



## 2012 National Development Finance Summit Sponsor Prospectus

Join CDFA for the **2012 National Development Finance Summit** in Washington, DC. Hundreds of economic development finance professionals will be in DC for the **CDFA National Summit** making it the largest gathering of issuing authorities, economic developers, and financing agencies in the country. Sponsoring the **CDFA National Summit** is your best opportunity to promote your organization to such a diverse audience of development finance professionals and industry leaders as well as on Capitol Hill.

The **2012 CDFA National Summit** will be an interactive three-day program with extensive networking opportunities. We will discuss everything from bonds, tax credits, revolving loan funds and innovation finance to access to capital, tax increment finance, federal financing options, and much more. Highlights include Best of the Year Awards, walking tours, Capitol Hill dining adventures, and a chance to partake in panels, webcasts, legislative meetings, interactive events, and more.

### Why Sponsor?

Sponsors of the **CDFA National Development Finance Summit** receive the finest recognition and best marketing opportunities in the development finance industry. The National Summit attracts the leaders and dealmakers in the industry and offers every sponsor greater visibility and new business connections. We anticipate hundreds of professionals from across the country joining us in Washington, DC for the **2012 CDFA National Summit**. With a broad array of industry leaders in attendance, this is sure to be an excellent environment for networking and outreach.

### Sponsorship Levels

Sponsors receive prominent recognition before, during, and after the **CDFA National Development Finance Summit**. Sponsorship levels are designed to fit every budget and objective. CDFA has also designed several *"Exclusive Gold"* and *"Exclusive Silver"* sponsorship opportunities for those who would like a different spin on supporting CDFA. These exclusive opportunities provide targeted, creative, and direct sponsorship options to maximize exposure and outreach. Check out all of the sponsorship opportunities on the following pages and let us know your preferences. Exclusive sponsorship opportunities are limited. Secure your spot today!

### Making a Commitment

To sponsor the **2012 CDFA National Development Finance Summit**, visit the CDFA web site at [www.cdfa.net](http://www.cdfa.net) to fill out a Sponsorship Agreement Form, or contact Stefanie Stoller, Development Coordinator, at (614) 224-1300 or [stoller@cdfa.net](mailto:stoller@cdfa.net).

### General Sponsorship Opportunities

CDFA has crafted tailored sponsorship opportunities for those looking for a unique, creative, and targeted sponsorship offering. Act today to support the **2012 CDFA National Summit**.

<b>PLATINUM</b> \$10,000	<b>Platinum Premium Benefits:</b> <ul style="list-style-type: none"><li>▪ 6 complimentary registrations</li><li>▪ Guaranteed speaker role for one keynote session</li><li>▪ Member of National Development Finance Summit planning committee</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ Logo in all event marketing emails</li><li>▪ 1 full-page color advertisement in event program</li><li>▪ Opportunity to place promotional material in attendee bag</li><li>▪ 2 complimentary exhibit tables</li><li>▪ Additional registrations available at special sponsor rate</li><li>▪ Electronic copy of event attendee list pre-event</li><li>▪ Electronic copy of event attendee list post-event</li></ul>
<b>GOLD</b> \$5,000	<b>Gold Premium Benefits:</b> <ul style="list-style-type: none"><li>▪ 2 complimentary registrations</li><li>▪ Guaranteed moderator role for one concurrent session</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 full-page color advertisement in event program</li><li>▪ Opportunity to place promotional material in attendee bag</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list pre-event</li></ul>
<b>SILVER</b> \$2,500	<b>Silver Premium Benefits:</b> <ul style="list-style-type: none"><li>▪ 1 complimentary registration</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 half-page color advertisement in event program</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list post-event</li></ul>
<b>BRONZE</b> \$1,250	<b>Bronze Premium Benefits:</b> <ul style="list-style-type: none"><li>▪ 1 complimentary registration</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li></ul>
<b>Exhibit Table</b> \$500	<ul style="list-style-type: none"><li>▪ 1 exhibit table in exhibition area. Does not include National Summit registration.</li></ul>
<b>Advertisement</b> \$500	<ul style="list-style-type: none"><li>▪ 1 full-page color advertisement in the event program</li></ul>
<b>Promotional Materials</b> \$500	<ul style="list-style-type: none"><li>▪ Opportunity to place promotional item in attendee bag. Materials provided by sponsor.</li></ul>

