

Melissa Wood
Manager, Marketing and Member Communications
mwood@ific.ca, 416-309-2308

SPONSORSHIP PACKAGE 2020



THE INVESTMENT
FUNDS INSTITUTE
OF CANADA

L'INSTITUT DES FONDS
D'INVESTISSEMENT
DU CANADA

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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.

IFIC.CA

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

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.

IFIC ANNUAL OPERATIONS DAY

Tuesday May 26, 2020
Toronto Board of Trade

At IFIC's annual Operations Day, industry experts and senior level operations executives share their insights. Speakers and panels discuss the current trends, challenges, programs and practical measures that will help you and your team adapt to the evolving regulatory landscape.

GOLD SPONSOR (SOLD)

\$10,000

- Single sponsor exclusivity
- Opportunity to make opening welcome remarks
- MC acknowledgement during opening and closing remarks
- Exclusive opening splash page ad on event mobile app
- Premier logo placement on all IFIC event marketing materials, printed and electronic
- Exclusive sponsor of keynote speaker/panel (includes opportunity to introduce speaker/panel)
- Table top display – 6 ft skirted table with two chairs provided (optional)
- Opportunity to distribute marketing materials or promotional items to delegates at booth
- Complimentary event passes: 3

COCKTAIL RECEPTION SPONSOR (1 AVAILABLE)

\$5,500

- Single sponsor exclusivity
- Priority logo placement on all IFIC event marketing materials, printed and electronic
- MC acknowledgement during morning and closing remarks
- Branded cocktail reception
- Opportunity to distribute marketing materials or promotional items to delegates at booth
- Table top display – 6 ft skirted table with two chairs provided (optional)
- Complimentary event passes: 2

SESSION SPONSOR (5 AVAILABLE - BASED ON AGENDA)

\$4,500

- Opportunity to introduce your organization's sponsored session
- Session sponsor banner ads on event mobile app
- Logo placement on all IFIC event marketing materials, printed and electronic
- Table top display – 6 ft skirted table with two chairs provided (optional)
- Opportunity to distribute marketing materials or promotional items to delegates at booth
- MC acknowledgement during opening remarks
- Complimentary event passes: 1

IFIC ANNUAL OPERATIONS DAY

BREAKS SPONSOR (1 AVAILABLE)

\$3,000

- Single sponsor exclusivity of both morning and afternoon breaks
- MC acknowledgement during opening remarks
- Logo placement on all IFIC event marketing materials, printed and electronic
- 8.5" x 11" signs with logo on food tables
- Logo placement on all IFIC event marketing materials, printed and electronic
- **NOTE: this sponsorship level does NOT include an event pass**

BREAKFAST SPONSOR (1 AVAILABLE)

\$2,500

- Single sponsor exclusivity
- MC acknowledgement during opening remarks
- Logo placement on all IFIC event marketing materials, printed and electronic
- 8.5" x 11" signs with logo on food tables
- **NOTE: this sponsorship level does NOT include an event pass**

GENERAL SPONSOR (UNLIMITED)

\$1,500

- Logo placement on all IFIC event marketing materials, printed and electronic
- MC acknowledgement during opening remarks
- **NOTE: this sponsorship level does NOT include an event pass**

REGISTRATION

- IFIC Member - \$399
- Non-Member - \$549

IFIC 29TH ANNUAL GOLF CLASSIC

Monday July 13, 2020
Rattlesnake Point, Milton

The 29th 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

- Single sponsor exclusivity
- Complimentary passes: two foursomes (8 individuals)
- Tee block recognition at each hole (double course)
- Exclusive logo recognition on pin flags at each hole (double course)
- Primary logo placement on custom score cards
- Four 9 ft flying banners (two on each course in high traffic areas)
- Primary logo placement on official welcome banner
- Full page ad in event program
- Primary 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)
- Acknowledgement during morning remarks and award ceremony

GOLD SPONSOR (2 AVAILABLE)

\$8,000

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

GOLF CART SPONSOR (1 AVAILABLE)

\$6,500

- Single sponsor exclusivity
- Complimentary pass: one twosome (2 individuals)
- Logo placement on custom golf cart name cards
- Logo placement on official welcome banner
- 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)
- Acknowledgement during morning remarks and award ceremony

(Levels cannot be co-sponsored.)

