

INVITATION TO SPONSOR THE 2014 ASSETS LEARNING CONFERENCE

CFED invites you to affirm your market leadership in eyes of policymakers, community and industry with a Sponsorship of the 2014 Assets Learning Conference, the nation's pre-eminent gathering of assets practitioners and policymakers.



In September 2014, the **Assets Learning Conference (ALC)**, referred to as the “SuperBowl” of asset-building conferences, will convene over 1,200 stakeholders during three days of capacity-building plenaries, sessions, in-depth explorations, roundtables and receptions. At DC’s most exciting new venue, the Marriot Marquis, the **2014 ALC** will explore **Platforms for Prosperity**, the rapidly evolving and diverse set of platforms that will take individuals and families from poverty to economic success and financial security. These platforms include proven and emerging asset-building strategies in practice, policy, research, communications and technology as well as programs like matched savings, financial education and coaching, entrepreneurship, integrated service delivery and affordable housing. Each platform will be explored in a set of sessions and activities that will resonate with a range of audiences including practitioners, advocates, researchers, funders, policymakers and employers. The **2014 ALC** will promote essential insights, provide a unique opportunity to amplify messages, make important connections and catalyze new conversations.

Your Sponsorship will bring these benefits:

[See Benefits Exhibit for details at various Sponsor Levels]

- Recognition as a leader on the rapidly growing assets field’s national stage
- Build capacity of community-based organizations from your service area
- Learning and sharing innovative and effective practices and groundbreaking ideas
- Networking with key policymakers and thought leaders
- Recognition on major promotional materials including high-traffic website
- Showcasing your institution’s products and services
- Program advertisement
- Complimentary full Conference registration(s)
- Admission to the Invitation-Only Special Reception

Platforms for Prosperity: the 2014 ALC will include high-energy design, top-notch presentations and unparalleled networking opportunities that are ALC hallmarks. And it will add and refine features to produce a dynamic experience that “wows” attendees. We will take the technology platform to a new level, with a conference mobile app and new ways to engage participants online and through their social networks. There will also be networking opportunities built in to **every** element of the conference, giving attendees ample time to connect with peers and across sectors. We will debut a new **Assets and Opportunity Award** that will recognize elements of the asset-building field that are leading to significant change and innovation in the way assets are created for low- and moderate-income individuals, families and communities.

Become a Sponsor of the 2014 ALC!

KEY CONFERENCE FACTS

- Expected attendance: 1,200 – the largest national assets convening
- Target demographics:
 - 65% community leaders (United Ways, Head Starts, etc.)
 - 15% industry and corporate
 - 10% federal, state & local officials
 - 5% foundation, intermediaries & philanthropic
 - 5% academic, students and savers
- 60% repeat attendees
- Ten previous successful biennial convenings
- “Best place to learn about asset building”

PROMOTIONAL CHANNELS

Depending on Sponsorship level, you will be featured through the following channels, among others:

- Website: www.assetsconference.org and mobile app
- Blog: [The Inclusive Economy](#)
- Enewsletter: [CFED’s Monthly Newsletter](#)
- Twitter: [@CFEDnews on Twitter](#)
- Facebook: [CFED on Facebook](#)
- *On-site media opportunities [to be developed]*
- Use-ready content for your own electronic communications channels
- Cross promotion through CFED marketing partners

2014 ALC HIGHLIGHTS

- Five compelling plenaries
- Up to five “Intensives” – in-depth immersions into high-demand topics/themes
- Up to 50 concurrent sessions
- Nationally prominent speakers
- Compelling subject matter experts
- Breaking news and trends
- Cutting-edge research

ABOUT CFED

- Center of a broad movement to mobilize savings for household and national economic security
- Trusted resource on evidence-based applied research & field testing
- Catalyst for the growing **Assets & Opportunity Network**, more than 75 Lead State and Local movement-oriented advocacy organizations representing tens of thousands across the U.S.
- Host with ideas42 of the **Behavioral Economics Technical Assistance Project**

Contact Liz Coit, ecoit@cfed.org or Anne Li, ali@cfed.org



2014 ASSETS LEARNING CONFERENCE
 September 17-19, 2014 | Washington DC
www.assetsconference.org | #ALC2014

