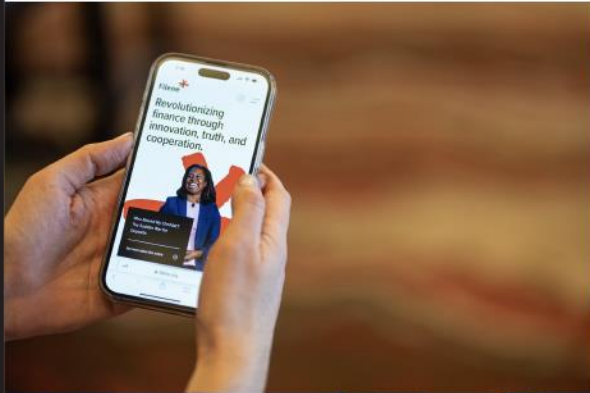




BIG.BRIGHT.MINDS. 2025

Sponsorship Opportunities





BIG.BRIGHT.MINDS. 2024



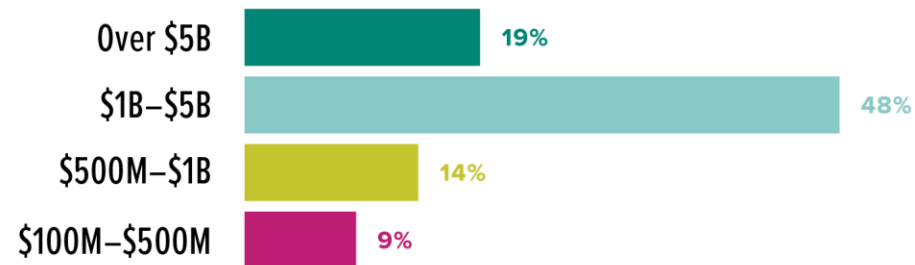
359
Event Attendees



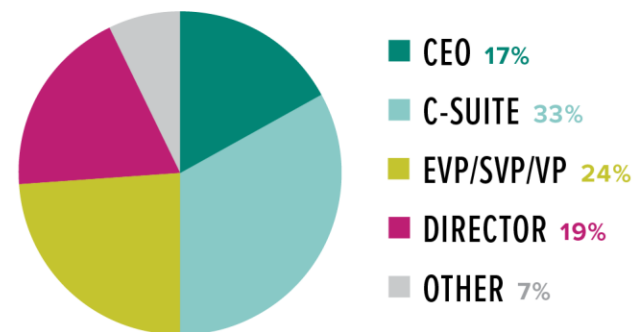
87%
Stated they
are very likely
or extremely
likely to attend
in the future.

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

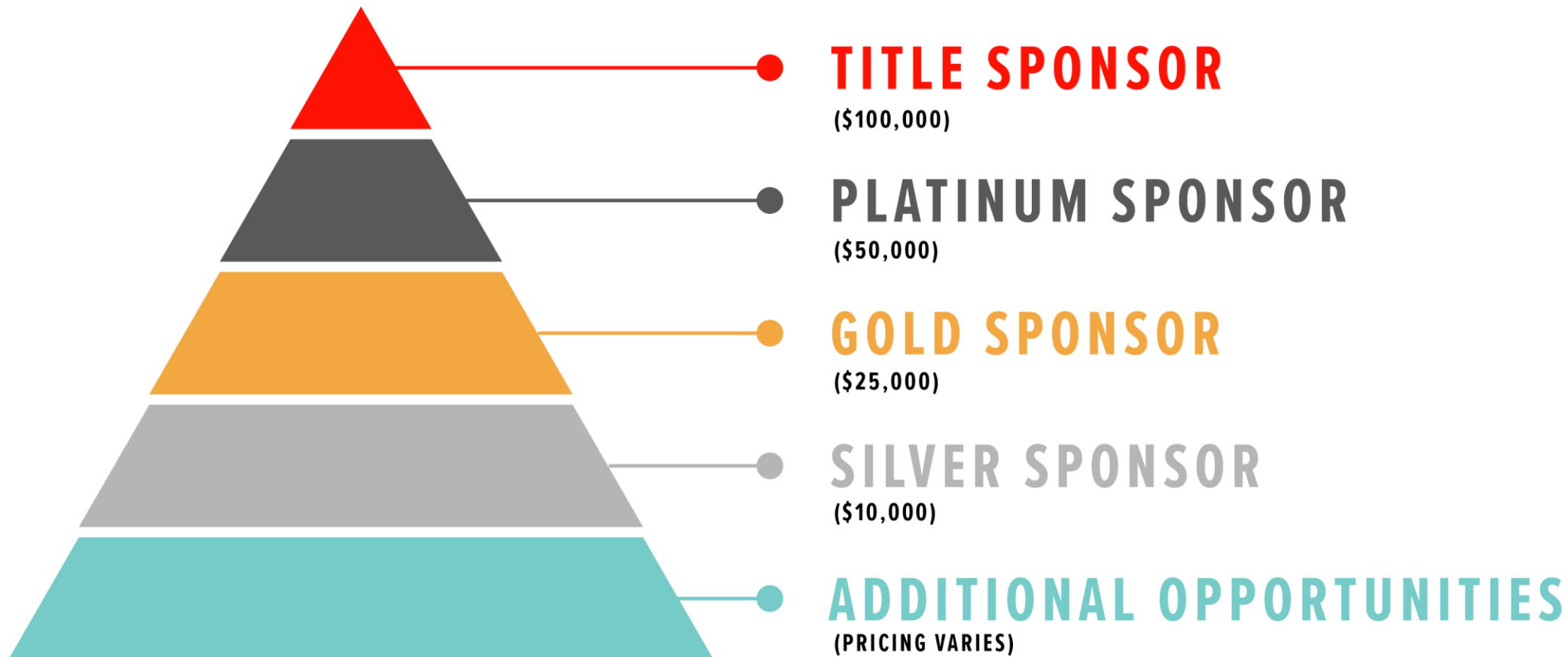
In-Person Event Attendees



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 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



SPONSORSHIP NO LONGER AVAILABLE.
THANKS TO:
ORIGENCE

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+)

SPONSORSHIP NO LONGER AVAILABLE.
THANK YOU TO ALM FIRST.



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

SPONSORSHIP NO LONGER AVAILABLE.
THANK YOU TO ABACUS.



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

SPONSORSHIP NO LONGER AVAILABLE.
THANK YOU TO MOMENTUM INC.



QUESTIONS?



engage@filene.org