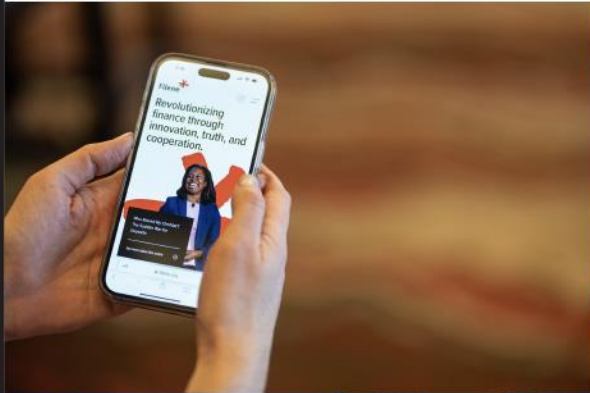




**BIG.BRIGHT.MINDS. 2025**

# Sponsorship Opportunities





BIG.BRIGHT.MINDS. 2024



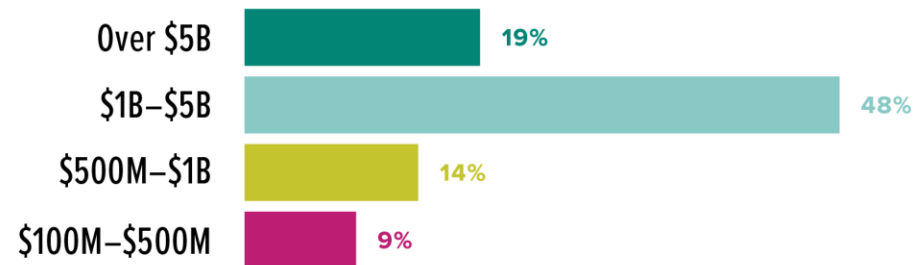
**359**  
Event Attendees



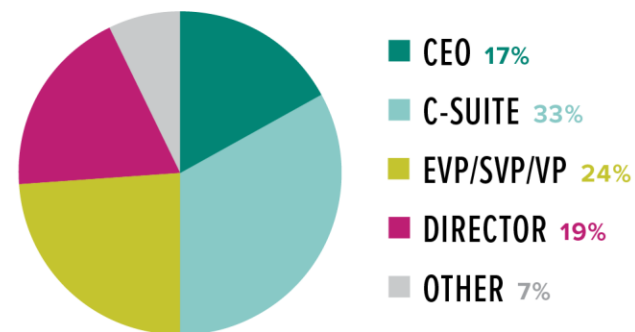
**87%**  
Stated they  
are very likely  
or extremely  
likely to attend  
in the future.

When you sponsor Filene's big.bright.minds., you'll be surrounded by your target market—credit union decision-makers. Our audience consists of:

#### CREDIT UNION ASSET SIZE



#### ATTENDEE TITLES





“

Wrapping up an incredible experience at Filene’s big.bright.minds.2024!

This conference has been nothing short of transformative—a **perfect blend of innovation, inspiration, and connection.**

It was amazing to collaborate with like-minded innovators, disruptors, and thought leaders from across the credit union and fintech space.

The sessions challenged us to **think bigger, act bolder, and drive meaningful change** for the members and communities we serve.

BIG.BRIGHT.MINDS. 2024 PARTICIPANT



The value of big.bright.minds. sponsorship goes beyond the event itself—your brand benefits from ongoing exposure through pre-event marketing, social media mentions, and post-event content, reaching a much wider audience than just those in attendance.

