


# That 401(k) Conference
# Tuesday May 5, 2026, 9 am - 2 pm
# Coors Field, Denver, CO

**About the Event**
That 401(k) Conference is not your average industry meeting — it's the most fun you'll ever have talking about retirement plans.

Join us at Coors Field, the legendary home of the Colorado Rockies, for a day filled with 401(k) insights, laughter, and legendary baseball vibes. Whether you're a plan provider, TPA, advisor, or recordkeeper, this event offers the perfect balance of networking and nostalgia — all in one of baseball's most historic ballparks.

And yes — we'll talk fiduciary best practices without PowerPoint fatigue.

**Who Attends**
Our attendees include:
* Plan providers, TPAs, and recordkeepers
* Financial advisors and consultants

This is your chance to connect with serious professionals who don't take themselves too seriously or are there to lick a plate for free. You'll reach decision-makers and influencers who live and breathe the 401(k) world — all while standing where legends like Larry Walker and Todd Helton once did.

**Sponsorship Opportunities**

**Gold Sponsor — $1,500**

The Premier Presentation Sponsorship

Take the field — literally and figuratively — with a 30-minute presentation slot during the main conference program.

You'll get:

* A 30-minute speaking presentation to all attendees
* Premium logo placement on all marketing and event materials
* Mention in event promotions and Ary Rosenbaum's social media posts
* 2 complimentary registrations
* Recognition during opening and closing remarks

*Perfect for firms that want to make an impression that lasts beyond the seventh-inning stretch.

**Silver Sponsor — $750**

Stadium Tour / Rockies Great Sponsorship

Put your name on the highlight of the day — the private Coors Field tour and appearance by a Colorado Rockies great

Includes:

* Exclusive branding on tour signage and introductions
* Verbal acknowledgment during the event
* 1 complimentary registration
* Logo placement on event signage and website

*For those who prefer to let the Rockies' ivy and your logo share the spotlight.

**Bronze Sponsor — $500**

Elevator Speech Sponsorship

Kick off the day with a **2–3 minute speaking spot  during the opening session.

You'll get:

* The chance to introduce your firm at the start of the event
* Logo placement on signage and in the event program
* Recognition in pre-event communications

*Short, sweet, and right to the point — like a clean 6-4-3 double play.

**Why Sponsor**

* Get your brand in front of the most engaged professionals in the retirement plan industry
* Build real relationships — not cold leads
* Align with Ary Rosenbaum, one of the most recognized names in the 401(k) world
* Create lasting memories in a historic ballpark

Because let's face it: no one remembers another conference in a beige hotel ballroom. But they'll remember the one at Coors Field.

## Sponsorship Contact

ary@therosenbaumlawfirm.com, 516-594-1557

Secure your sponsorship today — before someone else takes your spot in the lineup.