased for \$5,000)
- Pre- and post-conference attendee lists



FSI FORUM & CAPITOL HILL DAY

- Table top exhibit for \$12,500 (sponsor rate)
- Two (2) complimentary attendees
- Logo recognition in FSI Forum exhibitor section of conference app
- Opportunity to have one (1) attendee participate in each of the discussion groups
- Pre- and post-conference attendee lists

BRANDING

- Name recognition on sponsor page of FSI website
- Sponsor name recognition on FSI's mobile app
- Right to use FSI's logo in your corporate advertising and marketing communications



Special Sponsorship Opportunities and Access to FSI Members

To position yourself as a thought and content leader, FSI offers additional marketing opportunities and events for participation.

FSI MARKETING PARTNER PACKAGE

ONLY 2 AVAILABLE

\$50,000

- Exclusive Sponsor of one (1) FSI Workshop
- One (1) podcast and/or video distributed to FSI members
- Ad in CEO Report sent to FSI Member Firm CEOs
- Exclusive Sponsor of one (1) OneVoice track
- Exclusive Sponsor of one (1) FSI Board dinner



EVENTS

SPONSORSHIP OF 2-DAY BOARD MEETING

\$15,000

Sponsorship includes hosting dinner, breakfast and lunch as well as a 15-minute presentation to the Board. Sponsor representatives are encouraged to participate in all meals and walk the halls of Capitol Hill with our board. Food and beverage are included in price.

SPONSORSHIP OF BOARD DINNER

\$10,000

Two (2) board dinners offered — one at OneVoice and one at the FSI Forum & Capitol Hill Day. Coordinated in conjunction with your firm and with the FSI Events team. Food and beverage included.

SPONSORSHIP OF ONE (1) WORKSHOP

\$10,000

CO-BRANDED WEBINARS

\$5,000

Webinar marketed by FSI to our members.

MARKETING & BRANDING

LOGO BRANDING ON MEMBERSHIP POSTCARDS

\$12,500

FSI sends postcards to financial advisor members upon their joining or renewing their membership. The postcard is sent to approximately 30,000 financial advisors over the course of the year. One (1) opportunity available and will be featured on the postcard for the entire calendar year.

LOGO BRANDING ON YEAR IN REVIEW

\$10,000

The FSI Year in Review is sent to CEOs, Council and Task Force members, Financial Advisor members, council members and Key Sponsor contacts.

PROMOTIONAL EBLAST SENT TO FSI MEMBERS

\$10,000

Content developed and provided by your company.

AD IN CEO REPORT

\$3,500

The FSI CEO Report is emailed to the approximately 200 CEOs and Presidents of all FSI firm members 5-6 times per year. Discounted annual rates available.



Special Sponsorship Opportunities and Access to FSI Members



MARKETING &
BRANDING

FSIVOICE BANNER AD

\$5,000

FSIVoice is an FSI website that is delivered and available to an audience of 35,000 FSI members.

RESEARCH ARTICLE

\$2,500

Content posted to FSI's online Member Resource Library and included in one (1) FSI Member Update email.

FSI TWEETS

\$3,000

FSI will tweet four (4) mutually approved messages about your firm during one month via @FSIwashington Twitter account. Content to be provided by your company.

ADDITIONAL ONSITE MARKETING OPPORTUNITIES FOR ONEVOICE AND FSI FORUM & CAPITOL HILL DAY

VARIES

You will be able to select these options on the sponsor registration page for each event. Some examples of items that are offered include lanyards, key cards, track sponsorship, room drops and many others you can view upon registration as a sponsor for the event.

"FSI's advocacy on behalf of the individuals and groups we serve in this industry is unmatched, and their conferences provide invaluable opportunities which help us gain a deeper understanding of our industry challenges. We value our FSI sponsorship opportunity, both as a means of helping to further their mission and as a way for Redtail to gain timely and actionable insight of how we can better serve our clients."

REDTAIL TECHNOLOGY





Media Guide



FSIVOICE

An online news site available to FSI's 35,000 members, including independent financial advisors, member firm executives and RIAs. Included in the magazine are:

- Updates on regulatory and legislative developments
- Articles by, for and about independent financial advisor members
- Highlights from recent events

WEB AD SPECS:

Dimensions

300x250 px

File types

JPG, PNG, GIF

Article Specs

Provide URL for click-through



FSI NEWSBRIEF

Daily email brief to approximately 20,000+ FSI members. Publication includes:

- Top stories of the day
- Policy Watch
- Financial Products
- Retirement Focus
- Business Ideas

Article Specs

Short article with a hyperlink for distribution.



ARTICLE FOR FSI RESOURCE LIBRARY

FSI sponsors not only support our industry through contributions to our advocacy efforts, they have also provided resources to help our members manage their business more effectively and keep them informed.

Article Specs:

Educational or research-focused articles of any length, submitted in PDF format. No sales pieces or promotional articles about sponsor firm products or services. Include sponsor logo/branding on article.



EBLAST TO FSI MEMBERS

Standalone eblast to FSI members about an educational or research-focused topic. Upon request, may be targeted to a specific subset of FSI members.

Specs

Sponsor provides email in HTML format and text document of email.



FSI-HOSTED WEBINAR

Webinars hosted by FSI for firm member home office staff audience or Financial Advisor members about an operations, compliance, technology, due diligence or research topic; may be in a panel format. FSI will market the webinar on our website and in member update emails.

Specs

To properly market this webcast, sponsor must provide content of presentation one (1) month prior to webcast date. After that date, we must cancel or re-schedule the webcast.



Next Steps

If you have questions, or would like to discuss the benefits described in this guide, please feel free to contact Kathryn Anderson, Associate Vice President, Corporate Relations at (678) 436-5544 or kathryn.anderson@financialservices.org.

If you'd like to know which of your peers find FSI sponsorship valuable, view a listing of FSI's current sponsors at www.financialservices.org/sponsorship.

To sign up for sponsorship

CLICK HERE

"Our relationship with FSI demonstrates our longstanding commitment to addressing the challenges and opportunities of our industry, and serving the needs of advisors. Together, we are able to ensure investors have access to financial advice, products and services."

PERSHING





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