



THE INVESTMENT  
FUNDS INSTITUTE  
OF CANADA

L'INSTITUT DES FONDS  
D'INVESTISSEMENT  
DU CANADA

# SPONSORSHIP PACKAGE

# 2019

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# CONTENTS

- 3 Sponsorship Opportunities
- 4 IFIC 28<sup>th</sup> Annual Golf Classic
- 6 IFIC Annual Leadership Conference
- 8 IFIC Annual Operations Day
- 10 Sponsorship Form
- 11 Past Sponsors

## ABOUT IFIC

The Investment Funds Institute of Canada is the voice of Canada's investment funds industry. IFIC brings together 150 organizations, including fund managers, distributors and industry service organizations, to foster a strong, stable investment sector where investors can realize their financial goals. By connecting Canada's savers to Canada's economy, our industry contributes significantly to Canadian economic growth and job creation.

# SPONSORSHIP OPPORTUNITIES

IFIC's reputation as a leading voice in the Canadian investment funds industry has earned the trust of financial executives, decision makers, and policymakers.

Our events bring together participants from across the industry and are designed to address their strategic interests. We offer a productive environment for our members to brainstorm solutions to central industry issues, and foster new tactics to support a competitive Canadian industry, all while increasing investor confidence.

IFIC sponsorships present important opportunities for your organization to **elevate your strategic positioning, foster new relationships, and increase your exposure** within the industry.

Today you can start investing in the future of your organization's reputation by **becoming an IFIC sponsor**.

By partnering at an IFIC event, you will gain exclusive access to our high-profile audience made up of top-tier industry professionals, and be able to leverage these new connections to raise your company's profile.

## BENEFITS OF SPONSORSHIP

- **Raise your public profile** by gaining exclusive access to top executives and policymakers in the investment funds industry
- **Build your professional network** within the financial community
- **Promote your own products, services, and solutions** to industry partners in the investment funds industry
- **Maximize your exposure** with more effective reach and frequency
- **Stay abreast of the latest trends and innovations** in the investment funds industry

## YOUR SPONSORSHIP DOLLARS MAKE IT POSSIBLE FOR IFIC TO:

- Provide effective leadership as the investment funds industry's most authoritative voice
- Continue providing our members with high calibre events that keep you up to date on trends in the investment funds industry
- Provide members with a forum to foster long lasting connections, share ideas and experiences, and promote mutual business success

### IFIC AFFILIATES – UNLOCK COST-SAVING DEALS!

Receive a \$3,000 discount on your IFIC membership fee when you sponsor one or more IFIC events totaling \$5,000 (before taxes) in a calendar year.

Are you still looking for ways to unlock high-level brand exposure in the financial sector, at a minimal cost? Then look no further. Set yourself apart from the competition – become an IFIC sponsor.

To find out more, email **Melissa Wood – Manager, Marketing and Member Communications at [mwood@ific.ca](mailto:mwood@ific.ca)**.

# IFIC 28<sup>TH</sup> ANNUAL GOLF CLASSIC

Wednesday July 10, 2019  
Rattlesnake Point, Milton

The 28<sup>th</sup> IFIC Annual Golf Classic is a great opportunity to build industry ties with clients, colleagues and friends as you enjoy a full day of golf, networking and a post-tournament cocktail reception. This popular event also features fun contests, premium prizes and giveaways. This year's event is located at Rattlesnake Point.

## TITLE SPONSOR (1 AVAILABLE)

**\$12,000**

- Primary logo placement on official welcome banner
- Tee block recognition
- Exclusive logo recognition on pin flags at each hole (double course)
- Primary logo placement on custom score cards
- Primary logo placement on all IFIC event marketing materials, printed and electronic
- Full page ad in event program
- Four 9 ft flying banners (two on each course in high traffic areas)
- Opportunity to promote company at awards ceremony with gift card prize giveaway (minimum value \$100)
- Complimentary passes: two foursomes (8 individuals)
- Acknowledgement during morning remarks and award ceremony
- single sponsor exclusivity

## GOLD SPONSOR (2 AVAILABLE)

**\$8,000**

- Logo placement on official welcome banner
- Logo placement on all IFIC event marketing materials, printed and electronic
- Signage at designated holes – one hole per course
- 3/4 page ad in event program
- Complimentary passes: one foursome (4 individuals)
- Two 9 ft flying banners (one on each course in high traffic areas)
- Acknowledgement during morning remarks and award ceremony
- Opportunity to promote company at awards ceremony with gift card prize giveaway (minimum value \$100)

