



NEFMA
NEW ENGLAND FINANCIAL MARKETING ASSOCIATION

FALL CONFERENCE

OCT 8-9, 2026

THE VERVE HOTEL, NATICK, MA

FALL 2026 SPONSORSHIP OPPORTUNITIES

ENGAGE, CONNECT, AND GROW

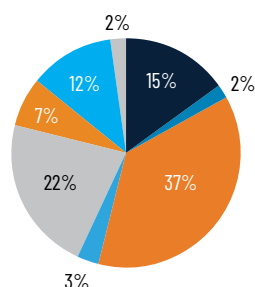
with New England's Financial Marketing Leaders

Be Part of the NEFMA Fall Conference 2026!

Put your brand at the center of the conversations shaping the future of financial marketing. The NEFMA Fall Conference brings together New England's most influential financial marketing professionals for a day of fresh ideas, industry insights, and meaningful connections. As a sponsor, you will gain direct access to the leaders and decision-makers who are driving innovation within banks, credit unions, and financial institutions across the region. Showcase your expertise, spark new conversations, and position your organization as a trusted partner in the evolving financial services landscape.

Who Attends?

NEFMA conferences attract a dynamic audience spanning every stage of the financial marketing profession - from emerging marketers building their careers to senior executives shaping organizational strategy. Our events are attended by influential decision-makers, including Presidents, Vice Presidents, Chief Marketing Officers, and other C-suite leaders from financial institutions across New England. This unique mix of executive leadership and emerging talent gives sponsors unparalleled access to the professionals influencing financial marketing decisions today - and those who will shape them tomorrow.



Professional Title

- 15% CEO, Founder, Principal, President, or Owner
- 2% COO
- 37% Vice President
- 3% CMO
- 22% Manager/Director—Advertising, Marketing, Content, Design
- 7% Manager/Director—Accounts, Sales, Operations
- 12% Specialist—Branding, Design, Marketing
- 2% Specialist—Business Development, Sales



Location

- 53% Massachusetts
- 24% Connecticut
- 6% New Hampshire
- 6% Rhode Island
- 3% Maine
- 3% Vermont
- 5% Other

Why Sponsor?

The NEFMA Fall Conference brings together a diverse community of financial institution marketers, executives, and industry partners for education, networking, and collaboration. Sponsors gain valuable visibility and direct access to professionals seeking innovative solutions, trusted partnerships, and innovative ideas.

As a sponsor, you will have the opportunity to increase brand visibility, showcase your expertise, and build meaningful connections with professionals who influence marketing strategy and business decisions. More than 86% of attendees hold leadership roles, including Directors, Vice Presidents, and Chief Marketing Officers.

With sponsorship opportunities designed to fit a variety of budgets and marketing objectives, the NEFMA Fall Conference offers an effective platform to generate leads, strengthen relationships, and position your organization as a trusted partner within the financial services industry.

Contact office@nefma.org to explore sponsorship packages and create a marketing plan that aligns with your goals.

Sponsorship Benefits:

1. Exclusive Access: Engage with an audience of decision-makers and industry leaders.
2. Brand Visibility: Showcase your company's logo and messaging in key areas throughout the conference.
3. Lead Generation: Build relationships with potential clients and partners.
4. Thought Leadership: Share your expertise through sponsored sessions or workshops.

THE SPOTLIGHT SHINES ON EXCELLENCE THIS FALL

The annual **NEFFIE Awards** are moving to the **NEFMA Fall Conference** this year, bringing one of the industry's most anticipated celebrations into the fall program. Previously held in the spring, the awards will now be presented as part of the Fall Conference, creating a more integrated and engaging experience for attendees.

This new timing brings together learning, networking, and recognition in one place, allowing attendees to celebrate excellence alongside their peers during the conference. It's an exciting evolution of the NEFFIE Awards that adds even more energy and significance to the Fall Conference agenda.



