

GROW YOUR AUDIENCE.
SUPPORT YOUR BRAND.
ADVANCE THE INDUSTRY.

2018/19 SPONSORSHIP
OPPORTUNITIES

ebri.org
Employee Benefit
Research Institute

ALIGN YOUR BRAND WITH THE MOST TRUSTED NAME IN EMPLOYEE BENEFITS

- Whether your company is looking to **build** its credibility in the benefits marketplace, **establish** your brand's thought leadership or reach EBRI's coveted audience, you'll want to **sponsor** our in-person and virtual events.
- **Retirement, savings, and health programs are at the heart of our nation's economic security.** Your sponsorship will also help EBRI fulfill its mission of **offering the most authoritative and objective source of national data and research on these critical, complex issues.**

Please note that sponsorships are limited – please contact [Kristen Washington](#) to learn more and secure your space today.

WHO WE REACH

EBRI supports thousands of professionals at more than 100 of the leading plan sponsors, providers, asset managers, unions, medical groups, insurers and consultants. We evaluate and benchmark programs designed to protect American workers and their families – the retirement, health and financial wellbeing benefits that secure the safety net protecting Americans.

Our members rely on our information, which can't be secured anywhere else. EBRI takes care to retain its well-earned credibility, avoiding hyperbole and partisanship.

As a result, our reach is large for an organization of our size. We reach more than 6,500 newsletter subscribers weekly. Last year more than 300,000 unique visitors looked for information on our website.

SPONSORSHIP OPPORTUNITIES

POLICY FORUM

ANTICIPATED ATTENDANCE 110+

Held in Washington, DC on a semi-annual basis, our forums bring together a cross-section of EBRI members, policymakers, plan sponsors, benefit experts, and representatives from academia, interest groups, and labor to examine current research and policy issues.

PLATINUM SPONSOR

Pre-Event

- Logo on EBRI web page, viewed by 25,000 unique visitors monthly.
- Mention/logo placement in six email communications, reaching more than 6,500 professionals per send.
- Logo in BenefitsLink advertisement, reaching more than 25,000 benefits professionals.

Post-Event

- Receive attendee list with contact information
- Mentions in all newsletter articles
- Logo on post-event email

On-Site

- Logo on event signage
- Logo in PowerPoint Presentation
- Oral recognition in the program
- Area to distribute collateral materials

Sponsors Choice

Choose **three** of the following:

- Break Sponsor (limited to one per break)
- Phone Charging Station Sponsor (limited to one)
- Breakfast Sponsor
- Lunch Sponsor
- Board Dinner Sponsor, plus two seats at dinner
- Research Committee/Board Lunch Sponsor, plus two seats at lunch
- Board Networking Breakfast Sponsor
- Wi-Fi Sponsor
- Lanyard Sponsor (limited to one)
- Notebook Sponsor (limited to one)

Total Investment: \$18,000 or \$32,000 for both 2019 Events

GOLD SPONSOR

Pre-Event

- Logo on EBRI web page, viewed by 25,000 unique visitors monthly.
- Mention/logo placement in six email communications, reaching more than 6,500 professionals per send.
- Logo in BenefitsLink advertisement, reaching more than 25,000 benefits professionals.

Post-Event

- Receive attendee list with contact information
- Mentions in all newsletter articles
- Logo on post-event email

Onsite

- Logo on event signage
- Logo in PowerPoint Presentation
- Oral recognition in the program
- Area to distribute collateral materials

Sponsor's Choice

Choose **two** of the following:

- Break Sponsor (limited to one per break)
- Phone Charging Station Sponsor (limited to one)
- Breakfast Sponsor
- Lunch Sponsor
- Wi-Fi Sponsor
- Research Committee/Board Lunch Sponsor, plus two seats at lunch
- Board Networking Breakfast Sponsor, plus two seats at breakfast

TOTAL INVESTMENT: \$12,500 or \$22,000 for both 2019 Events

SILVER SPONSOR

Pre-Event

- Logo on EBRI web page, viewed by 25,000 unique visitors monthly.
- Mention/logo placement in six email communications, reaching more than 6,500 professionals per send.
- Logo in BenefitsLink advertisement, reaching more than 25,000 benefits professionals.

Onsite

- Logo on event signage
- Logo in PowerPoint Presentation
- Oral recognition in the program

• **Post-Event**

- Receive attendee list with contact information
- Mentions in all newsletter articles
- Logo on post-event email

TOTAL INVESTMENT: \$7,500

REGIONAL EVENT SPONSORSHIPS

Hosted in conjunction with the American Benefits Council at EBRI member locations around the U.S., attendees network with peers and examine current research and policy issues. These are local, 2 1/2 hour breakfast events, held in cities with large populations of industry professionals (late 2018/early 2019 cities include San Francisco, Boston, NYC, and Chicago). Attendance will vary by venue capacity.

SPONSOR BENEFITS

- Sponsors logos will appear on the event web page.
- Sponsors will be promoted to more than 6,500 EBRlef subscribers, in targeted emails and on social media platforms.
- Onsite sponsors will be recognized in signage, PowerPoint Presentations and in opening remarks.
- Platinum and Gold Sponsors can also provide collateral or giveaways for distribution.
- Post-event, sponsors receive attendee contact information, newsletter coverage, and social media mentions.
- Platinum sponsorship covers the entire late 2018/early 2019 series of events.

Total Investment: Platinum \$15,000, Gold \$5,000/event, Silver \$2,500/event

WEBINAR SPONSORS

Webinars allow EBRI members to learn about research directly from EBRI researchers, as well as guest speakers. Webinars are recorded and are posted on EBRI's website, extending the life of the sponsorship. Typically 150 registrants attend the webinars live.

EBRI's webinar sponsors are promoted six times in e-newsletter and emails, for a total of 39,000 sends.

Sponsor logos will also appear on the registration page and within the webinar. The sponsorship will be promoted on social media platforms. Sponsors receive the electronic attendee lists.

Total Investment: Platinum \$50,000 for all 2019 webinars. \$12,500 for all remaining 2018 webinars. Gold \$5,000/webinar. Silver \$2,500 per webinar

QUESTIONS?

Contact [Kristen Washington](#)

Member Relations Specialist

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