

**11th Annual**

# **Digital Marketing** *for* **Financial Services** **Virtual Summit** **CANADA**

**June 15<sup>th</sup>-16<sup>th</sup>, 2021**

**Sponsorship Lead  
Generation Guide**





# Position Your Brand and Generate Qualified Sales Leads

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The 11th Annual Digital Marketing for Financial Services Summit is the largest and longest-running event of its kind. For 2021, we are excited to announce we have gone VIRTUAL with increased value for sponsors!

## DEMAND GENERATION

Demand generation for high quality SQLs for your sales pipeline

## THOUGHT LEADERSHIP

Demonstrate your expertise alongside leading brands

## HIGH-LEVEL NETWORKING

Connect with senior decision-makers from top brands

## BRAND AWARENESS

Engage with customers to be top-of-mind

## BUILD LOYALTY & CLIENT RETENTION

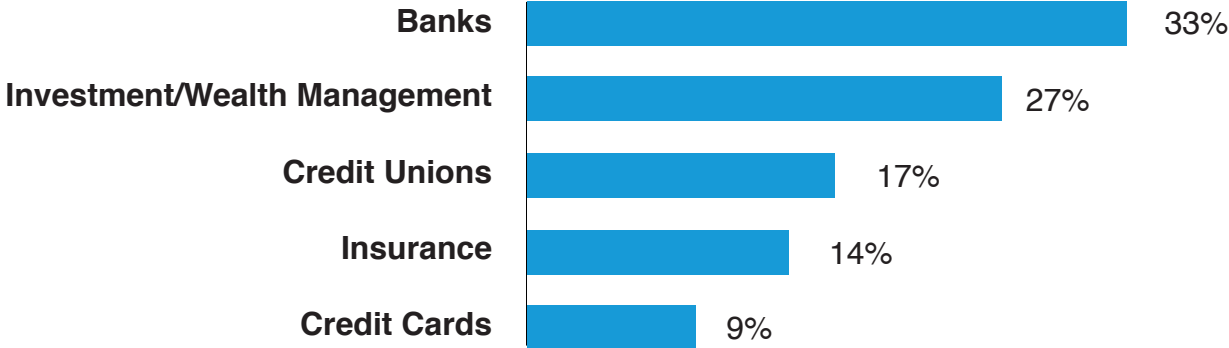
Build and maintain important relationships



# Connect with Senior Executives Ready to Invest

Join us at this exclusive virtual event to generate high-quality leads that will drive your sales pipeline. Make high impact 1-to-1 connections with senior buyers who are expected to spend a collective \$100mm+ on digital marketing solutions over the next 12 months.

## DECISION MAKERS



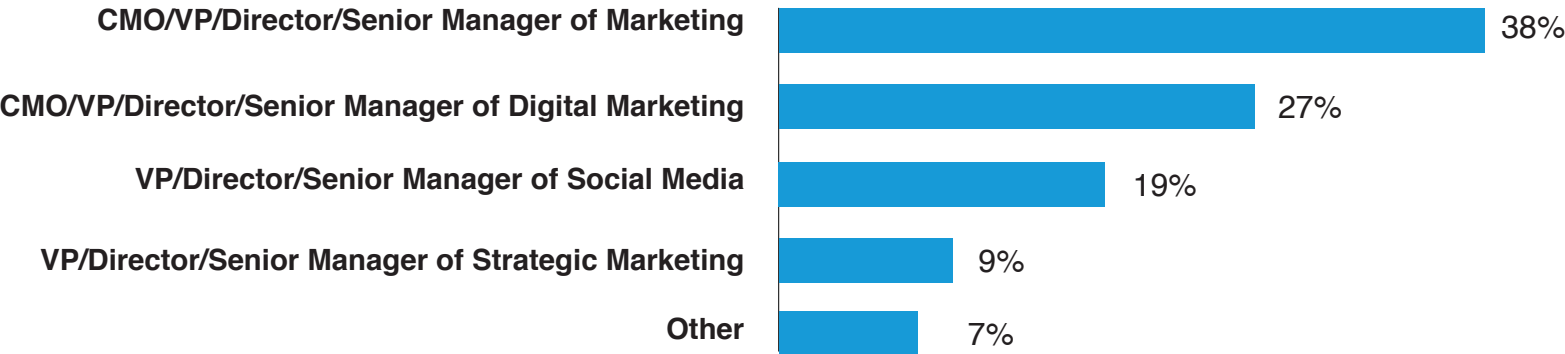
\$1M

Average Attendee Expected Spend on SaaS Technology

15:1

Sponsor to Delegate Ratio

## FINANCIAL INSTITUTIONS



10k

Current Database Community Size

96%

Overall Delegate Satisfaction

# Largest and Most Prestigious Event in Financial Services Marketing

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With over 10,000 members, our DMFS Community is one of the largest and most-influential networks in North America. Over the past decade these members have connected with our satisfied partners helping leading solution providers build brand awareness, increase pipeline and grow their business.

## Last Years Speakers Include:



**WINNIE SUN,**  
Managing Director,  
Founding Partner  
**SUN GROUP  
WEALTH PARTNERS**



**BROCK DUBBELS,**  
VP, Experience Design  
**BANK OF AMERICA**



**KATHERINE LUCAS,**  
Global Head of  
Client Experience,  
**STATE STREET**

## Event in Numbers

**500+** 

Attendees

**12+** 

Hours of Networking

**8** 

Exclusive Panels

**40+** 

Speakers



# Gold Sponsorship Package

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## Keynote Thought Leadership Speaking

- Immersive interactive 20-minute thought leadership presentation to targeted senior buyers
- Real-time interaction with audience through Q&A, live and private chat with customers
- Promote offers or downloadable thought leadership throughout event
- Upload pre-roll teaser or demo videos to build brand awareness

## Branding & Visibility

- Dedicated email to attendees community promoting sponsored session
- Full PR strategy (including social media, press release and media coverage) to build brand awareness
- Amplify your content and products using hosted meetings and lounges
- Upload on-demand evergreen and product content
- Maximize brand exposure with an interactive virtual booth

## Lead Generation

- Effective match-making based on Audience interest and engagement
- Network with key decision-makers via private 1:1 chats and live scheduled meetings
- Gamification strategy to promote audience engagement with Sponsors
- Generate leads during and post-event for 12 months with ongoing lead capture
- 6 Complimentary All Access Passes

## Analytics & Audience Insights

- Real-time insights on content, exhibitor room and session engagement
- Analyze both high-level and detailed analytics to gain meaningful business insights
- Full post-event Audience Insight Report highlighting audience contact information and key data from polls, surveys, chats and other engagement points
- Calculate sponsorship ROI with our customized event post-mortem

# Silver Sponsorship Package

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## Lead Generation

- Effective match-making based on Audience interest and engagement
- Network with key decision-makers via private 1:1 chats and live scheduled meetings
- Gamification strategy to promote audience engagement with Sponsors
- Generate leads during and post-event for 12 months with ongoing lead capture
- 2 Complimentary All Access Passes

## Branding & Visibility

- Dedicated email to attendees community promoting sponsored session
- Full PR strategy (including social media, press release and media coverage) to build brand awareness
- Amplify your content and products using hosted meetings and lounges
- Maximize brand exposure with an interactive virtual booth

## Analytics & Audience Insights

- Real-time insights on content, exhibitor room and session engagement
- Analyze both high-level and detailed analytics to gain meaningful business insights
- Full post-event Audience Insight Report highlighting audience contact information and key data from polls, surveys, chats and other engagement points
- Calculate sponsorship ROI with our customized event post-mortem

## Panel/Stream Speaking or Moderator

- Engage with targeted senior buyers as a panel speaker, stream speaker or moderator
- Real-time interaction with audience through Q&A, live and private chat with customers

# Objective-Driven Packages to Attain your Business Goals

	PLATINUM <i>Plenary Speakers</i>	GOLD <i>Plenary Speakers</i>	SILVER <i>Panel/ Stream Speaking</i>	BRONZE <i>Exhibitor</i>
YOUR BUSINESS OBJECTIVES	Maximum Outcome (Title Sponsor)	Thought Leadership	Thought Leadership	Branding
Speaking	✓	✓	✓	
Lead Generation	✓	✓	✓	✓
Virtual Roundtable	✓			
Branding & Social Media	✓	✓	✓	✓
Analytics & Audience Insights	✓	✓	✓	✓
Virtual Booth	✓	✓	✓	✓
Passes	4	3	2	1
PR	✓	✓	✓	



## More Interactive Sponsorship Opportunities

Customize your approach and objectives. Share insights, generate leads and engage with prospects in a variety of different ways.



Birds of a Feather Interactive Session



Roundtables Discussions



Virtual Lunch and Learn



Workshops and Product Demo's



Sponsored Q&A



Icebreaker Sessions



Virtual Happy Hour



# We're Driving Connections

The most prominent leaders in North America come together to share proven approaches to overcome challenges, brainstorm new solutions to their pain points and drive their business forward.





We partner with  
the world's top  
brands, including  
**250+ speakers,**  
**150+ sponsors,**  
**3000+ attendees**

## Partner with an Industry Leader

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- Strategy Institute has been organizing events for **25+ years**
- We've been building our financial marketing community for **10+ years**
- Our producers research and curate **innovative** industry content
- Our **Customer Success** program ensures your success when working with us



# Check Availability

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Sponsorship opportunities are limited. Contact me today for a free 30-minute Lead Generation Consultation to discuss how you can generate leads and build your sales pipeline from senior marketing buyers attending this event.



[@DMFinancialServ](https://twitter.com/DMFinancialServ)



[Digital Marketing for Financial Services](https://www.linkedin.com/company/digital-marketing-for-financial-services)



[DMFS TO Summit](#)

For over 25 years Strategy Institute has been a leading-edge North American content provider that delivers senior executive decision-makers with knowledge to drive performance and innovation.



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