SPONSORSHIP OPPORTUNITIES

2016
Opportunity Finance Network Conference

Hilton Atlanta  ▪ Atlanta, GA  ▪ October 24–27, 2016
Why Be a Conference Sponsor?

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.

### 2016 OFN Conference Sponsorship Benefits At-a-Glance

<table>
<thead>
<tr>
<th></th>
<th>Lead Conference Sponsor</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Opportunity Leader</th>
<th>Opportunity Partner</th>
<th>Opportunity Supporter or Trade Show Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Participation</td>
<td>10 Conference Passes</td>
<td>7 Conference Passes</td>
<td>5 Conference Passes</td>
<td>3 Conference Passes</td>
<td>2 Conference Passes</td>
<td>1 Conference Pass</td>
<td>1 Conference Pass</td>
</tr>
<tr>
<td>Recognition in Conference Welcome Book (1,000+ recipients)</td>
<td>Full-page ad, logo and name on cover</td>
<td>Full-page ad, logo and name on cover</td>
<td>1/2-page ad, logo and name on cover</td>
<td>1/4-page ad, name on cover</td>
<td>Name on cover</td>
<td>Name on cover</td>
<td>Included in Trade Show listing</td>
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<tr>
<td>Exhibition Space</td>
<td>Trade Show booth</td>
<td>Trade Show booth</td>
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<tr>
<td>Recognition via electronic banner in registration area</td>
<td>Logo on an individual slide</td>
<td>Logo on an individual slide</td>
<td>Logo on a slide with other Silver-level Sponsors</td>
<td>Named with all Bronze-level Sponsors</td>
<td>Named with all Opportunity Leader-level Sponsors</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Conference Session visibility</td>
<td>Sponsor a Conference track; name on signage for track sessions</td>
<td>Sponsor a Conference track; name on signage for track sessions</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Opportunity to use space in hotel</td>
<td>Space for duration of Conference (e.g., hospitality suite, receptions)</td>
<td>Space for one event (e.g., meeting, reception)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Print marketing mailings (10,000+ recipients)</td>
<td>Logo and name</td>
<td>Logo and name</td>
<td>Logo and name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>N/A</td>
</tr>
<tr>
<td>Conference Web sites (registration, post-Conference resource center)</td>
<td>Logo and name</td>
<td>Logo and name</td>
<td>Logo and name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>N/A</td>
</tr>
<tr>
<td>E-mail (5,000 recipients) and social media (4,000+ followers) recognition</td>
<td>Featured e-mail thank you and social media recognition</td>
<td>Featured e-mail thank you and social media recognition</td>
<td>Featured e-mail thank you and social media recognition</td>
<td>Group e-mail thank you</td>
<td>Group e-mail thank you</td>
<td>Group e-mail thank you</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Sponsorship and Trade Show Exhibitor rates listed above are only guaranteed if secured before December 31, 2015.

About the Conference

Each year the Opportunity Finance Network Conference brings together more than 1,100 opportunity finance practitioners, investors, and advocates to network, learn, and do business.

We expect that the 2016 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.

Breakdown of Conference Attendees

- Financial institutions, foundations, & other investors: 10%
- Other CDFI industry professionals: 7%
- Regulators & Federal agencies: 5%
- CDFI executive management, staff, and board: 73%
- CDFI executive management, staff, and board: 73%
- Financial institutions, foundations, & other investors: 15%
- Other CDFI industry professionals: 7%
- Regulators & Federal agencies: 5%
- CDFI executive management, staff, and board: 73%
- Financial institutions, foundations, & other investors: 10%
- Other CDFI industry professionals: 7%
- Regulators & Federal agencies: 5%
- CDFI executive management, staff, and board: 73%
**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 $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 Cheryl Neas at 215.320.4348 / cheryrneas@ofn.org to learn more.

For more information visit: [www.ofn.org](http://www.ofn.org)