FILENE EVENTS IN FISCAL YEAR 2024



**6,188**

Webinar Attendees



**1,501**

In-Person Event Attendees

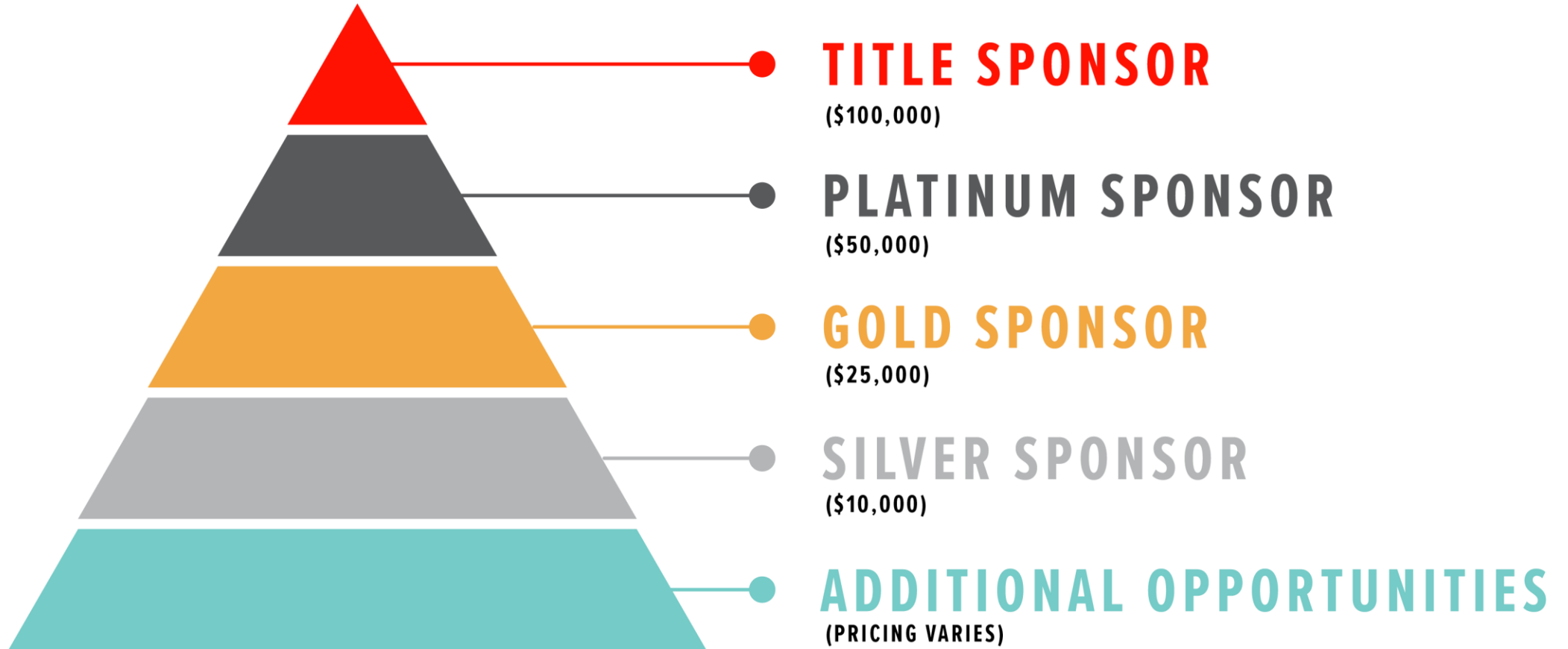


**639**

Community Participants



# SPONSORSHIP OPPORTUNITIES



Each sponsorship tier provides clear distinctions in terms of visibility, engagement, and access, ensuring value for sponsors with different marketing goals and budgets. Sponsorship opportunity pricing applies to Filene members. Inquire at [engage@filene.org](mailto:engage@filene.org) for non-member pricing options.

# SPONSORSHIP OPPORTUNITIES



## ALL SPONSORSHIPS INCLUDE THE FOLLOWING:

- Meeting attendance for 2 (travel and hotel not included)
- Access to attendee list 1 week ahead of meeting
- Logo on meeting registration site (placement based on sponsorship level)
- Logo in App (placement based on sponsorship level)
- Logo in pre-meeting communication and on Linked In announcement
- Logo in pre-meeting sponsor thank you email
- Recognition signage and acknowledgement throughout meeting (placement based on sponsorship level)
- App notifications to all attendees
- Logo highlighted thru breaks and in ending video or slides (placement based on sponsorship level)
- Private space for credit union discussions during 2-day event



SRM sponsored  
CU Broadcast backdrop  
at big.bright.minds. 2024.  
(Title Sponsor benefit)



Momentum sponsored lanyards  
at big.bright.minds. 2024.  
(Additional sponsorship opportunity)

# TITLE SPONSOR



## EXCLUSIVE NAMING RIGHTS

- Event name includes sponsor's name (e.g., "Filene's BBM – brought to you by XXX")



## TOP-TIER LOGO PLACEMENT

- Prominent logo placement on all event materials (website, banners, print ads, stage backdrops, merchandise, etc.)



