



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:

Firm Spotlight with logo and hotlink

Proud of your firm's most recent accomplishments? Then showcase the effort by sharing it with your colleagues. We are looking to feature member firms in our monthly e-newsletter, much like our current "Board Member Spotlight." A write-up of your firm along with your logo and a link to your website will be included "above the fold" in our monthly broadcasts. All content will be reviewed before distribution. Use this unique opportunity to create brand awareness with your local area colleagues. If your firm would like to be featured, please participate by providing a brief firm bio (your PR boiler plate would do!), a copy of your logo and your firm's web address. A nominal fee will be charged. See previous e-newsletters for examples.

Newsletters are distributed on the first of each month. Submission deadlines are the 25th of each month.

E-Newsletter Sponsorship Opportunities:

Inclusion	Investment
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 has recently written a newsletter article or market commentary can have it featured in the section entitled "Monthly Member Missives".

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
- Hotlink click-throughs average 100 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:

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