PLATINUM SPONSORSHIP

Exclusive Opportunity

Description: Take center stage as the Premier Sponsor of the NEFMA Fall Conference. As our highest-level sponsorship, this exclusive opportunity puts your brand in front of the region's most influential financial marketing professionals while demonstrating your commitment to advancing the industry. Your investment extends beyond a single event, creating year-round visibility and meaningful engagement with the NEFMA community.

Benefits:

- Pre and post attendee list
- One (1) exhibit table (\$2,000 value)
- Total of four (4) complimentary conference registrations (\$4,000 value)
- Total of two (2) complimentary NEFMA memberships (up to \$2,400 value)
- Opportunity for a 10-minute introduction of your organization to the general attendee audience
- One (1) exclusive marketing email sent out to all conference attendees two (2) weeks prior to the start of the conference. (Sponsors provide content to NEFMA to send through their marketing channel.)
- Opportunity to host a pre- or post-conference webinar. (The topic must be industry-related, and content cannot be solely about the sponsoring organization and/or its products or services. Content must be approved by the Committee Chair(s))
- Logo recognition in conference materials

Investment: \$8,000

GOLD SPONSOR OPPORTUNITIES

\$3,500 – \$5,000

Keynote Sponsor

Description: Align your brand with one of the most anticipated moments of the NEFMA Fall Conference. As the Keynote Sponsor, your organization will receive exclusive recognition associated with the conference's featured speaker and gain valuable visibility among attendees.

This sponsorship includes the opportunity for a company representative to welcome attendees from the main stage and introduce the keynote speaker, positioning your organization at the center of the conference experience. It's a unique chance to demonstrate your support for the financial marketing community while engaging directly with an audience of industry leaders, decision-makers, and professionals from across New England.

Make a lasting impression by connecting your brand with the insights, inspiration, and innovation that define the conference keynote.

Benefits:

- Pre and post attendee list
- One (1) exhibit table (\$2,000 value)
- Total of two (2) complimentary conference registrations (\$2,000 value)
- Total of one (1) complimentary NEFMA membership (up to \$600 value)
- Opportunity for a representative to welcome attendees to the session, provide a brief overview of your organization, and introduce the keynote speaker
- Logo recognition in conference materials
- Exclusive chair drop placement of your promotional materials on attendee seats prior to the keynote session

Investment: \$5,000

GOLD SPONSOR OPPORTUNITIES

\$3,500 – \$5,000

NEFFIE Awards Reception Sponsor

Description: As the NEFFIE Awards Reception Sponsor, your organization will be recognized as the exclusive supporter of the networking reception celebrating award recipients and industry leaders. This high-visibility sponsorship provides a unique opportunity to align your brand with excellence, achievement, and community engagement while connecting with attendees in a relaxed and celebratory setting.

Benefits:

- Pre and post attendee list
- Total of one (1) complimentary conference registration (includes admission to the Awards Reception) (\$1,000 value)
- Additional two (2) complimentary reception tickets (\$200 value)
- Opportunity for a representative to welcome attendees to the cocktail reception.
- Opportunity to sponsor cocktail napkins handed out during reception and/or offer other branded swag item (provided by vendor)
- Logo recognition on signage throughout the conference as a Gold Sponsor
- Logo and website link on NEFMA's conference website as a Gold Sponsor



Investment: \$4,000

GOLD SPONSOR OPPORTUNITIES

\$3,500 – \$5,000

Meal Sponsor

Three (3) opportunities: Two (2) Breakfast, One (1) Lunch

Description: Fuel the conversations, connections, and learning at the NEFMA Conference by sponsoring a meal break. Whether it's breakfast or lunch, your company will be recognized as the host that keeps attendees energized throughout the day.

