



2024 CDFA National Sponsor Program

About CDFA's National Sponsor Program

CDFA National Sponsors represent the leaders in the development finance industry. These sponsors are given a unique opportunity to champion all of the efforts of CDFA and play an integral role in the ongoing development of the organization. National Sponsors make a yearlong sponsorship commitment to CDFA of \$10,000 and receive prominent, high-level recognition at CDFA's National Development Finance Summit and all courses offered through the CDFA Training Institute. CDFA National Sponsors also receive recognition on the CDFA home page at www.cdfa.net and within CDFA's widely popular *Development Finance Review Weekly* newsletter that is sent weekly to over 35,000 professionals. In addition, CDFA National Sponsors receive a complimentary membership. The benefits offered to CDFA National Sponsors total over 100 individual offerings and all forms of media and marketing.

CDFA National Sponsor Benefits

CDFA is proud to offer the following sponsorship opportunities to CDFA National Sponsors. All offerings are negotiable upon review, and CDFA will do its best to ensure that each sponsor receives the highest level of service.

CDFA Website

- Logo and website link placed on the CDFA home page
- Company logo, website link, and brief description on the CDFA National Sponsor web page

CDFA's National Development Finance Summit

- Opportunity to moderate one concurrent session at the event
- 2 complimentary registrations (one of which will be assigned to the person serving as a moderator)
- Electronic copy of event attendee list pre- and post-event
- Recognition in event program and signage
- Logo on event web page with hyperlink
- Logo placed in all screen splashes during event
- 1 full-page advertisement in event program
- Opportunity to place promotional material in event bag
- 1 complimentary exhibit table

CDFA Training Institute

National Sponsors receive recognition at CDFA Training Institute courses (both in-person and online courses) offered throughout the year. In 2024, CDFA expects to reach over 1,200 professionals directly through the Training Institute. At each training course, National Sponsors receive the following:

- Opportunity to speak on a panel when appropriate



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- 5 complimentary registrations to be applied to the CDFA Training Institute courses, WebCourses, or Webcast series of your choosing
- Electronic copy of course attendee list pre- and post-event (upon request)
- Logo on course web page with hyperlink
- Logo placed in all screen splashes during event
- Opportunity to provide promotional material to course attendees for in-person training courses
- 1 complimentary exhibit table at in-person training courses

CDFA Development Finance Review Weekly (newsletter)

CDFA National Sponsors are recognized individually throughout the year in CDFA's widely popular *Development Finance Review Weekly* newsletter. The newsletter is sent each Thursday to over 35,000 subscribers and is considered the industry's best development finance resource. Individual sponsor logos are included in approximately seven newsletter issues each year.

Additional Sponsorship Opportunity for 2024

Exclusively for National Sponsors, CDFA offers a special "add-on" sponsorship opportunity to be recognized at CDFA Federal Policy Conference.

2024 Federal Policy Conference, April 2-4, Washington, D.C.

National Sponsors have the option to add on the Federal Policy Conference sponsorship to their National Sponsorship package at a discounted rate.

National Sponsors can be a Premium Sponsor for just \$2,000, which represents a \$2,000 savings. Premium Sponsors receive prominent recognition during all 2024 Federal Policy Conference activities. This includes visibility in all newsletters, event marketing, and on the CDFA website. Other benefits include:

- 1 guaranteed moderator role for the conference
- 1 complimentary registration for the conference (which will be assigned to the person serving as moderator)
- Pre- and post-event attendee roster for conference
- logo placement on all state marketing emails, newsletters, website, screen splashes and promotional materials



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Becoming a CDFA National Sponsor

To become a CDFA National Sponsor, visit www.cdfa.net to fill out the Sponsorship Agreement Form. For more information or to ask questions, contact CDFA at (614) 705-1300.

2023 CDFA National Sponsors

CDFA thanks the generous contributions and support provided by the following CDFA National Sponsors in 2023:

