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## HFA Event Sponsorship Opportunities

**Overview:** HFA's sponsorship opportunities are designed to help reach your target audience, accelerate new business development and elevate your brand. HFA Symposiums, generally late afternoon followed by networking with refreshments, and HFA's Breakfast Briefings generally attract attendees from investment managers, service providers, allocators/investors, consultants, and select press.

### Sponsorship Benefits:

- ✓ Hear from the experts. Gain actionable advice.
- ✓ Reach targeted audience via elevated branding including logo/link on invitations, signage, website
- ✓ Attendee list with contact details
- ✓ In-person event visibility, high level exposure with industry executives and thought leaders
- ✓ Potential speaking opportunity
- ✓ Attendee registrations for 3 members of sponsoring firm

### Sponsorship costs (payable to HFA per sponsor):

- Breakfast briefing: \$1500 - \$2500; Higher end of range includes potential speaking and larger bundle of guest attendee passes
- Symposium plus Cocktail Reception: \$2000 - \$4000; Higher end of range includes potential keynote and larger bundle of guest attendee passes
- Webinar: \$3,000 including speaker opportunity
- Cocktail Reception & Networking: \$3,000

Notes: HFA members receive a preferred sponsorship rate discounted 10% from above costs. HFA reserves the right to vet and approve potential speakers. HFA's Thought Leadership and HFA Golf event sponsor information and rates are available upon request. Sponsored HFA events are subject to a venue host and/or additional event sponsor commitments.

The Hedge Fund Association (HFA) is an international non-profit industry trade and nonpartisan lobbying organization devoted to advancing transparency, development and trust in alternative investments. HFA's global presence spans 5 continents and over 14 countries. Membership in HFA includes hedge fund firms, global financial institutions with hedge fund offerings, funds of hedge funds, family offices, public and private pension funds, endowments and foundations, high net worth individuals, allocators, and service providers including prime brokers, administrators, custodians, auditors, lawyers, risk managers, technologists and third party marketers.

**Interested in Sponsoring?** Contact HFA's Communications Director Deirdre Brennan: [brennan@hedgefundassoc.org](mailto:brennan@hedgefundassoc.org) or 646.762.9668.

**More information about HFA:** <http://hedgefundassoc.org/>