## MEDIA & PRESS EXPOSURE

- Mention in all press releases
- Main sponsor for CU Broadcast (logo on backdrop, mention in video introduction)
- Featured in any pre- or post-event media
- Sponsorship Announced at the Chairman's breakfast
- Direct link to sponsor's website on the event homepage



## GUEST ACCESS

- Host of President's VIP Dinner
- 10 event entries as guest of sponsor
- Host of Dine around



## SIGNAGE & BRANDING

- Logo on stage screens, main entrances, and all key event areas
- Branding on VIP badges, and staff uniforms



## ON-SITE ACTIVATION

- Largest logo display at a prime location
- Opportunity to give a keynote speech or participate in a panel
- Ability to distribute branded materials and products



## DIGITAL MARKETING

- Social media mentions before, during, and after the event (including dedicated posts)
- Featured as a main sponsor in email newsletters
- Banner ads on event-related digital platforms



## CONTENT RIGHTS

- Opportunity to collaborate on co-branded content (videos, blogs, etc.)
- Access to attendee data for direct marketing (within privacy guidelines)



## MERCHANDISING

- Logo on event merchandise
- Ability to create exclusive giveaways or branded merchandise

# PLATINUM SPONSOR



## MAJOR LOGO PLACEMENT

- Prominent logo placement on all event materials (event website, signage, programs, etc.)



## MEDIA & PRESS EXPOSURE

- Mention in selected press releases
- Secondary sponsor of CU Broadcast (logo on banner bookending main backdrop)
- Secondary mention in pre- or post-event media coverage
- Logo and mention in event emails



## GUEST ACCESS

- 5 event entries as guest of sponsor
- Invitation to President's VIP dinner



## SIGNAGE & BRANDING

- Logo on stage screens and selected event areas
- Branding on attendee lanyards or badges



## ON-SITE ACTIVATION

- Secondary logo display at a prime location
- Opportunity to host a session, workshop, or giveaway



## DIGITAL MARKETING

- Regular social media mentions
- Logo featured in email newsletters



Children's Miracle Network Hospitals hosted workshop at big.bright.minds. 2024. (Platinum Sponsor benefit)



SavvyMoney presents at big.bright.minds. 2024. (Title Sponsor benefit)



# GOLD SPONSOR



## LOGO PLACEMENT

- Medium-sized logo on event materials (programs, website, posters)



## MEDIA & PRESS EXPOSURE

- Mention in some event promotions
- Logo on selected promotional materials and digital ads



## GUEST ACCESS

- 2 event entries as guest of sponsor
- Invitation to President's VIP dinner



## SIGNAGE & BRANDING

- Logo displayed in sponsor sections at the event venue



## ON-SITE ACTIVATION

- Medium-sized logo on display at prime location
- Opportunity to introduce a speaker or session



## DIGITAL MARKETING

- Occasional social media mentions
- Logo included in newsletters

# SILVER SPONSOR



## LOGO PLACEMENT

- Logo on the event website, program, and sponsor board



## MEDIA & PRESS EXPOSURE

- Inclusion in sponsor listings for press releases
- Mention in event emails as a supporting sponsor



## GUEST ACCESS

- 1 event entry as guest of sponsor
- Invitation to President's VIP dinner



## SIGNAGE & BRANDING

- Logo on sponsor banners and posters at the event venue



## ON-SITE ACTIVATION

- Standard logo on display at prime location



## DIGITAL MARKETING

- Mention in select social media posts
- Logo in event newsletters under sponsor section



# ADDITIONAL OPPORTUNITIES



## CRASH SPONSOR (\$7,500) \*2 AVAILABLE

- Logo on Crasher T-Shirt
- 20 min speaking window in front of Crash Group (expected audience of 25+)



## FILENE i3 DAY AWAY SPONSOR (\$5,000)

- Logo and sponsor recognition in digital and i3 event signage
- Recognition and introductions at beginning of i3 Breakout before Day Away (expected audience of 50+)
- 2 invitations to BBM and i3 Day Away activity



## FILAB LUNCH SPONSOR (\$5,000)

- Exclusive FiLab Lunch Sponsor
- Recognition at beginning of lunch (expected audience of 25+)
- Access to provide branding and giveaways at lunch tables



## DINE AROUND SPONSOR (\$5,000) \*6 AVAILABLE

- Exclusive sponsor and host for small group dinner of 10-20 VIP credit union guests—includes cost of meal
- Access to provide branding and giveaways at dinner



## WIFI SPONSOR (\$5,000)

- Gift event attendees with high-speed Wi-Fi in event conference space
- Sponsorship recognition with logo on all tabletop WiFi signs
- Ability to brand WiFi password



## 1-DAY BREAKFAST OR 1-DAY LUNCH SPONSOR (\$2,500) \*4 AVAILABLE

- Be the featured sponsor each day for breakfast or lunch hours
- Logo signage and mention from stage



## NETWORKING BREAK SPONSOR (\$2,500) \*3 AVAILABLE

- Includes stage recognition, digital signage, physical sign, opportunity to welcome attendees at start of break.



## LANYARD SPONSOR (\$2,500)

- Your logo on all event attendee lanyards
- Sponsorship recognition at registration table



**QUESTIONS?**



**[engage@filene.org](mailto:engage@filene.org)**