

# STALA CONFERENCE SPONSOR PLAN

March 29-31, 2019

As you make your sponsorship allocations for 2019, we would ask that you consider supporting our 84th annual conference. STALA is a non-profit organization founded in 1936 and is comprised of approximately 100 finance professionals active in the Los Angeles, San Diego and Arizona areas.

Members are offered participation in exclusive events that offer access to new product or service offerings of the industry, market analysis, networking with senior and peer members of the financial community of Southern California, career advice and business collaboration opportunities.

We offer top sponsors an opportunity to present at the conference and promote their product or service.

## ANNUAL CONFERENCE SPONSORSHIP

For our conference, STALA uses a “tombstone” format to list all sponsors. The level of visibility your firm receives depends upon the level of sponsorship chosen.

These tombstones are on **signage throughout the venue**, and on the gifts given to all attendees.

In addition, we will have **sponsor ads in our conference booklet**.

All participants in the syndicate will sponsor all events, and all sponsor names will be advertised at each function, with the exception of our top tier sponsors, who will receive additional recognition at their choice of events.



**It's not just for a weekend—your logo will be featured on our website for the entire year.**



## SPONSORSHIP BENEFITS YOUR FIRM

### EXPOSURE

The Security Traders Association of Los Angeles draws financial professionals nationwide to the La Quinta resort and Spa in the Palm Springs area of California.

### ATTENDEE BREAKDOWN

Over the past 3 years we have averaged around 200 attendees, of which 20% are buy side.

### TARGETED AUDIENCE

As a sponsor, you may distribute your promotional materials with our conference gift. This means your information is placed directly into the hands of the financial service professionals you want to reach.

### INDUSTRY SUPPORT

Sponsorship creates strong presence and visibility opportunity to Southern California area. It offers potential to grow market share in the local market. Our Conference offers the opportunity of reaching company decision makers in one place versus individual visits in the geographically spread area.

# CONFERENCE SPONSORSHIP LEVELS

## **CHAIRMANS Sponsorship: \$20,000 (One only, First Come)**

- Your name alone on the top of the tombstone on all materials at the conference, and your logo on a rotating banner on our website at [www.stala.org](http://www.stala.org) with a link to your website
- Six (6) complimentary registrations and invitations to the VIP reception. (\$1,700 value)
- Ten (10) paid annual STALA memberships. (\$1,000 value)
- One upgraded room at La Quinta Resort and Spa on March 29 or 30th, upon availability (\$3,000 value)
- Separate signage and special recognition on our website for the entire year.
- A Sponsor Information Area, for distribution of information about your company and give-a-ways if you so choose
- Sponsorship of a golf hole at the STALA golf tournament, with signage. (\$1,000 value)
- Complimentary golf foursome at the STALA golf tournament. (\$700 value)
- Sponsorship of **CHOICE – SEE BELOW** (\$5,000 value)
- Recognition in Ad-book with a 1 page color ad
- \$12,400 in added value

## **DIAMOND Sponsorship: \$15,000**

- Your company name featured as a Diamond sponsor on the tombstone and on all materials at the conference.
- Five (5) complimentary registrations and invitations to the VIP reception. (\$1,475 value)
- Five (5) paid annual STALA memberships (\$500 value)
- Separate signage and special recognition on our website for the entire year.
- A Sponsor Information Area, for distribution of information about your company and give-a-ways if you so choose
- Sponsorship of a golf hole at the STALA golf tournament, with signage. (\$1,000 value)
- Complimentary golf foursome at the STALA golf tournament. (\$700 value)
- Sponsorship **CHOICE – SEE BELOW** (\$5,000 value)
- Recognition in Ad book with a 1 page color ad
- \$8,675 in added value

## **SOLE SPONSORSHIP CHOICE (CHAIRMAN, DIAMOND, PLATINUM) FOR ONE OF THE FOLLOWING EVENTS (First come)**

SATURDAY GOLF BREAKFAST

SATURDAY GENERAL BREAKFAST (Including coffee cart)

SUNDAY BREAKFAST (including coffee cart)

