

## HFA's 2020 Sponsorship Opportunities

To view examples of past HFA events [please click here](#).

### Symposiums



### Golf Outings



### Cocktail Receptions



### Breakfast Briefings



### HFA Surveys



### Webinars



## Accelerate Your Business with HFA Annual Sponsorship

To learn more, please contact [HFA here](#) or phone 646-762-9668



### Elevate Your Brand Join HFA's Thought Leader Council

Join HFA's Thought Leadership Council and establish your firm as a leading expert in the alternative investment industry. HFA's premium annual membership offers dozens of opportunities to showcase your firm's brand and capabilities in an educational environment, while giving you access to potential new business leads.

#### Highlights:

- Prominent exposure on the HFA website
- Email and social media promotion of sponsor's content (up to 4x/year)
- Co-branding of white papers, surveys and other educational content for global dissemination via email and social media
- Brand recognition via a logo and link on most HFA invitations sent globally
- HFA membership for up to 15 employees
- Priority consideration for HFA event speaking opportunities
- Access to HFA's event attendee contacts
- Dissemination of your press releases in HFA's virtual press room

**Cost:** \$15,000 for 12 months

### Share Your Expertise Sponsor an HFA Newsletter

HFA is proud to educate our members and the wider alternative investment community about current issues affecting our industry. By sponsoring a quarterly newsletter, you can share your thought leadership with our global audience. Topics we cover include Cyber Security, Capital Raising, Due Diligence, Regulation and more.

#### Benefits:

- Exclusive branding on a topical newsletter
- Q&A or authored article with firm executive
- Participation in one Webinar
- White papers and press releases posted on HFA's website

**Cost:** \$10,000 for 12 months





## HFA's 2020 Program Sponsorship Opportunities

**Overview:** HFA's program sponsorship opportunities are designed to help reach your target audience, accelerate new business development and elevate your brand. HFA's content-focused Symposiums and Breakfast Briefings as well as surveys, golf outings, networking events and webinars generally attract attendees from investment managers, service providers, allocators/investors, consultants, and select press.

### Sponsorship Benefits:

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

### Program Sponsorship Costs (payable to HFA per sponsor)\*:

- Breakfast briefing: \$1,500
- Cocktail Reception with or without Symposium: \$3,000
- Webinar: \$1,500 including speaker opportunity
- Golf Outing: \$4,000
- Survey plus results press release: \$5,000
- Custom Sponsorship Package: attractive discounts available

Notes: HFA members receive a preferred sponsorship rate discounted 10% from above costs. HFA reserves the right to vet and approve potential speakers.

\* Above amounts exclude venue/catering; may require additional event sponsorship 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 is active in 4 continents around the world. 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: [info@hedgefundassoc.org](mailto:info@hedgefundassoc.org) or 646.762.9668.

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