## SILVER – GOLF CART SPONSOR (1 AVAILABLE)

**\$6,500**

- Complimentary pass: one twosome (2 individuals)
- Logo placement on official welcome banner
- Logo placement on custom golf cart name cards
- Acknowledgement during morning remarks and award ceremony
- Logo placement on all IFIC event marketing materials, printed and electronic
- Opportunity to promote company at awards ceremony with gift card prize giveaway (minimum value \$100)
- Single sponsor exclusivity

*(Levels cannot be co-sponsored.)*

# IFIC 28<sup>TH</sup> ANNUAL GOLF CLASSIC

## **BRONZE – HOSPITALITY SPONSOR (3 AVAILABLE)** **\$3,500 ONE OPTION, \$5000 FOR TWO, \$7,500 FOR THREE**

**Includes one of the following options: Breakfast, Lunch or Cocktail Reception Sponsor.  
Take all three and bundle your savings!**

- Complimentary passes: one foursome (4 individuals) at \$7,500 level, one twosome (2 individuals) at \$5,000 level, one golfer at \$3,500 level
- Logo placement on official welcome banner
- Logo placement during breakfast, lunch or reception based on option(s) chosen
- Logo placement on all IFIC event marketing materials, printed and electronic
- Acknowledgement during morning remarks and award ceremony
- Opportunity to promote company at awards ceremony with gift card prize giveaway (minimum value \$100)

## **BEVERAGE CART SPONSOR (1 AVAILABLE)** **\$4,000**

- Complimentary pass: one twosome (2 individuals)
- Logo placement on official welcome banner
- Acknowledgement during morning remarks and award ceremony
- Prominent logo placement on beverage carts
- Logo placement on all IFIC event marketing materials, printed and electronic
- Single sponsor exclusivity

## **GOLF BALL SPONSOR (1 AVAILABLE)** **\$3,500**

- Logo placement on official welcome banner
- Each golfer will receive a sleeve of golf balls with your corporate logo (full colour)
- Logo placement on all IFIC event marketing materials, printed and electronic
- Acknowledgement during morning remarks

## **HOLE SPONSOR (14 AVAILABLE)** **\$2,000**

- Signage at designated hole(s) – one hole per course
- Logo placement on all IFIC event marketing materials, printed and electronic
- Opportunity to promote company at awards ceremony with gift card prize giveaway (minimum value \$100)
- Complimentary passes: One golfer

*(Levels cannot be co-sponsored.)*

# IFIC ANNUAL LEADERSHIP CONFERENCE

Thursday September 26, 2019  
The Carlu, Toronto

Canada's pre-eminent networking and information event for the investment funds industry, IFIC's Annual Leadership Conference features an outstanding line-up of speakers and topics. Panel discussions will delve into the latest developments in distribution, new products, regulation, technology and compliance and will put your organization at the forefront of today's emerging issues and trends.

	<b>DIAMOND</b> \$15,000	<b>PLATINUM</b> \$12,500	<b>GOLD</b> \$10,000	<b>SILVER</b> \$7,500	<b>BRONZE</b> \$5,000	<b>MOBILE CHARGING STATION</b> 1/\$3,500 or 2/\$6,000	<b>GENERAL</b> \$3,500
<b>Quantity Available</b>	1	3	2	3	2	1	8
<b>Conference Registrations</b>	4	3	2	1	0	0	0
<b>Exhibitor Passes*</b>	2	2	1	1	0	0	0
Opportunity to introduce speaker/session	✓	✓	✓				
Opportunity to distribute whitepaper/research article through event app to attendees	✓	✓	✓				
Exclusive opening splash page ad on event mobile app	✓						
Timed splash screen ad on event mobile app	✓	✓					
Session sponsor banner ads on event mobile app			✓				
Timed push notifications on event mobile app		✓	✓				
Recognition on event website agenda as sponsor of premium or featured session		✓	✓				
Banner ad on IFIC Weekly Update - 4 issues	✓						
Call out box in IFIC Weekly Update - 3 issues (to be shared with other platinum sponsors)		✓					
Prominent placement on conference signage (digital and/or print)	✓	✓					
First choice of booth location (includes 6 ft skirted table and 2 chairs)	✓						
Second choice of booth location (includes 6 ft skirted table and 2 chairs)		✓					

