

## Premium Partner Sponsorship of Irish Funds

Premium Partner sponsorship of Irish Funds provides the highest level of branding exposure across the full programme of Irish Funds international digital and physical event activity and on our website and social media throughout 2021.

There is a maximum of 12 Premium Partner sponsors slots available in 2021 and they are available on a first-come, first-served basis.

**The cost of Premium Sponsorship for members in 2021 is €20,000 + VAT.**

## Irish Funds Webinars, Online Events and Physical Events in 2021

### 25+ webinars in 2021

Premium sponsors will get brand exposure and promotion as sponsors of Irish Funds webinars over the course of 2021. This will consist of logo branding on the Irish Funds website, marketing emails and the digital platform itself for our webinars which is open to public registration. There will be a minimum of 25 webinars included in this package, covering the following content:

- Promotional, regional and product focused webinars (including ILP promotion)
- Information updates
- EU updates
- FinTech webinars

Premium sponsors will also gain exclusive pre-event access to attendee registration lists for all webinars included in these listings.

### Online Annual Conference 2021

The Online Annual Conference 2021 is planned to take place on the week of 17 May 2021. The two-day Online Annual Conference in 2020 attracted over 680 registrations and the 2021 Conference will build upon this success using the CrowdComms digital platform. This fully digital event will feature key industry experts and global opinion leaders engaging with a series of presentations, interviews and panel discussions and sponsors will have the ability to network in real time with delegates via video and text chat interfaces. Sponsorship of this event at the Premium level includes:

- Logo branding on Irish Funds website as a Premium Sponsor.
- Logo branding on all marketing emails as a Premium Sponsor.
- Logo on live stream video overlay graphics during the event as Premium Sponsor.
- Logo on rotating banner advertisement on the main menu and selected high profile pages of the digital platform.
- 6 x full online conference attendee tickets.
- Virtual premium sponsor booth to include logo branding, company profile and information, company video presentations, company representatives' profiles, external links, and social media details.
- Gamification challenges with attendees to promote engagement with brand and virtual booth during the event
- Access to the virtual conference platform, 7 days before, during and 14 days after the event to view attendee profiles and facilitate networking
- Pre-event access to the attendee registration list (GDPR compliant).
- Ability to network in real time with other attendees via video and text chat interfaces

## North American Roadshow & UK Symposium 2021

We are planning to resume physical promotional event activity in Autumn of 2021 with the Irish Funds North American Roadshow (Boston, New York & 1 other location TBC) on the week of 27 September and the Irish Funds UK Symposium on 11 November. Premium Sponsorship will provide the highest level of brand exposure before and during these events, to include the following:

- Logo, web link and acknowledgment as Premium Partners on the individual event pages
- Logo and acknowledgment as Premium Partners on all pre-event email communications
- Logo and acknowledgment as Premium Partners on-site at all events (including on pull-up banners, stage branding & venue displays)
- Display of one branded pull-up banner at these events
- Display of marketing materials on the shared media table for these events
- Advance copy access to delegate registration lists (to include name, role and company) for each event (GDPR compliant)

## Premium Sponsorship benefits throughout 2021 – Web social media & publications

In addition to the branding activity around Irish Funds digital and physical events, Premium Partner sponsors will receive a host of complementary promotion on the Irish Funds Website and social media platforms, including:

- Sponsor logo on homepage banner of [www.irishfunds.ie](http://www.irishfunds.ie) for 12 Months which links to a Premium Sponsor page with detailed information on individual sponsors (company listings, hyperlinks and contact details)
- Sponsor promo widget containing logos of all Premium Sponsors appearing on selected high-traffic pages on [www.irishfunds.ie](http://www.irishfunds.ie), providing an average exposure of over 4,000 page views per month
- Logo, weblinks and acknowledgment as Premium Partners on the “Events” section of the Irish Funds website for 12 months
- 1 calendar month ownership of content on a “Featured Sponsor” web page on Irish Funds website, which will be promoted directly from the [www.irishfunds.ie](http://www.irishfunds.ie) homepage, news section and on social media.
- Social Media branding – Premium Sponsors will get access to a minimum of 2 pinned and promoted posts via the Irish Funds Linked-In and Twitter profiles over the course of 2021.
- Irish Funds brochures: Premium Sponsor logos will be included on the back cover of the “Why Ireland” publications (both € and US\$ versions) and our Annual Review publication throughout 2021
- First option to continue Premium Sponsorship for calendar year 2022

# Event Sponsorship of Irish Funds

Individual sponsorship opportunities in 2021 are focused on the Online Annual Conference which takes place the week of 17 May in addition to the planned return of physical events from September 2021 in North America and the UK.

