

NAIC 2021 Sponsorship Opportunities

Thank you for your interest in sponsoring the National Association of Investment Companies (NAIC). NAIC is the largest trade association of diverse and emerging private equity firms and hedge funds. Comprised of 95 members representing over \$175B in assets under management, 440 portfolio companies and over 400,000 employees globally. Our goal is to build strategic partnerships that will elevate our mission and ability to serve our members and the private and hedge fund communities.

Our 2021 sponsorship packages are listed below.

Qualifying Questions to Determine Fit

- (1) Are you interested in large group exposure? ==> [See Package 1](#)
 (2) Do you want access to many early stage funds or funds in formation? ==> [See Package 2](#)
 (3) Are you interested in showcasing your expertise, or providing your perspective on market trends? ==> [See Package 3](#)

PACKAGE 1: VIRTUAL LP MEETUP

PACKAGE BENEFITS	\$50,000 Gold	\$35,000 Silver	\$15,000 Bronze
Complimentary Registrations (Asset Managers Only)	4	2	1
Featured Sponsor in Official Press Release/Communication	✓		
Verbal Sponsor Recognition (At the beginning of Event)	✓		
Featured Sponsor of the virtual social lounge (virtual networking area)	✓		
Logo Placement on Event Home Screen / Banner Ad	✓	✓	✓
Spotlight in one (1) NAIC bi-weekly E-News publications ^A	✓		
Half-Page Ad in one (1) NAIC Quarterly MINT Report ^B	✓		
LinkedIn Social Media Mentions ^C	5	3	2
Branding on NAIC Website (Logo/Link) and Promotional Materials ^D	✓	✓	✓
Market Update Video ^E	✓		
Exhibit Booth Display	✓	✓	

LEGEND

^A NAIC's E-News publication is distributed to over 3,700 subscribers.

^B NAIC's Manager in the Market (MINT) report is distributed to over 100 institutional investors.

^C NAIC's LinkedIn Account is viewed by an average of 1,000 financial services professionals per week.

^D NAIC's website has 3,500 unique visitors per month.

^E NAIC's Market Update Video gives market leaders the ability to opine on trends in the industry. Market Update Videos are also available as a stand-alone option.

NAIC 2021 Sponsorship Opportunities (continued)

PACKAGE 2: ESTABLISHING THE NEXT GENERATION (NEXTGEN) OF PRIVATE EQUITY FIRMS SYMPOSIA ^F

PACKAGE BENEFITS	\$30,000
Exclusive Provider of Specialty Content (Legal/Back Office/Placement Agent/Other)	✓
Access to Mutually Agreed-Upon Participant Contact Information	✓
Half-Page Ad in one (1) NAIC Quarterly MINT Report ^B	✓
Branding on NAIC Website (Logo/Link) and Promotional Materials ^D	✓
Affiliate Membership (2020 - 2021)	✓

PACKAGE 3: NAIC INSIGHTS SERIES

PACKAGE BENEFITS	\$50,000 Gold	\$35,000 Silver	\$15,000 Bronze
Logo Placement on Event Home Screen / Banner Ad	✓	✓	✓
Spotlight in one (1) NAIC bi-weekly E-News publications ^A	✓		
Half-Page Ad in one (1) NAIC Quarterly MINT Report ^B	✓		
LinkedIn Social Media Mentions ^C	5	3	2
Branding on NAIC Website (Logo/Link) and Promotional Materials ^D	✓	✓	✓
Market Video Update ^E	✓		

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^F NAIC's NextGen Symposia trained over 90 new general partners in 2019.

Additional Information

If you are interested in additional information regarding NAIC sponsorship opportunities, please contact NAIC Chief Financial Officer, Tina McIntyre, by email at tmcintyre@naicpe.com.