



# 13<sup>th</sup> ANNUAL SASKATOON CFA DINNER

APRIL 25, 2019 | THE BESSBOROUGH HOTEL | SASKATOON, SK

## Featured Speakers



**KELLEY KEEHN**

Personal Finance Educator & Consumer Advocate for the Financial Planning Standards Council



**BRENT ZETTL**

President and CEO of ZYUS Life Sciences Inc. | Former CEO of CanniMed Therapeutics

The 13th Annual Saskatoon CFA Dinner will be held in Saskatoon at The Bessborough Hotel on Thursday, April 25<sup>th</sup>, 2019. This event is the premier investment event in Saskatoon, bringing together over 150 professionals from the local financial community and greater institutional asset management industry.

**The Annual Saskatoon CFA Dinner offers your firm an excellent opportunity to increase the profile of your organization while enjoying valuable face-to-face time with your clients and networking with the broader financial community.**

We are excited to feature **KELLEY KEEHN & BRENT ZETTL** as our two keynote speakers for the event. Ms. Keehn is a personal finance educator, media personality, speaker and best-selling, award-winning author of 9 books. She’s on a mission to “Make Canadians Feel Good About Money”. Her last two books, *Protecting You and Your Money; A Guide to Avoiding Identity Theft and Fraud* and *A Canadians Guide to Money-Smart Living* were published by the Chartered Professional Accountants of Canada.

Brent Zettl is the leading pioneer of the Canadian medical cannabis industry and has led many of Canada’s significant advancements in patient care and cannabis clinical research. He founded Prairie Plant Systems Inc., the sole provider of legal medical cannabis products to Health Canada from 2000 to 2013; led the company and CanniMed Ltd. as the first recipients of licenses to produce medical cannabis, took CanniMed public in 2016, which received industry attention and was acquired by Aurora Cannabis Inc. in March 2018 for CAD \$1.2 billion.

Shortly thereafter, in his hometown of Saskatoon, Brent founded ZYUS Life Sciences Inc., a globally focused biopharmaceutical company that offers patients cannabinoid and other phyto-therapeutic medical solutions. In 2014, Mr. Zettl was awarded the Ernst and Young Entrepreneur of the Year Award for the Prairies Business-to-Consumer category.

**The support of our sponsors plays a crucial role in our ability to offer excellent guest speakers at events throughout the year, encourage students and support them in their endeavour to pursue a career in the investment profession, promote the CFA brand and charterholders within our community, and encourage the future of the finance industry through advocating best practices, investor rights, and supporting women in the industry.**

We welcome your firm to partner with CFA Society Saskatchewan as a sponsor. Please see our various sponsorship options to suit your marketing strategy and budget. We aim to provide unique value for our sponsors and look forward to working as partners for years to come.

## CFA SOCIETY SASKATCHEWAN

Members – 183

Candidates – 165

Members worldwide – 155,000

Member societies worldwide – 151














Countries – 158

Attendance  
Over 150 finance professionals and business leaders

<u>Industry Representation</u>	
Pension Plan Sponsors	23%
Financial Institutions	16%
Institutional Asset Management	11%
Crown Corporations	11%
Custodians	9%
Consulting	7%
Wealth Management	7%
Private Equity	5%
Other	11%

# Sponsorship Opportunities

Event Details  
Thursday April 25, 2019 | 5:00 pm  
The Bessborough Hotel | 601 Spadina Crescent E | Saskatoon

Sponsorship Level	Gold \$2,500	Silver \$1,000
Table of 8 – preferred seating		
2 tickets – preferred seating		
Exclusive title sponsor		
Corporate branded tables at dinner / prominent display of sponsor logo on table		
Sponsor logo in Dinner Program (distributed to all attendees)		
Sponsor logo recognition on screen during dinner		
Acknowledgement of sponsor on the CFA Saskatchewan website and email announcements (sent to 300+ members and candidates)		
Recognition of sponsor from podium		

CFA Society Saskatchewan is an association of local investment professionals that promotes the highest ethical standards and professional excellence within the local investment community. Our base of over 180 members consists of portfolio managers, security analysts, investment advisors, and other high level financial practitioners. We have served CFA charterholders and CFA Program candidates locally since 1987. For more information regarding CFA Society Saskatchewan, please visit [www.cfasask.ca](http://www.cfasask.ca)



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