



## Sponsorship Opportunities

*The CFA Society of Minnesota is a vital part of the Minnesota investment community, with nearly 1,300 members from every segment of our industry. Sponsoring CFA Minnesota allows your company to reach this highly desirable group of CFA Charterholders and their colleagues. With a regular distribution of more than 3,500 financial industry professionals from Minnesota, North & South Dakota, Iowa and Wisconsin, our electronic correspondence is an excellent way to reach your target audience.*

### **Opportunity Details:**

#### **Article with logo and hotlink**

Proud of your firm's most recent newsletter or market commentary? Then showcase the effort by sharing it with your colleagues. We are looking for high quality, relevant investment-related content that has been researched, written and published by local members who hold the CFA designation. Use this unique opportunity to communicate your message to your local colleagues. If you have something that fits the bill please we invite you to participate by providing a brief introduction and the web address that will direct a link to your article on your firm's website. Qualified articles will be included in our monthly email broadcasts. All content will be reviewed before distribution. A nominal fee will be charged. See previous e-newsletters or inquire for examples.

*Newsletters are distributed on the first of each month. Submission deadlines are the 25<sup>th</sup> of each month.*

### **E-Newsletter Sponsorship Opportunities:**

<b>Inclusion</b>	<b>Investment</b>
Banner Ad on CFA MN Website	\$50/mo.
Ad in e-newsletter	\$50/mo.
Job-board Spotlight inclusion*	\$100/mo.
Article with logo and hotlink in e-newsletter	\$250/mo.
Firm Spotlight**	\$250/mo.

\* Each monthly e-newsletter will spotlight one of the jobs posted on our job-board, and this position will also be featured on the homepage of our website.

\*\*A member firm who would like to be spotlighted in our e-newsletter will be showcased each month, much like our "Board Member Spotlight".

### **Statistics and Feedback:**

*(Analytics for each e-newsletter issue are available to participating firms upon request)*

- Distribution list of nearly 3,500
- Average of 775 open and thoroughly read each issue
- Article click-throughs average 75 per newsletter

*"Your newsletter was/is a good distribution source for us as you reach a rather sophisticated set of investors."*

- MPMG, LLC

*"We have found the CFA Society's newsletter and sponsorship opportunities an excellent value for building brand awareness."*

- Disciplined Growth Investors

### **Contact:**

Maren Amdal, Executive Director

CFA Society of Minnesota

(612)317-2888

[maren@cfamn.org](mailto:maren@cfamn.org)

*Additional Sponsorship Opportunities Available. Contact Maren Amdal for more details!*