Benefits:

- Pre and post attendee list
- Total of one (1) complimentary conference registration (\$1,000 value)
- Logo recognition in conference materials
- Your logo on napkins
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One (1) 6-ft draped table with two (2) chairs and one (1) additional representative)

Investment: \$4,000

Champagne Toast Sponsor

Description: As the **exclusive** Champagne Toast Sponsor of the NEFFIE Awards, your company helps create one of the evening's most celebratory moments. Your generous support brings guests together to raise a glass in recognition of the outstanding achievements, innovation, and leadership that define our industry.

Benefits:

- Pre and post attendee list
- Opportunity to toast the winners at the conclusion of the ceremony
- Total of one (1) complimentary conference registration (includes admission to the Awards Reception) (\$1,000 value)
- Additional complimentary reception ticket (\$100 value)
- Logo recognition on signage throughout the conference as a Gold Sponsor
- Logo and website link on NEFMA's conference website as a Gold Sponsor

Investment: \$3,500

SILVER SPONSOR OPPORTUNITIES

\$2,000 – \$3,000

Red Carpet Sponsor

Description: As the **exclusive** Red Carpet Sponsor of the NEFFIE Awards, your company helps create an exceptional welcome experience, setting the tone for an evening dedicated to celebrating excellence, innovation, and achievement. Your generous support elevates this signature moment, allowing finalists, industry leaders, and distinguished guests to arrive in style and begin the celebration on a truly memorable note.

Benefits:

- Pre and post attendee list
- Your company logo branded alongside NEFMA's on a custom step and repeat
- Total of one (1) complimentary conference registration (includes admission to the Awards Reception) (\$1,000 value)
- Additional complimentary reception ticket (\$100 value)
- Logo recognition on signage throughout the conference as a Silver Sponsor
- Logo and website link on NEFMA's conference website as a Silver Sponsor

Investment: **\$3,000**

Hotel Room Key Sponsor

Description: Unlock valuable visibility as the **exclusive** Hotel Room Key Sponsor of the NEFMA Conference. Your company's branding will be featured on the hotel room keys distributed to conference attendees staying at the host property, providing repeated exposure throughout their stay. From check-in to check-out, this unique sponsorship keeps your brand in attendees' hands and top of mind.

Benefits:

- Pre and post attendee list
- Total of one (1) complimentary conference registration (\$1,000 value)
- Logo recognition in conference materials
- Logo and website link on NEFMA's conference website as a Silver Sponsor
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000
One (1) 6-ft draped table with two (2) chairs and one (1) additional representative)

Investment: **\$3,000**

SILVER SPONSOR OPPORTUNITIES

\$2,000 – \$3,000

Attendee Tote Bag Sponsor

Description: Put your brand in every attendee's hands. As the **exclusive** Tote Bag Sponsor, your logo will be prominently featured on the official conference tote bag distributed to all attendees, providing high-visibility exposure throughout the event and beyond. This sponsorship offers a lasting brand presence and an excellent opportunity to connect with participants as they carry your message throughout the conference.

Benefits:

- Pre and post attendee list
- Exclusive logo placement on the official conference tote bag distributed to all attendees.
- Logo recognition on signage throughout the conference as a Silver Sponsor
- Name and website link on NEFMA's conference website as a Silver Sponsor

Investment: \$3,000

Snack Break Sponsorship

Two (2) opportunities

Description: Fuel the conversations, connections, and learning at the NEFMA Conference as the Refuel Sponsor. Your company will be recognized as the host of a conference refreshment break, providing attendees with a welcome opportunity to grab a snack, network with peers, and prepare for the next session. It's a high-visibility sponsorship that keeps your brand front and center during a natural gathering point of the event.

Benefits:

- Pre and post attendee list
- Total of one (1) complimentary conference registration (*\$1,000 value*)
- Logo recognition on dedicated signage during the break
- Logo recognition in conference materials
- Logo and website link on NEFMA's conference website as a Silver Sponsor
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000 (One (1) 6-ft draped table with two (2) chairs and one (1) additional representative)

Investment: \$2,500

SILVER SPONSOR OPPORTUNITIES

\$2,000 – \$3,000

Caricature Experience Sponsor

Description: As the **exclusive** Caricature Sponsor, your organization will be associated with one of the event's most engaging and interactive attendee experiences. Guests will enjoy custom caricature illustrations created on-site, providing a fun and memorable keepsake while drawing consistent foot traffic and engagement throughout the event.