**25% Member discount:** member companies of Irish Funds receive a 25% discount on all individual sponsorship items listed below.

## Online Annual Conference 2021

A fully online event taking place the week of 17 May. The two-day Online Annual Conference in 2020 attracted over 680 registrations and the 2021 Conference will build upon this success using the CrowdComms digital platform. This fully digital event will feature key industry experts and global opinion leaders engaging with a series of presentations, interviews and panel discussions and sponsors will have the ability to network in real time with delegates via video and text chat interfaces.

Online Sponsorship Package benefits:

- Logo branding on Irish Funds website as a conference sponsor
- Logo branding on all marketing emails as a conference sponsor
- Logo on live stream video overlay graphics (alternating with other sponsors)
- 4 x full conference attendee tickets
- Virtual sponsor booth to include logo branding, company profile and information, company representatives' profiles, external links, and social media details
- Gamification challenges with attendees to promote engagement with brand and company during the event
- Access to the virtual conference platform, 7 days before, during and 7 days after the event to view attendee profiles and facilitate networking
- Access to the attendee registration list (GDPR compliant)
- Ability to network in real time with other attendees via video and text chat interfaces.

**Cost: €2000 + VAT.** 25% discount for Irish Funds member companies.

## September/October 2021 - North American Seminars

*New York, Boston & 1 other location - Week commencing 27 September*

Event Partner (all)	€4,600 + VAT
Lanyards (all)	€6,300 + VAT
Pens & Notebooks (all 3 events)	€3,500 + VAT
Breakfast (Boston)	€4,200 + VAT
Drinks Reception (New York)	€5,100 + VAT

## November 2021 - Irish Funds Annual UK Symposium

*London, November 11*

Event Partner	€4,300 + VAT
Lanyards	€6,000 + VAT
Pens & Notebooks	€4,200 + VAT
Breakfast	€4,600 + VAT
Coffee break (AM & PM)	€4,600 + VAT
Lunch	€6,200 + VAT
Exhibition stand	€5,800 + VAT
Drinks Reception Sponsorship	€5,800 + VAT
WiFi Sponsor	€4,600 + VAT
Sli.do Sponsor	€6,200 + VAT

# Sponsorship Booking Form 2021 - Irish Funds



To discuss any aspect of sponsorship please contact David Shirley with the details below. To confirm a sponsorship booking for 2021, please complete and return this form.

David Shirley

## IRISH FUNDS

Ground Floor, Ashford House, 18-22 Tara Street

Dublin 2, D02 VX67, IRELAND,

**T** + 353 1 6753200 | **DD** + 353 1 6753205

**M** + 353 83 8800162

**E** [david.shirley@irishfunds.ie](mailto:david.shirley@irishfunds.ie) **W** [www.irishfunds.ie](http://www.irishfunds.ie)

## Company Details:

<b>Company Name &amp; Address</b>	
<b>Invoicing Name &amp; Address (if different)</b>	
<b>VAT Number:</b>	
<b>Contact person for invoicing</b>	
<b>Email address</b>	<b>Phone number</b>
<b>Contact person for events &amp; sponsorship (if different)</b>	
<b>Email address</b>	<b>Phone number</b>

## Sponsorship Requests:

Sponsorship Items	Members	Non-Members
	€	€
	€	€
	€	€

**TOTAL: €**

Note: all bookings are subject to the Terms and Conditions of sponsorship opportunities, details of which will be confirmed at the time of invoicing. Sponsorship costs are also subject to the VAT in accordance with the laws and regulations of Ireland.

Return this form by email to [david.shirley@irishfunds.ie](mailto:david.shirley@irishfunds.ie)