# IFIC ANNUAL LEADERSHIP CONFERENCE

	<b>DIAMOND</b> \$15,000	<b>PLATINUM</b> \$12,500	<b>GOLD</b> \$10,000	<b>SILVER</b> \$7,500	<b>BRONZE</b> \$5,000	<b>MOBILE CHARGING STATION</b> 1/\$3,500 or 2/\$6,000	<b>GENERAL</b> \$3,500
<b>Quantity Available</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>8</b>
<b>Conference Registrations</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Exhibitor Passes*</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>
Third choice of booth location (includes 6 ft skirted table and 2 chairs)			✓				
Fourth choice of booth location (includes 6 ft skirted table and 2 chairs)				✓			
Branded cocktail reception	✓						
Breakfast sponsor (co-hosted)		✓					
Breaks sponsor (co-hosted)					✓		
Exclusive sponsorship of Featured Guest Speaker	✓						
Choice of premium session (first-confirmed, first served)		✓					
Choice of one track session (first-confirmed, first served)			✓				
Attendee list sent pre event	✓	✓	✓	✓	✓		
Sponsorship recognition in all event marketing, including web, email, social media, direct and on-site marketing	✓	✓	✓	✓	✓	✓	✓
Logo on conference homepage	✓	✓	✓	✓	✓	✓	✓

\*Exhibitor passes do not include entry to conference sessions. Passes include breakfast, lunch and breaks. Extra exhibitor passes cannot be issued, but can be transferred to one other person for coverage purposes. **Maximum exhibit staff – two people.**

# SPRING 2020

## IFIC ANNUAL OPERATIONS DAY

At IFIC's Operations Day conference, industry experts and senior level operations executives share their insights on implementing current industry and regulatory initiatives, as well as preparing for the regulatory challenges ahead. Speakers and panels discuss the current trends, challenges, programs and practical measures that will help you and your team tackle issues like cybersecurity, taxation, e-signatures, and more!

The event will be back in Toronto in **Spring 2020**. We look forward to seeing you there!



# SPONSORSHIP FORM

CONTACT INFORMATION
Organization:
Name:
Title:
Address:
City:
Postal Code:
Telephone:
Email:
Website:
PAYMENT INFORMATION
<input type="checkbox"/> <b>PAY BY CREDIT CARD</b>
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex
Charge my credit card \$
Card Number:
Expiry Date:
Cardholder Name:
Signature:
<input type="checkbox"/> <b>PAY BY CHEQUE</b>
Please make cheques payable to:
<b>“The Investment Funds Institute of Canada”</b>
<b>Mailing address:</b>
11 King, 4th Floor Toronto, Ontario, M5H 4C7 Attention: Melissa Wood
<i>NOTE: Payment must be received 10 business days before event.</i>

IFIC 28 <sup>TH</sup> ANNUAL GOLF CLASSIC			
SPONSORSHIP LEVEL	CAD	Available	
Title Sponsor	\$12,000	1	<input type="checkbox"/>
Gold Sponsor	\$8,000	1	<input type="checkbox"/>
Silver – Golf Cart Sponsor	\$6,500	1	<input type="checkbox"/>
Bronze – Hospitality Sponsor			
	One – \$3,500		<input type="checkbox"/>
	Two – \$5,000		<input type="checkbox"/>
	Three – \$7,500		<input type="checkbox"/>
Beverage Cart Sponsor	\$4,000	1	<input type="checkbox"/>
Golf Ball Sponsor	\$3,500	1	<input type="checkbox"/>
Hole Sponsor	\$2,000	8	<input type="checkbox"/>

IFIC ANNUAL LEADERSHIP CONFERENCE			
SPONSORSHIP LEVEL	CAD	Available	
Diamond Sponsor	\$15,000	1	<input type="checkbox"/>
Platinum Sponsor	\$12,500	3	<input type="checkbox"/>
Gold Sponsor	\$10,000	2	<input type="checkbox"/>
Silver Sponsor	\$7,500	1	<input type="checkbox"/>
Bronze Sponsor	\$5,000	2	<input type="checkbox"/>
Mobile Charging Station Sponsor		2	<input type="checkbox"/>
	One – \$3,500	1	<input type="checkbox"/>
	Two – \$6,000		<input type="checkbox"/>
General Sponsor	\$3,500	Unlimited	<input type="checkbox"/>

To reserve your sponsorship, scan and email this sponsorship form to: **Melissa Wood (mwood@ific.ca)**

Sponsorship levels are only confirmed upon IFIC’s receipt of this form followed by an email confirmation from the **Manager, Marketing and Member Communications**.

# PAST SPONSORS

Through their organizations' investments in IFIC events, the following companies have forged and built new relationships, extended their brand and positioned themselves as innovative leaders. Thank you for your support.

ADVISOR'S EDGE

