

ACPM Leadership Program

OCTOBER 2021

ACPM Leadership Supporters are an exclusive group of organizations that are essential to the integrity of our work on behalf of the retirement income industry.

They represent the highest level of ACPM supporters and are leaders in the retirement income industry. ACPM Leadership Supporter organizations are dedicated to a viable and sustainable retirement income system in Canada and their representatives provide unique perspectives and guidance based on their experience, networks and knowledge.

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 and trustees and our membership represents retirement income plans that cover millions of plan members.

- » Canada's leading advocacy body representing Plan Sponsors, Administrators, Trustees and Service Providers
- » ACPM Supporters represent an extensive range of professional disciplines
- » National and regional expertise and representation
- » Events feature high-level information sessions and industry experts
- » Submissions to federal, provincial and territorial governments cover topics including:
 - Defined Benefit Plan
 - Defined Contribution Plans
 - Solvency Funding
 - Governance
 - Communications
 - Many other topics

ACPM PROGRAMS

FOR LEADERSHIP SUPPORTERS

	DESCRIPTION	REACH	COST	SCHEDULING	CONTENT
RETIREMENT LITERACY SPONSORSHIP https://retirementliteracy.acpm.com/	Standalone website in conjunction with the national Financial Literacy initiative	Thousands of pageviews from the industry and general public	Special rates for Leadership Supporters (12 month ad)	Annually	Four quizzes covering government, workplace and individual retirement plans as well as the CPP Investments
THE OBSERVER https://www.acpm.com/Marketing-Program.aspx	Online ePublication	Hundreds of pageviews per month — Promoted on a monthly basis	Special rates for Leadership Supporters (6 month ad)	Bi-annually	Articles from industry professionals, legal updates and ACPM activities
eBLAST PROGRAM https://www.acpm.com/Marketing-Program.aspx	Email advertising program	5,500 Plan Sponsors and Service Providers in the retirement income industry	NO COST for first two eBlasts \$125/each for Nos. 3, 4, 5 \$100/each for No. 6+	Can be sent any day at any time — Restricted to one eBlast per week	Advertising of products or services
WEBINAR PROGRAM https://www.acpm.com/Marketing-Program.aspx	Hosted webinar program	Promoted to the ACPM database (~5,500 records)	NO COST	Any business day between 9:00am–4:00pm — One hour limit	Timely topics of interest. ACPM provides promotion, registration and technical support. The presenting company provides content and delivers the webinar.
CAREERPOST https://www.acpm.com/careerpost.aspx	Posting service for Employers, Recruiters and Career Seekers	ACPM Website and Database	NO COST	As required	Career postings related to pensions and retirement income opportunities



ACPM LEADERSHIP SUPPORTERS LEVELS AND FEES

LEVEL	COST
PLATINUM	\$10,000/yr
GOLD	\$5,000/yr

BENEFITS

FOR LEADERSHIP SUPPORTERS

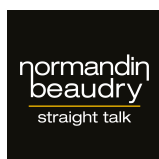
- » **COMPLIMENTARY** Individual Memberships (4 for Platinum Level; 2 for Gold Level)
- » Membership is **TRANSFERABLE** to a company colleague
- » **FREE** member and employee registration for ACPM Roundtable Broadcasts and Webinars (excludes ACPM National Conference and Regional Conferences)
- » **CORPORATE PROFILE** in “CONTACT”, the monthly member eNewsletter
- » 15% (Platinum) or 10% (Gold) registration **DISCOUNTS** for all company employees for the:
 - 2022 ACPM National Conference, St. John's, Newfoundland and Labrador, September 27th-29th (in-person)
 - 2022 Regional Conferences and in-person events
- » **FREE** Webinar hosting for your Presentation and Speakers
- » **EXCLUSIVE INVITATIONS** to the 2022 Chair's Invitational Dinner and Leadership Roundtable (Toronto and Montreal)
- » **ARTICLE** in “The Observer” industry eNewsletter and preferred ad rates
- » **UNLIMITED AND COMPLIMENTARY** postings for “CareerPost” on the ACPM website
- » **TWO COMPLIMENTARY** eBlast program emails on an annual basis!
- » **CORPORATE LOGO** on the ACPM website and in the ACPM Annual Report

PLEASE NOTE: The Employer name must be the same for all members registering under a Leadership Program Membership.

PLATINUM LEVEL



GOLD LEVEL



ACPM respects the privacy of our Supporters. Certain Supporters have chosen to not be publically listed.

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ACPM | ACARR

Improving the Canadian Retirement System.

www.acpm.com