



# SPONSORSHIP INFORMATION

Atlanta Finance Leaders

The Association of Innovative Finance Leaders in Atlanta



## About Us:

Our live events are structured for maximum efficiency from both a presenter and attendee standpoint. We feature non-competitive companies that are best of breed in their domain. We handle every event-related logistical issue, making it very easy for our partners to simply show up at 11 am and have their display table set up before attendees arrive at 11:30.

In addition to lunch, there is a break afterward, allowing every single attendee plenty of time to meet with every single vendor of interest.

The Atlanta Financial Leaders association provides unmatched exposure to key Financial decision makers within a leading metro market. For less than the cost of a few in-person sales calls you can meet and speak to a large group of key Financial decision makers on a regular basis.

If you have any questions after reviewing the sponsorship please call Shelly Fitzgerald at 404-400-2424 or [Shelly@AtlantaFinanceLeaders.org](mailto:Shelly@AtlantaFinanceLeaders.org)

## Benefits of Sponsoring

- Ability to reach targeted, highly qualified executive and senior level decision makers.
- We provide you with an attendee (within 24 hours) to follow up with these decision-makers after the summit.
- Opportunity to build and increase brand awareness through exposure before, during and after the event.
- Attend content-rich sessions that are designed to enhance your understanding of the local market and trends

*"There were not a large amount of Vendors in attendance. This gave us more exposure and one on one time with the attendees."*

- Collin McDaniel, Howard Industries

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# INDUSTRIES



## Job Title Percentages:

CFO 25%

Comptroller/Controller 10%

VP Finance 20%

Finance Managers 27%

## Meetings and Formats

**Monthly Lunch Meetups.** Have lunch once a month with other finance professionals. These are informal meetups rotated among popular Atlanta restaurants often with a best practices theme to discuss challenges and solutions with those at your table.

**Quarterly General Meetings.** We meet at the Westin Atlanta four (4) times yearly with a top executive speaker on finance best practices and the yearly CFO of the Year banquet.

**Quarterly Seminars.** Usually held just prior to our general meetings, the topics of these finance seminars included in your membership are always timely and interesting.

**Monthly Webconferences.** Hear from top CFOs and finance executives globally on problems and innovative solutions to ensure that you are kept current on key trends and innovative ideas.

## Event Dates 2018



Feb. 15, 2018  
Dallas Clement  
CFO  
Cox



May 24, 2018  
Aleem Gillani  
CFO  
SunTrust



Jul. 19\*, 2018  
Kathy Waller  
CFO  
Coca-Cola



Sep. 27, 2018  
Bob Fishman  
CFO  
NCR



# SPONSORSHIP OPTIONS

10% Discount if Prepaid Yearly otherwise due quarterly. Once received, we will send you complete next steps for your sponsorship level. If you have any questions please call Shelly Fitzgerald at 404-400-2424.

## **\$3,100/quarter: Diamond Presenting Sponsor** [Sign Up](#)

- Introduces the VIP CFO Speaker at our (4) General Meetings.
- Seating at the VIP CFO Speaker's table for lunch.
- 6 ft Table top exhibit space (tables provided).
- Brochures or gifts in registrant bags or on chairs\*
- Post registration list with insights.\*
- Logo displayed on agenda and on event day.
- Two Guest Passes for employees or invited guest.
- Confidential member directory with full contact info.
- Twice Yearly email campaign to all members.
- Logo on meeting summary whitepaper (re-distributable).
- Logo on finance book of the month summary (re-distributable).
- Logo on monthly finance news summary (re-distributable).
- Access to all 32 events/yr (20 are in-person).

## **\$2,200/quarter: Platinum Registration Sponsor** [Sign Up](#)

- Seating at the VIP CFO Speaker's table for lunch at our (4) General Mtgs.
- Table top exhibit next to registration at our (4) General Meetings.
- Brochures or gifts in registrant bags or on chairs\*
- Company logo at registration table.
- Post registration list for follow-up.
- Table in same room with entire audience.
- WiFi, Power Strip, 2 Chairs included.
- Logo displayed on agenda and on event day.
- Logo on meeting summary whitepaper (re-distributable).
- Logo on finance book of the month summary (re-distributable).
- Logo on monthly finance news summary (re-distributable).
- Access to all 32 events/yr (20 are in-person).

## **\$1,500/quarter: Gold Tabletop Sponsor.** [Sign Up](#)

- 6 foot Table top exhibit space at (4) General Meetings.
- Post registration list for follow-up.
- Table in same room with entire audience.
- WiFi, Power Strip, 2 Chairs included.
- Logo displayed on agenda and on event day.
- Logo on meeting summary whitepaper (re-distributable).
- Logo on finance book of the month summary (re-distributable).
- Logo on monthly finance news summary (re-distributable).
- Access to all 32 events/yr (20 are in-person)

## **\$1,300/quarter: Silver Tabletop Sponsor.** [Sign Up](#)

- 6 foot Table top exhibit space per meeting.
- Post registration list for follow-up.
- Table in same room with entire audience.
- WiFi, Power Strip, 2 Chairs included.
- Logo displayed on agenda and on event day.
- Logo on meeting summary whitepaper (re-distributable).
- Access to all 32 events/yr (20 are in-person).

## **\$500/quarter: Bronze Networking Pass** [Sign Up](#)

- Mix with Decision Makers at all 4 events.
- Seated with Attendees in main event room.
- Post registration list for follow-up.
- Event registration fees included.
- Access to all 32 events/yr (20 are in-person).
- Pass is per person.



# ADD-ONS

## \$1,200 Pre-Marketing. [Sign Up](#)

A great way to start the conversation before event day!  
Send a customized email to pre registered attendees per event letting them know what you have to offer or your presentation topic. We provide you the emails and names.

## \$3,000 Marketing Blast to 10,000 : [Sign Up](#)

Choose any of our event cities or the one you have chosen to sponsor, built to drive awareness and target title/industries of your choice.

*"The MC was good -- kept the program moving and did a nice job introducing."*

- Mike Davis, NCompass

*"I attended and enjoyed the event. I really liked the variety of presenters."*

- Nathan Bulmon, Dell

*"The speakers were good"*

- Reggie Lee, Dell

*"I pretty much stopped doing these types of events because of poor attendee quality and volume but this totally changed my mind. I'm going to send out an internal email to my peers recommending they do your events."*

- Tim Solomon, Barracuda Networks

*"General feedback about the organizational and operational aspects of the event was positive from my staff."*

- Tony Cannizzo, Stonebranch

*"I liked the ability to see new technology and applications."*

- Marcia Trajano, Philips

*"I liked the various suppliers and the presentations."*

- Deborah Hayek, Honeywell International

*"I liked the pace the best."*

- Bob Meecham, Cox Communications

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## The Association of Innovative Finance Leaders in Atlanta





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