Benefits:

- Pre and post attendee list
- Prominent branding at the caricature station
- Name and website link on NEFMA's conference website as a Silver Sponsor

Investment: \$2,500

Confections Sponsor

Description: As the **exclusive** Confections Sponsor of the NEFFIE Awards, your company adds a touch of indulgence to the evening's celebration, enhancing the guest experience with a beautifully curated selection of desserts. Your generous support helps create a memorable finale to the event, offering a sweet conclusion to an unforgettable night honoring excellence and achievement.

Benefits:

- Pre and post attendee list
- Company logo prominently displayed on the dessert station
- Name and website link on NEFMA's conference website as a Silver Sponsor

Investment: \$2,500

SILVER SPONSOR OPPORTUNITIES

\$2,000 – \$3,000

Snapshot Sponsor

Description: Strike a pose and put your brand in the picture as the **exclusive** NEFMA Fall Conference Snapshot Sponsor. This sponsorship includes recognition alongside the official conference photographer, who will capture the excitement of the NEFFIE Awards celebration and other key event highlights, as well as branding at the attendee selfie station. From award winner photos and team celebrations to fun attendee snapshots, your organization will be associated with some of the conference's most memorable moments.

Benefits:

- Pre and post attendee list
- Total of one (1) complimentary conference registration (\$1,000 value)
- Logo recognition in conference materials
- Exclusive branding at the Attendee Selfie Station
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000
(One (1) 6-ft draped table with two (2) chairs and one (1) additional representative)

Investment: \$2,500

Health and Wellness Sponsorship

Description: Bring balance to the NEFMA Conference as the **exclusive** Health & Wellness Sponsor. Your support helps create restorative moments for attendees through activities like morning yoga, on-site massage, or other wellness experiences designed to refresh and energize. NEFMA will work closely with the sponsor to curate the specific offerings that best enhance the conference environment.

Benefits:

- Pre and post attendee list
- Total of one (1) complimentary conference registration (\$1,000 value)
- Logo recognition in conference materials
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000
(One (1) 6-ft draped table with two (2) chairs and one (1) additional representative)

Investment: \$2,500

SILVER SPONSOR OPPORTUNITIES

\$2,000 – \$3,000

Conference Lanyard Sponsor

One (1) Available

Description: Be the name everyone wears at the NEFMA Conference! As the **exclusive** Lanyard Sponsor, your company logo will be prominently featured on the official conference lanyards worn by attendees throughout the event. This highly visible sponsorship keeps your brand front and center from registration through the closing session, making it one of the most recognizable opportunities at the conference.

Benefits:

- Pre and post attendee list
- Total of one (1) complimentary conference registration (*\$1,000 value*)
- Logo recognition in all digital conference material as a NEFMA Silver Sponsor
- Logo recognition on signage throughout the conference as a NEFMA Silver Sponsor
- Name and website link on NEFMA's conference website as a Silver Sponsor
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000
(One (1) 6-ft draped table with two (2) chairs and one (1) additional representative)

Investment: \$2,250

Mobile App Sponsor

Description: Put your brand at attendees' fingertips as the **exclusive** NEFMA Conference Mobile App Sponsor. The conference app is the go-to resource for schedules, session information, exhibitor details, and event updates, making it one of the most frequently used tools throughout the day. As the app sponsor, your company will receive prominent recognition and valuable visibility before, during, and throughout the conference experience.

