



## CDFA Virtual National Summit: *Financing Our COVID Recovery* Sponsor Prospectus

Join CDFA for the **2020 Virtual CDFA National Development Finance Summit**. Hundreds of economic development finance professionals will participate in the **CDFA Virtual National Summit**, making it the largest gathering of issuing authorities, economic developers, and financing agencies in the country. Sponsoring the **CDFA Virtual National Summit** is a one-of-a-kind opportunity to promote your organization to this diverse audience of development finance professionals and industry leaders.

The **CDFA Virtual National Summit** will be an interactive five-day program. At a time when face-to-face events are not feasible, Sponsorship is about preserving relationships, making sure your brand stays present and top of mind, and helping to support CDFA's efforts to drive our nation's COVID recovery.

Development finance has always been at the forefront of recovering from natural disasters and economic challenges, and the **CDFA Virtual National Summit** is designed to explore financing programs and resources available to mitigate the impacts of COVID-19. We will discuss everything from bonds, tax credits, revolving loan funds, and innovation finance to access to capital, tax increment finance, federal financing options, opportunity zones, and much more. The **CDFA Virtual National Summit** will focus on finding solutions to the challenges presented by COVID-19 and how our cities and states can use financing to support our recovery. Development finance agencies are uniquely positioned to solve the challenges through pragmatic solutions and adjustments to existing initiatives. This event will help connect the development finance community, elevate COVID-19 challenges, and provide important solutions to support our recovery.

### Why Sponsor?

Sponsors of the **CDFA Virtual National Summit** receive the finest recognition and best marketing opportunities in the development finance industry. The **CDFA Virtual 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 for the **CDFA Virtual National Summit**.

### Sponsorship Levels

Sponsors receive prominent recognition before, during, and after the **CDFA Virtual National Summit**. CDFA has designed several levels of sponsorship that provide targeted, creative, and direct sponsorship options to maximize exposure and outreach. Sponsorship opportunities are limited. Secure your spot today!

### Making a Commitment

To sponsor the **CDFA Virtual National Summit**, visit the CDFA website at [www.cdfa.net](http://www.cdfa.net) to fill out a Sponsorship Agreement Form, or contact Noelle Sheets, Director of Development, at (614) 705-1300 or [nsheets@cdfa.net](mailto:nsheets@cdfa.net).



## **Exclusive Host Sponsor of the Day (5) - \$2,500**

Kick-off the day with opening remarks from the “virtual podium,” followed by participation in a panel session. This sponsorship is packed with strategies for taking your marketing to the next level.

CDFA has crafted five sponsorship opportunities at this level for those seeking a unique, creative, and targeted sponsorship offering. Act fast! Only five opportunities exist. This sponsorship includes the following benefits:

- Opportunity to provide welcoming remarks on your Host Day
- Opportunity to host a contest or game approved by CDFA to keep participants engaged on Host Day
- Four (4) complimentary registrations\*
- Guaranteed speaker role at the National Summit
- Logo on Summit emails
- One full-page advertisement in virtual event program
- Social media mentions with tags
- Logo on event webpage with hyperlink
- Electronic copy of event attendee list pre and post-event

## **Session Sponsorship Opportunity - \$1,500**

Place your brand in front of a targeted and engaged audience. This opportunity allows you to shine a light on the solutions that demonstrate your thought leadership.

The Session Sponsorship will be Live and recorded, allowing attendees to access session content again and again. This sponsorship includes the following benefits:

- Opportunity for exclusive sponsorship of a Virtual National Summit Session
- Guaranteed speaking role during the session
- Recognition before, during, and after the session and at the Virtual National Summit
- Two (2) complimentary registrations\*
- Half-page advertisement in virtual event program
- Social media mentions with tags
- Logo on event webpage with hyperlink
- Electronic copy of event attendee list post-event

## **National Summit Supporter - \$1,000**

We seek to optimize your exposure and investment as a virtual conference sponsor. We would love to showcase your organization and maximize your marketing efforts. This level of sponsorship includes the following benefits:

- One (1) complimentary registration\*
- Half-page advertisement in virtual event program
- Social media mention with tags
- Logo on event webpage with hyperlink

\* If a sponsor is unable to use all complimentary registrations, they may assign them to a guest attendee from another organization of their choosing.

Looking for something else with your sponsorship? Contact CDFA to discuss tailored sponsorship opportunities. Thank you for your support of **2020 Virtual CDFA National Development Finance Summit**.