**Golf Hole signage** - \$1,000 – subject to availability

## **PLATINUM Sponsorship: \$10,000**

- Your company name featured as a Platinum sponsor on the tombstone and on all materials at the conference
- Four (4) complimentary registrations and invitations to the VIP reception. (\$1,180 value)
- Four (4) paid annual STALA memberships (\$400 value)
- Separate signage and special recognition on our website for the entire year.
- A Sponsor Information Area, for distribution of information about your company and give-a-ways if you so choose
- Sponsorship of a golf hole at the STALA golf tournament, with signage. (\$1,000 value)
- Sponsorship of **CHOICE – SEE BELOW** (\$5,000 value)
- Recognition at the Platinum level on all signage and gifts.
- Recognition in Ad book with a ½ page color ad
- \$7,580 in added value

## **Gold Sponsorship: \$7,500**

- Four (4) complimentary registrations and invitations to the VIP reception. (\$1,180 in added value)
- Four (4) paid annual STALA memberships. (\$400 value)
- A Sponsor Information Area, for distribution of information about your company and give-a-ways if you so choose.
- Recognition at the Gold level on all signage and gifts.
- Recognition on our website and on our Digital Signage for the entire year.
- Recognition in Ad book with a ¼ page color ad
- \$1,580 in added value

## **Silver Sponsorship: \$5,000**

- Two (2) complimentary registrations. (\$590 value)
- Two (2) paid annual STALA memberships (\$200 value)
- A Sponsor Information Area, for distribution of information about your company and give-a-ways if you so choose
- Recognition at the Silver level on all signage and gifts
- Recognition on our website and on our Digital Signage for the entire year
- Recognition in Ad book in the syndicate tombstone
- \$790 in added value

## **Bronze Sponsorship: \$2,500**

- One (1) complimentary registration. (\$295 value)
- Recognition at the Bronze level on all signage and gifts.
- Recognition on our website and on our Digital Signage for the entire year
- Recognition in Ad book in the syndicate tombstone
- \$295 in added value

# STALA SPONSORSHIP COMMITMENT FORM 84th ANNUAL CONFERENCE

March 29-31, 2019 at La Quinta Resort & Spa, La Quinta, California

## Sponsorship Levels

\_\_\_\_\_ Chairman Sponsor \$20,000

\_\_\_\_\_ Diamond Sponsor \$15,000

\_\_\_\_\_ Platinum Sponsor \$10,000

\_\_\_\_\_ Gold Sponsor \$7,500

\_\_\_\_\_ Silver Sponsor \$5,000

\_\_\_\_\_ Bronze Sponsor \$2,500

\_\_\_\_\_ Golf Hole Signage \$1,000

\_\_\_\_\_ Please send me an invoice

\_\_\_\_\_ Check to follow

\_\_\_\_\_ Please charge this credit card

Thank you for sponsoring our annual conference. Once we receive your indication, we will send you a confirmation with the print instructions for your company artwork for our Ad book.

**In order to be included in print materials, payment and artwork must be received by March 10, 2019.**

**Questions? Please contact us at [admin@stala.org](mailto:admin@stala.org) or (310) 301-2585**

By completing and signing this form, we agree to sponsor at the level indicated

CONTACT NAME:

\_\_\_\_\_

PHONE: \_\_\_\_\_

COMPANY NAME (As you want it to appear on the tombstone)

\_\_\_\_\_

EMAIL:

\_\_\_\_\_

MAILING ADDRESS: *City State Zip*

\_\_\_\_\_

**Payment Options**—either by this form or online at [www.stala.org](http://www.stala.org)

*If Paying By Credit Card:* Visa \_\_\_ Amex \_\_\_ MasterCard \_\_\_

CARD NUMBER: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

ADDRESS ASSOCIATED WITH THE CARD

\_\_\_\_\_

\_\_\_\_\_

SIGNATURE:

\_\_\_\_\_

**Please return this form to the STALA office via email to [admin@stala.org](mailto:admin@stala.org)**

**Checks made payable to STALA can be mailed to P.O. Box 11675, Marina del Rey, CA 90295**