



# 2014

## Sponsorship Opportunities

**30th Anniversary**  
**Opportunity Finance Network Conference**

Sheraton Denver Downtown ❖ Denver, CO ❖ October 14–17, 2014

**OPPORTUNITYFINANCE** ™  
**NETWORK**

## Why Be a Conference Sponsor?

Now in its 30th year, the Opportunity Finance Network Conference is the premier meeting place for the community development financial institution (CDFI) industry.

The Opportunity Finance Network Conference—and the CDFI industry's heightened visibility and increasing relevance to today's economic challenges—provides Conference Sponsors with an unparalleled platform to connect with CDFIs, increase awareness of their organizations' work, and support and strengthen the practice of opportunity finance.

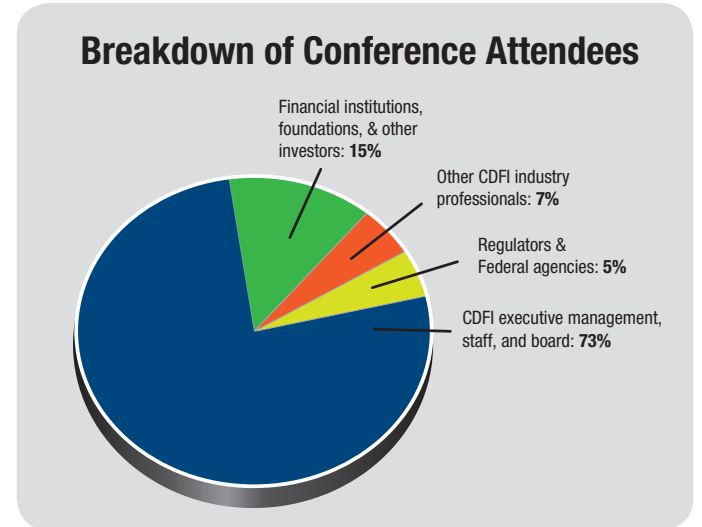
- **Be Visible.** Sponsors are front and center before, during, and after the Conference. This is without a doubt the single best opportunity each year to increase visibility with an industry-wide audience that includes CDFI leaders, investors, and policy makers.
- **Connect.** Network with the nation's leading CDFIs, who attend the Conference to find new ideas, relationships, and 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 low-income and low-wealth communities across the U.S.

## About the Conference

Each year the Opportunity Finance Network Conference brings together more than 1,000 opportunity finance practitioners, investors, and advocates to network, learn, and do business.

We expect that the 2014 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 a growing Trade Show.

The Conference will offer Sponsors numerous opportunities for visibility, and participants countless opportunities to sharpen their core skills, learn about new sectors in which CDFIs are making a difference, and discover critical sources of capital for their work.



## 2014 OFN Conference Sponsorship Benefits At-a-Glance

	Lead Conference Sponsor Platinum \$125,000	Gold \$75,000	Silver \$30,000	Bronze \$15,000	Community Leader \$10,000	Community Supporter* \$2,500	Trade Show Exhibitor ** \$2,500
<b>On-site Benefits</b>							
Conference Participation	10 Conference Passes	7 Conference Passes	5 Conference Passes	3 Conference Passes	2 Conference Passes	1 Conference Pass	1 Conference Pass ***
Recognition in Conference Welcome Book (1,000+ recipients)	Full-page ad, logo and name on cover	Full-page ad, logo and name on cover	1/2-page ad, logo and name on cover	1/4-page ad, name on cover	Name on cover	Name on cover	Included in Trade Show listing
Exhibition Space	Trade Show booth	Trade Show booth	Trade Show booth	Trade Show booth	Trade Show booth	Trade Show booth	Trade Show booth
Recognition via electronic banner in registration area	Logo on an individual slide	Logo on an individual slide	Logo on a slide with other Silver Sponsors	Named with all Bronze-level Sponsors	Named with all Community Leader-level Sponsors	N/A	N/A
Conference Session visibility	Sponsor a Conference track; name on signage for track sessions	Sponsor a Conference track; name on signage for track sessions	N/A	N/A	N/A	N/A	N/A
Opportunity to use space in hotel	Space for duration of Conference (e.g., hospitality suite, receptions)	Space for one event (e.g. meeting, reception)	N/A	N/A	N/A	N/A	N/A

## Pre-Conference Visibility

Print marketing mailings (10,000+ recipients)	Logo and name	Logo and name	Logo and name	Name	Name	Name	N/A
Conference Web sites (registration, post-Conference resource center)	Logo and name	Logo and name	Logo and name	Name	Name	Name	N/A
E-mail (5,000 recipients) and social media (1,500+ followers) recognition	Featured e-mail thank you and social media recognition	Featured e-mail thank you and social media recognition	Featured e-mail thank you and social media recognition	Group e-mail thank you	Group e-mail thank you	Group e-mail thank you	N/A

\* Nonprofits, community organizations, and CDFIs only.

\*\* Non-profit (\$2,000) and OFN Member (\$1,500) rates also available.

\*\*\* Additional Exhibitor passes available for \$400 per person.

## 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 this 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 \$10 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 reservation-based markets across the United States to create businesses, jobs, home ownership, greater wealth, and a better quality of life for low-income and low-wealth people.

Opportunity Finance Network's Member CDFIs have provided more than \$40 billion in investments—with cumulative net charge offs of less than 2%. From financing multi-million dollar affordable housing developments to providing a \$2,000 microloan to an entrepreneur, 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 Conference Sponsor!

Please contact Elizabeth Weihmann at 215.320.4356 / [eweihmann@ofn.org](mailto:eweihmann@ofn.org) to learn more.



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