Benefits:

- Pre and post attendee list
- Total of one (1) complimentary conference registration (\$1,000 value)
- Logo recognition on the conference app
- Logo recognition in conference materials
- Opportunity to purchase an exhibit table at a discounted rate of \$1,000
(One (1) 6-ft draped table with two (2) chairs and one (1) additional representative)

Investment: \$2,250

SILVER SPONSOR OPPORTUNITIES

\$2,000 – \$3,000

Centerpiece Sponsor

Description: As the **exclusive** Centerpiece Sponsor for the NEFFIE Awards, your company helps create an elegant and inspiring atmosphere that enhances the evening's celebration of excellence. Your support brings thoughtful detail and sophistication to every table, contributing to a memorable experience for finalists, industry leaders, and guests as we honor the best among New England's financial marketing leaders.

Benefits:

- Pre and post attendee list
- Company logo prominently displayed alongside the centerpiece on each guest table
- Name and website link on NEFMA's conference website as a Silver Sponsor

Investment: \$2,000

Exhibitor

Multiple Opportunities

Description: Put your company in the spotlight at the NEFMA Conference. Located at the center of conference activity, the exhibit hall offers prime visibility and valuable networking opportunities. Your exhibit package includes one representative pass, and all exhibitors receive Silver Sponsor recognition.

Benefits:

- Pre and post attendee list
- One (1) 6-ft draped table with a chair
- Total of one (1) complimentary conference registration (*\$1,000 value*)
- Logo recognition in conference materials
- Logo and website link on NEFMA's conference website as a Silver Sponsor (One (1) 6-ft draped table with two (2) chairs and one (1) additional representative)

Investment: \$2,000

SUPPORTER OPPORTUNITIES

\$500 – \$1,800

Promotional Giveaway Room Drop Sponsor

Description: Start the conference experience with a surprise! As the Promotional Giveaway Room Drop Sponsor, your company will provide a branded giveaway item to be delivered to the first 100 attendees who reserve a room within the conference hotel block. It's a unique way to create a memorable touchpoint and introduce your brand before attendees even arrive at their first session.

Benefits:

- Pre and post attendee list
- Logo recognition on signage throughout the conference as a NEFMA Supporter
- Name and website link on NEFMA's conference website as a NEFMA Supporter

Investment: **\$1,800**

Charging Station Sponsor

Description: Keep attendees powered up as the NEFMA Conference Charging Station Sponsor. Your company will receive prominent recognition at device charging stations located throughout the event, providing a valuable service attendees will appreciate all day long. As attendees recharge their phones, tablets, and laptops, your brand will be associated with one of the conference's most practical and frequently used amenities.

Benefits:

- Pre and post attendee list
- Logo recognition on signage throughout the conference as a NEFMA Supporter
- Name and website link on NEFMA's conference website as a NEFMA Supporter

Investment: **\$1,500**

Session Sponsor *Multiple Opportunities*

Description: Take the stage as a General Session Sponsor and align your brand with one of the conference's key educational experiences. This sponsorship includes the opportunity for a company representative to welcome attendees, introduce the session, and assist with moderating discussions. It's a unique chance to engage directly with attendees while demonstrating your support for the learning and thought leadership that drives the NEFMA Conference.

Benefits:

- Pre and post attendee list
- Recognition on signage at a general session of your choice (first-come, first-serve)
- Name and website link on NEFMA's conference website as a NEFMA Supporter

Investment: **\$500**

ADD-ONS

Additional Conference Pass

\$600/pass

Description: Opportunity to purchase additional conference passes at a discounted rate.

Bag Insert

\$300/pass

Description: Promotional item placed in the conference tote bag.
(Promotional item supplied by your company.)

**SECURE YOUR SPONSORSHIP
TODAY TO ENSURE MAXIMUM
VISIBILITY AT THE NEFMA
FALL CONFERENCE!**

Sponsorship opportunities are
limited—secure your spot today.

CONTACT INFORMATION:

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Let's make this year's NEFMA Spring Conference a
SUCCESS TOGETHER!