

SPONSORSHIP OPPORTUNITIES



2017

Opportunity Finance Network Conference

Washington, D.C. • September, 26-28 2017

We Believe in Opportunity.
For All.

OFN.ORG

OPPORTUNITYFINANCE TM
NETWORK

THE CDFI INDUSTRY'S PREMIER EVENT

WHY BE A CONFERENCE SPONSOR?

The Opportunity Finance Network Conference is the premier meeting place for the CDFI industry. We work all year long to create the world's best CDFI convening centered on outstanding networking opportunities; a high-value, practitioner-led curriculum; a world-class exhibition highlighting solutions across the industry; and industry-wide awards programs honoring the field's best innovators.

The OFN Conference provides sponsors with an unparalleled platform to connect with CDFIs, increase awareness of their organizations' work, and support and strengthen the practice of opportunity finance.

Our Conference attendees tell us repeatedly that they rely on the annual OFN Conference for valuable CDFI industry insights that will inform their own work, and that they find the content and networking opportunities highly compelling. In fact, 89% of 2016 Conference evaluation respondents said they would attend again this year.

Be Visible. Sponsors are front and center before, during, and after the Conference. This is without a doubt the single best opportunity each year to increase visibility with an industry-wide audience that includes CDFI leaders, investors, and policymakers.

Connect. Network with the nation's leading CDFI practitioner, who attend the Conference to discover new trends, strengthen relationships, and explore resources to drive their organizations' growth and performance.

Lead. As a Conference Sponsor, your organization is among those driving transformational change in the CDFI industry—change that will deliver real results to disinvested communities across the country.

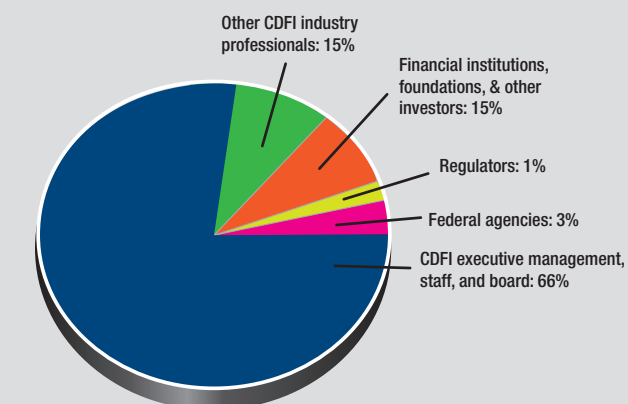
ABOUT THE CONFERENCE

Each year the OFN Conference brings together more than 1,200 opportunity finance practitioners, investors, and advocates to network, learn, and do business.

We expect that the 2017 Conference will be the largest ever. It will continue to build the CDFI industry's capacity to meet today's challenges—and prepare for tomorrow's opportunities—through more than 60 sessions, dozens of networking opportunities, and an ever-growing Trade Show.

The Conference offers Sponsors numerous opportunities for participation and visibility, as detailed below.

Breakdown of Conference Attendees



2017 OFN CONFERENCE SPONSORSHIP BENEFITS AT-A-GLANCE

	Platinum \$150,000	Gold \$100,000	Silver \$50,000	Bronze \$25,000	Opportunity Leader \$15,000	Opportunity Partner \$5,000	Opportunity Supporter \$2,500
Conference Presence							
Conference Passes	10	7	5	3	2	1	1
Hospitality Suite	For duration	—	—	—	—	—	—
Reception Space	One event	One event	—	—	—	—	—
Track Sponsorship	Branded signage for sessions Input on content	Branded signage for sessions Input on content	—	—	—	—	—
Exhibition Space Placement	Priority Position	Priority Position	As assigned	As assigned	As assigned	As assigned	As assigned
Branding Presence							
General Session Exposure	Verbal recognition onstage Logo	Verbal recognition onstage Logo	Logo	—	—	—	—
Onsite Branding	Logo on digital and printed signage	Logo on digital and printed signage	Logo on digital and printed signage	Listed with Bronze-level Sponsors	Listed with Opportunity Leaders	Listed with Opportunity Partners	Listed with other Opportunity Supporters
Welcome Book	Full Page Ad	Full Page Ad	Half-page Ad	Quarter-page ad	—	—	—
Conference App	Prominent logo placement	Listing with logo	Listing with logo	Listing	Listing	Listing	Listing
Digital Marketing	Logo in e-mail template Social media recognition	Logo in e-mail template Social media recognition	Logo in e-mail template Social media recognition	Name in e-mail template	Name in e-mail template	Name in e-mail template	—
Website Branding	Logo	Logo	Logo	Name	Name	Name	—

THE OPPORTUNITY FINANCE INDUSTRY

The opportunity finance industry is a leading source of innovative, market-based solutions for economically distressed communities and underserved people across the United States.

Community Development Financial Institutions, or CDFIs, are leaders of our mission-driven industry, which over the past 30+ years has grown to include revolving loan funds, venture funds, banks, and credit unions managing more than \$108 billion in total assets—capital provided principally by the private sector.

CDFIs have proved they can lend prudently and productively to unconventional markets. Combining innovation and determination, CDFIs invest in urban, rural, and Native markets across the United States to create businesses, jobs, home ownership, greater wealth, and a better quality of life for disinvested people and communities.

Opportunity Finance Network's Member CDFIs have provided more than \$48.5 billion in investments—with cumulative net charge offs of 0.4%. From financing multimillion dollar affordable housing developments to providing microloans to local entrepreneurs, CDFIs' loans, investments, and financial services are delivering real impact and solid financial results in markets that many consider too risky or too difficult to serve.

OPPORTUNITY FINANCE NETWORK

OFN is the leading network of CDFIs, providing transformational leadership that maximizes the power of CDFI financing and related strategies. OFN focuses its efforts on understanding and assessing CDFI performance, convening practitioners and partners to share knowledge about practice and strategy, driving strategic innovation, and building deep and broad public support for the CDFI industry.

JOIN US!

We hope you will join us as a 2017 Conference Sponsor!

Please contact Amanda Joseph at 215.320.4323 / ajoseph@ofn.org to learn more.



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