

# ACPM Sponsorship Online Events

SEPTEMBER 2020

ACPM is conducting numerous online video events featuring a wide variety of topics over the next several months.

Sponsorship opportunities are available that provide a high degree of corporate profile to senior management professionals in the retirement income industry.

The following Broadcast Roundtable events are in progress and available for sponsorship.

## ONLINE EVENTS

EVENT TOPIC	DATE
1 "Moving Pension Plan Communications onto the Digital Highway"	TUESDAY, SEPT. 29, 2020
2 "DC Plans in the Time of COVID-19"	THURSDAY, OCT. 1, 2020
3 "Regulators Forum on the implications of COVID-19"	WEDNESDAY, OCT. 14, 2020 *
4 "Best Practices for Plan Member Communications"	WEDNESDAY, OCT. 21, 2020
5 "Value of a Pension"	THURSDAY, OCT. 22, 2020
6 "Private Investments: Current Environment and Emerging Trends"	THURSDAY, NOV. 5, 2020
7 "Responsible Investing – Practical advice for Plan Sponsors and Administrators"	TUESDAY NOV. 17, 2020
8 Communications Session (in French)	WEDNESDAY, NOV. 18, 2020
9 "Focus on Advocacy – Major Developments in 2020 and what's next"	WEDNESDAY, DEC. 9, 2020 *
10 "Focus on MEPP Governance in the Time of COVID-19: What Trustees Should Be Doing"	WEDNESDAY, JAN. 13, 2021 *
11 "Emerging from Crisis 2020: The Economy and Pension Environment of Today and Tomorrow"	TUESDAY, JAN. 18, 2021 *

\* Dates TO BE CONFIRMED.

Please take a look at the Sponsorship Benefits and Fees on the next page.

For more information on single or bundled sponsorship opportunities, please contact Judy Lei, Manager, Operations and Programs, at [Judy.Lei@acpm.com](mailto:Judy.Lei@acpm.com)

## SPONSORSHIP BENEFITS

The Broadcast Roundtables will be streamed via YouTube and a recorded copy will be available. Post-event, the broadcast will be widely available to the general public – providing more brand profile in the marketplace.

- » Logo linked to your corporate website in all promotional messaging via:
  - › Promotional emails
  - › *The Observer* (ACPM's e-newsletter – Events Roundup section)
  - › ACPM website (Events section)
- » Logo and corporate profile in the Event e-Booklet
- » Rotating logo presence onscreen during the entire broadcast session and recording
- » Logo linked to your corporate website in all post-event communications
- » List of all registered attendees (names and company) for the broadcast
- » Sponsorship will be limited to a maximum of four Sponsors per broadcast

## SPONSORSHIP FEES

**NOTE:** Your discount is based on the number of events you purchase. Online event sponsorships can be purchased individually and your discount will be applied on your online event sponsorship total as of January 31, 2021.

EVENT	FEE PER EVENT	1 TO 2 EVENT FEE	3 TO 4 EVENT FEE	5 TO 6 EVENT FEE
Roundtable Broadcast	\$1,500	\$1,500/ \$2,750	\$3,750/ \$5,000	\$6,500/ \$8,000
7 OR MORE EVENT FEES	If a Sponsor purchases 6 Events, any additional event will cost <b>\$1,250</b> each.			

SPONSORSHIP EXAMPLES	TOTALS	TOTAL IF PURCHASED AS INDIVIDUAL EVENTS
Three events	\$3,750	\$4,500
Six events	\$8,000	\$9,000
Eight events	\$8,000 + \$1,250 + \$1,250 = \$10,500	\$12,000

**SPONSORSHIP SHOULD BE SECURED  
FIVE DAYS BEFORE THE BROADCAST.**

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ACPM (The Association of Canadian Pension Management) is the leading advocate for plan sponsors and administrators in the pursuit of a balanced, effective and sustainable retirement income system in Canada. We represent plan sponsors, administrators, trustees and service providers and our membership represents over 400 companies and retirement income plans that cover millions of plan members.



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