

# Marketing Opportunities and Sponsor Prospectus



Featured Event: Success Summit | February 4, 2025

## NAIFA-Greater Washington DC

is the premier association representing advisors across all insurance and financial practices.



### NAIFA-Greater Washington DC's Members Are:

- Industry Leaders and Advocates
- Insurance Agents (P&C, Life)
- Financial Advisors
- Health Insurance and Employee Benefits Specialists
- Business Attorneys
- CPAs, Estate Attorneys
- Bankers and Mortgage Lenders
- New to the Business, Industry Leaders, and Everyone in Between

### NAIFA Members Are Leaders

55% of NAIFA members have held a NAIFA leadership role during their career.

### NAIFA Keeps Advisors in Business

According to the Bureau of Labor Statistics, the financial services profession will need to grow more than twice as fast as the overall workforce by 2020 to meet rising demand.

NAIFA's LUTCF program develops survival skills like prospecting, selling and practice management. Many credit the LUTCF designation for keeping them in business early in their careers.

As the modern family evolves, even seasoned advisors need to learn how to serve clients in different ways. Through targeted programs developed for every stage in an advisor's career, NAIFA members are equipped with the practice management tools, sales ideas and research they need to thrive in the everchanging marketplace.

### NAIFA Protects Our Industry

- 100% of federal lawmakers have a NAIFA member as a key contact.
- NAIFA has a member in EVERY congressional district, using the powerful combination of professional lobbyists, professional staff, and grassroots volunteers to advocate on behalf of our members and clients
- Only NAIFA represents advisors in every practice area.
- NAIFA members represent Main Street USA American families and small business
- NAIFA-Greater Washington DC's PAC actively supports federal candidates for office.
- NAIFA-Greater Washington DC plays an important role in NAIFA's grassroots advocacy efforts by developing and maintaining relationships with federal and state legislators.

For more information, contact Jennifer Mauer, CAE, executive director, NAIFA-Greater Washington DC, 703-770-8412, [jmauer@naifa.org](mailto:jmauer@naifa.org)  
[www.naifa-gwdc.org](http://www.naifa-gwdc.org)

**Put Our Influence to  
Work for You All Year!**

# NAIFA-Greater Washington DC MARKETING OPPORTUNITIES



**Put your message in front of our members for a FULL YEAR.**  
*The more you invest, the more prominent your exposure.*

<b>ANNUAL SPONSORSHIP PROGRAM RECOGNITION</b>	<b>SILVER \$1,500</b>	<b>GOLD \$3,500</b>	<b>PEAK \$5,000</b>	<b>SUMMIT \$10,000 First right of refusal</b>
Recognition as a sponsor on the NAIFA-Greater Washington Web site for 12 months		✓	✓	✓
Rotating ad on the home page of the NAIFA-Greater Washington DC site for 12 months				✓
Recognition as a sponsor (company name) in Success Summit emails, signs, general session main stage, on the inside of the program and on the Success Summit web page.	✓	✓	✓	✓
Recognition at NAIFA-Greater Washington DC meetings for 12 months		✓	✓	✓
Exhibit table at one membership meeting of choice		✓	✓	✓
Exhibit table at the Success Summit	✓	✓		
Premium location for exhibit table at the Success Summit			✓	✓
Pre/Post attendee list for the Success Summit	✓	✓	✓	✓
Complimentary registration for 2 company representatives to the Success Summit	✓			
Complimentary registration for 5 company representatives to the Success Summit		✓	✓	
Complimentary registration for 10 company representatives to the Success Summit				✓
Quarter-page black and white ad in Success Summit onsite program		✓		
Half-page black and white ad in Success Summit onsite program			✓	
Full-page ad in Success Summit onsite program				✓
Present, or sponsor, a breakout session at the Success Summit first come, first serve – breakout session must be approved by Success Summit committee			✓	✓
Sponsor of breakfast, luncheon, or reception at the Success Summit first come, first serve				✓
Opportunity to address attendees for up to five minutes from the main stage			✓	
Opportunity to address attendees for up to ten minutes from the main stage				✓
Invitations for two to VIP reception and dinner on February 3, 2025				✓

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NAIFA-Greater Washington DC, 703-770-8412, [jmauer@naifa.org](mailto:jmauer@naifa.org)

Web
  Chapter
  Success Summit



**Put Our Influence to  
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NAIFA-Greater Washington DC's Success Summit is our most heavily marketed event of the year, providing a great return on your investment. The popular one-day conference includes keynote presentations by industry icons and motivational speakers, as well as breakout sessions, networking events and exhibits.

We heavily promote the event via our website, social media, email and direct mail. The direct mail postcard is mailed to over 500+ members and non-members throughout the region. We will be cross-marketing this event to our Maryland and Virginia NAIFA members as well.

All promotional materials recognize our Annual Sponsors, and our Summit Sponsor has the added bonus of having their logo appear on the front cover of the direct mail piece. In addition to the recognition on marketing materials, all Annual Sponsors receive a complimentary exhibit table (which includes complimentary admissions and post-conference attendee lists) and sponsor recognition in the program, on screen prior to the general sessions and from the podium during the opening session.

The Summit Sponsor may address attendees for up to ten minutes from the main stage during one of the general sessions and the Peak Sponsor may introduce the speaker or present one breakout session.

Our Annual Sponsorship program is available throughout the year and the sponsorship expires one year after you enroll. If your sponsorship is due to expire prior to the date of next year's conference, your sponsorship must be renewed before you would be recognized as a sponsor of next year's conference.

Success Summit	Earlybird (by Dec. 31)		In Advance (Jan. 1-30)		Onsite (after Jan. 30)	
	Member	Non-Mbr	Member	Non-Mbr	Member	Non-Mbr
Individual Registration	\$150	\$225	\$175	\$250	\$250	\$325
Group of 8 (nonmembers or members)	\$1000		\$1250		N/A	
Group of 16 (nonmembers or members)	\$1800 + 2 tickets to VIP Reception February 3		\$2200 + 2 tickets to VIP Reception February 3			



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