### Exclusive Gold Sponsorship Opportunities (7) - \$5,000

CDFA has crafted seven “Exclusive Gold” sponsorship opportunities for those seeking a unique, creative, and targeted sponsorship offering. Act fast, only seven opportunities exist for the **2012 CDFA National Summit**.

<b>1. National Summit Kickoff Reception Sponsor</b> \$5,000	<p>This opportunity provides exclusive sponsorship rights to the National Summit Kickoff Reception including, recognition before, during, and after the event with company logo on signage and screen splash display. The Kickoff Reception will take place in the Colonnade Room at the Fairmont Hotel. In addition, the sponsor will receive:</p> <ul style="list-style-type: none"><li>▪ 2 complimentary registrations</li><li>▪ Opportunity to provide welcome remarks at the reception</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 full-page color advertisement in event program</li><li>▪ Opportunity to place promotional material in attendee bag</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list pre-event</li></ul>
<b>2. Webcast Sponsor</b> \$5,000	<p>This opportunity provides exclusive sponsorship rights to the National Development Finance Summit Webcast Series, as well as exclusive recognition with company logo displayed during all three live webcasts. The live webcasts will be broadcast nationally to allow those unable to attend the 2012 National Summit to access these great discussions. In addition, the sponsor will receive:</p> <ul style="list-style-type: none"><li>▪ 2 complimentary registrations</li><li>▪ Exclusive naming rights to webcasts (Example: XYZ Company 2012 National Summit Webcast Series)</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 full-page color advertisement in event program</li><li>▪ Opportunity to place promotional material in attendee bag</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list pre-event</li></ul>
<b>3. Sunrise Fun Run Sponsor</b> \$5,000	<p>This opportunity provides exclusive sponsorship of the Sunrise Fun Run. The Run will be a guided two mile run around the nation’s Capital for National Summit attendees. Participants of the Run will receive a free commemorative CDFA t-shirt with the sponsoring company’s logo included. In addition, you will receive:</p> <ul style="list-style-type: none"><li>▪ 2 complimentary registrations</li><li>▪ Opportunity to place logo on free commemorative Sunrise Fun Run t-shirt</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 full-page color advertisement in event program</li><li>▪ Opportunity to place promotional material in attendee bag</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list pre-event</li></ul>
<b>4. Refreshment Breaks Sponsor</b> \$5,000	<p>This opportunity provides exclusive sponsorship of the National Development Finance Summit refreshment breaks including exclusive coverage for all refreshment breaks with company logo on signage. Attendees of the National Summit enjoy a great atmosphere and the refreshment breaks provide them the opportunity to recharge, check their messages and network. In addition, you will receive:</p>

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- 2 complimentary registrations
- Opportunity to decorate refreshment tables with sponsor material
- Recognition in the event program, signage, and computer screen display
- Logo on event webpage with hyperlink
- 1 full-page color advertisement in event program
- Opportunity to place promotional material in attendee bag
- 1 complimentary exhibit table
- Electronic copy of event attendee list pre-event

### 5. Legislative Breakfast

#### Sponsor

\$5,000

This opportunity provides exclusive sponsorship of the National Development Finance Summit Legislative Breakfast including, recognition before, during, and after the breakfast with company logo on signage and screen splash display. The Legislative Breakfast is one of CDFA's most popular events with representatives from Congress, K Street, and the legislative affairs team at CDFA analyzing the prospects on Capitol Hill. In addition, you will receive:

- 2 complimentary registrations
- Opportunity to provide welcome remarks at the breakfast
- Recognition in the event program, signage, and computer screen display
- Logo on event webpage with hyperlink
- 1 full-page color advertisement in event program
- Opportunity to place promotional material in attendee bag
- 1 complimentary exhibit table
- Electronic copy of event attendee list pre-event

### 6. Awards Luncheon

#### Sponsor

\$5,000

This opportunity provides exclusive sponsorship of the National Development Finance Summit Awards Luncheon including, recognition before, during, and after awards with company logo on signage and screen splash display, and exclusive naming rights to the awards. The Awards Luncheon highlights excellence in development finance, with the CDFA Lifetime Achievement Award and Best of the Year awards presented. In addition, you will receive:

- 2 complimentary registrations
- Opportunity to make awards ceremony
- Recognition in the event program, signage, and computer screen display
- Logo on event webpage with hyperlink
- 1 full-page color advertisement in event program
- Opportunity to place promotional material in attendee bag
- 1 complimentary exhibit table
- Electronic copy of event attendee list pre-event

### 7. CDFA Training Institute Pre-Summit Course Sponsor

\$5,000

This opportunity provides exclusive sponsorship of the CDFA Training Institute Pre-Summit Course. In 2012 CDFA will offer its highly acclaimed Intro Energy Finance Course at the National Summit. Sponsorship includes recognition before, during, and after the Course and the National Summit with company logo on signage and screen splash display. In addition, you will receive:

- 2 complimentary registrations
- Guaranteed speaking role during training course
- Recognition in the event program, signage, and computer screen display
- Logo on event webpage with hyperlink
- 1 full-page color advertisement in event program
- Opportunity to place promotional material in attendee bag
- 1 complimentary exhibit table
- Electronic copy of event attendee list pre-event

### Exclusive Silver Sponsorship Opportunities (4) - \$2,500

CDFA has crafted four “Exclusive Silver” opportunities for those seeking an affordable, creative, and direct sponsorship offering. Act fast, only four opportunities exist for the **2012 CDFA National Summit**.

<b>1. Attendee Favor Sponsor</b> \$2,500	<p>Attendees of the 2012 National Development Finance Summit receive a commemorative gift each year. This opportunity provides exclusive sponsorship of the gift with the sponsor's logo on the gift away item. In addition, you will receive:</p> <ul style="list-style-type: none"><li>▪ 1 complimentary registration</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 half-page color advertisement in event program</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list post-event</li></ul>
<b>2. Wireless Connection Sponsor</b> \$2,500	<p>Attendees for the 2012 National Development Finance Summit have to stay connected. This opportunity provides exclusive sponsorship of the free wireless internet connection for all National Summit attendees. We'll even name the password after the sponsor! In addition, you will receive:</p> <ul style="list-style-type: none"><li>▪ 1 complimentary registration</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 half-page color advertisement in event program</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list post-event</li></ul>
<b>3. Walking Monument Tour Sponsor</b> \$2,500	<p>The nation's Capital is full of great sights, sounds, and adventures. This opportunity provides exclusive sponsorship of a group walking tour through some of the District's most recognizable monuments, memorials, and views. In addition, you will receive:</p> <ul style="list-style-type: none"><li>▪ 1 complimentary registration</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 half-page color advertisement in event program</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list post-event</li></ul>
<b>4. Stay-to-Play Raffle Sponsor</b> \$2,500	<p>CDFA encourages attendees of the National Development Finance Summit to stay until the very end. To entice longer lasting participation, this opportunity provides exclusive sponsorship of a Stay-to-Play raffle for two or three lucky attendees. Raffle prizes will be given away at the end of the National Summit and attendees must be present to win. In addition, you will receive:</p> <ul style="list-style-type: none"><li>▪ 1 complimentary registration</li><li>▪ Recognition in the event program, signage, and computer screen display</li><li>▪ Logo on event webpage with hyperlink</li><li>▪ 1 half-page color advertisement in event program</li><li>▪ 1 complimentary exhibit table</li><li>▪ Electronic copy of event attendee list post-event</li></ul>