IFIC 29TH

ANNUAL GOLF CLASSIC

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
- Opportunity to promote company at awards ceremony with gift card prize giveaway (minimum value \$100)
- Acknowledgement during morning remarks and award ceremony

GOLF BALL SPONSOR (1 AVAILABLE) \$4,000

- Single sponsor exclusivity
- Complimentary pass: one golfer
- Each golfer will receive a sleeve of golf balls with your corporate logo (full colour)
- Logo placement on official welcome banner
- Logo placement on all IFIC event marketing materials, printed and electronic
- Gift card giveaway
- Acknowledgement during morning remarks

BEVERAGE CART SPONSOR (1 AVAILABLE) \$3,000

- Single sponsor exclusivity
- Complimentary pass: one golfer
- Prominent logo placement on beverage carts
- Logo placement on official welcome banner
- Logo placement on all IFIC event marketing materials, printed and electronic
- Gift card giveaway
- Acknowledgement during morning remarks and award ceremony

HOLE SPONSOR (14 AVAILABLE) \$2,000

- Complimentary passes: One golfer
- Signage at two 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)
- Acknowledgement during morning remarks

REGISTRATION

- IFIC Member Foursome - \$1600
- Non-Member Foursome - \$1850
- IFIC Member (Individual) - \$400
- Non-Member (Individual) - \$500

(Levels cannot be co-sponsored.)

IFIC ANNUAL LEADERSHIP CONFERENCE

Wednesday, September 16, 2020
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.

	DIAMOND \$15,000	PLATINUM \$12,500	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000	MOBILE CHARGING STATION \$3,500	WI-FI \$3,500	GENERAL \$2,500
Quantity Available	1	2	4	4	2	1	1	8
Conference Registrations	4	3	2	1	0	0	0	0
Exhibitor Passes*	2	2	1	1	0	0	0	0
Opportunity to introduce speaker/session	✓	✓	✓					
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 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)		✓						
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)				✓				

IFIC ANNUAL LEADERSHIP CONFERENCE

	DIAMOND \$15,000	PLATINUM \$12,500	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000	MOBILE CHARGING STATION \$3,500	WI-FI \$3,500	GENERAL \$2,500
Quantity Available	1	2	4	4	2	1	1	8
Conference Registrations	4	3	2	1	0	0	0	0
Exhibitor Passes*	2	2	1	1	0	0	0	0
Cocktail reception sponsor (exclusive)	✓							
Breakfast sponsor (co-hosted)		✓						
Breaks sponsor (co-hosted)					✓			
Lunch sponsor (co-hosted)			✓					
Branded charging station						✓		
Company name as Wi-Fi password							✓	
Exclusive sponsorship of featured guest speaker	✓							
Choice of premium session (first-confirmed, first served)		✓						
Choice of one track session (first-confirmed, first served)			✓					
Opportunity for prize giveaway	✓	✓	✓	✓				
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.

REGISTRATION

- IFIC Member - \$599
- Non-Member - \$775

SPONSORSHIP FORM

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

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

IFIC ANNUAL OPERATIONS DAY			
SPONSORSHIP LEVEL	CAD	Available	
Gold Sponsor	\$10,000	SOLD	<input type="checkbox"/>
Cocktail Reception Sponsor	\$5,500	1	<input type="checkbox"/>
Session Sponsor	\$4,500	5	<input type="checkbox"/>
Breaks Sponsor	\$3,000	1	<input type="checkbox"/>
Breakfast Sponsor	\$2,500	1	<input type="checkbox"/>
General Sponsor	\$1,500	Unlimited	<input type="checkbox"/>

IFIC 29 TH ANNUAL GOLF CLASSIC			
SPONSORSHIP LEVEL	CAD	Available	
Title Sponsor	\$12,000	1	<input type="checkbox"/>
Gold Sponsor	\$8,000	2	<input type="checkbox"/>
Golf Cart Sponsor	\$6,500	1	<input type="checkbox"/>
Hospitality Sponsor			
	One – \$3,500		<input type="checkbox"/>
	Two – \$5,000		<input type="checkbox"/>
	Three – \$7,500		<input type="checkbox"/>
Golf Ball Sponsor	\$4,000	1	<input type="checkbox"/>
Beverage Cart Sponsor	\$3,000	1	<input type="checkbox"/>
Hole Sponsor	\$2,000	14	<input type="checkbox"/>

IFIC ANNUAL LEADERSHIP CONFERENCE			
SPONSORSHIP LEVEL	CAD	Available	
Diamond Sponsor	\$15,000	1	<input type="checkbox"/>
Platinum Sponsor	\$12,500	2	<input type="checkbox"/>
Gold Sponsor	\$10,000	4	<input type="checkbox"/>
Silver Sponsor	\$7,500	4	<input type="checkbox"/>
Bronze Sponsor	\$5,000	2	<input type="checkbox"/>
Mobile Charging Station Sponsor	\$3,500	1	<input type="checkbox"/>
Wi-Fi Sponsor	\$3,500	1	<input type="checkbox"/>
General Sponsor	\$2,500	Unlimited	<input type="checkbox"/>

PAST SPONSORS

Through their organizations' investment 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

