



**CFA Society  
Detroit**

**Sponsorship Opportunities**

# 75 YEARS OF EXCELLENCE

**CFA Society Detroit is the seventh oldest of 160 member societies which constitute the global membership body of CFA Institute.**

With a membership of more than 500 investment professionals in the greater Detroit Area, CFA Society Detroit provides constituents with leading-edge educational events, corporate presentations, career development programs, and networking opportunities.

We bring together practitioners and thought leaders to gain and share insights into the latest investment trends to guide professionals working to build an industry in which investors' interests come first, financial markets function at their best, and economies grow. CFA Society Detroit is the local association of investment professionals that sets the standard for professional excellence and credentials.

Our events are designed to deliver relevant, timely, and objective industry knowledge, deepen professional connections, and elevate career goals. We are the champion of ethical behavior in investment markets and a respected source of knowledge in the local financial community.



## Our Year-Round Events Include:

- Annual luncheon each November
- New Charterholder award ceremony
- Annual auto show luncheon each September
- Luncheon series events
- Webinars focused on private markets, ESG, and more
- Annual membership meeting
- Golf outings and sporting events
- CFA Institute Research Challenge
- Special programming for women in finance
- Networking events and more!

## CONTACT US

**To secure any of these opportunities and to gain access to investment professionals attending CFA Society Detroit programming, contact:**

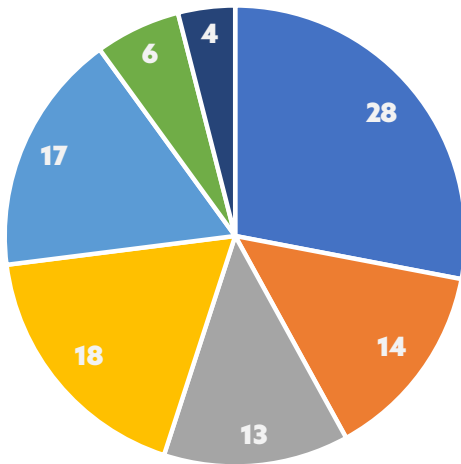
**Michelle Doran**  
**Executive Director**  
**(734) 546-2390**  
**[info@cfadetroit.org](mailto:info@cfadetroit.org)**

# DEMOGRAPHICS

**500+** | Society Members

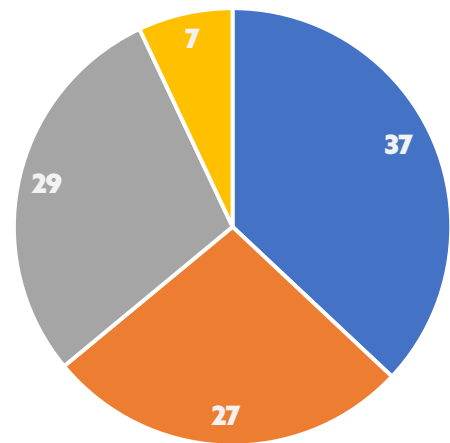
**489** | CFA Charterholders

## YEARS WITH THE CHARTER



- 28% Over 20 years
- 17% 2-5 years
- 14% 16-20 years
- 6% Less than 2 years
- 13% 11-15 years
- 4% Non-charterholder members
- 18% 6-10 years

## PRIMARY ASSET BASE



- 37% Institutional
- 27% Private
- 29% Both
- 7% n/a

## TOP REGIONAL EMPLOYERS

- Ameriprise Financial
- Azimuth Capital Management
- Bank of America Merrill Lynch
- Clarkston Capital Partners, LLC
- Comerica
- Dow Chemical Company
- General Motors
- Loomis, Sayles & Company, L.P.
- Morgan Stanley Smith Barney
- Peninsula Capital Partners
- Plante Moran Financial Advisors
- Schwartz Investment Counsel, Inc.
- Sigma Investment Counselors
- Stout Risius Ross
- University of Michigan

## TOP MEMBER OCCUPATIONS

- Accountant/Auditor
- Analyst
- Compliance Analyst
- Consultant
- Corporate Finance
- Portfolio Manager
- Wealth Manager



## Annual Luncheon Sponsorship

Thursday, November 7, 2024 | MotorCity Hotel | Detroit, Michigan

The CFA Society Detroit annual luncheon, held each November, is our signature event with more than 300 attendees. Position your firm as an industry leader and cultivate relationships with key clients while maximizing your exposure in the Detroit financial services industry. Choose a sponsorship package that maximizes your return on investment no matter your budget size.

### GOLD SPONSOR \$7,000 | 4 Available

#### The Gold package sponsorship includes:

- Two reserved tables (16 seats) with prime placement
- Firm name included in emails and social media feeds promoting event
- One year listing on CFAD website
- Logo featured in event program
- Logo on signage at coat check
- Logo on table sign
- Logo projected on screen during event
- Member pricing for additional attendees
- Sponsor ribbons for your firm's attendees
- Pre-event booth in networking lounge
- Recognition during opening remarks
- Member pricing for all 2024 events
- One foursome in annual golf outing

### SILVER SPONSOR \$5,000 | 8 Available

#### The Silver package sponsorship includes:

- One reserved table (8 seats) with prime placement
- One year listing on CFAD website
- Logo featured in event program
- Logo on signage at coat check
- Logo on table sign
- Logo projected on screen during event
- Member pricing for additional attendees
- Sponsor ribbons for your firm's attendees
- Pre-event booth in networking lounge
- Member pricing for all 2024 events
- Two players in annual golf outing

### BRONZE SPONSOR \$3,000 | Unlimited

#### The Bronze package sponsorship includes:

- Four seats at a reserved table
- Firm name featured in event program
- Firm name projected on screen during event
- Member pricing for additional attendees
- Sponsor ribbons for your firm's attendees
- Member pricing for all 2024 events
- One player in annual golf outing



## Other Title Sponsorship Opportunities

Don't miss the chance to create greater visibility for your company. **Align your brand with excellence and gain exposure to a highly targeted audience.** The following sponsorship opportunities will offer your company exclusivity as the sole sponsor of these events.

### **Auto Show Luncheon \$5,000 | 1 Available**

This premium level event is held each January in coordination with the North American International Auto Show (NAIAS) in Detroit. Sponsorship includes:

- One table (8 seats) at a reserved table
- Opportunity to address audience from the podium
- Logo included in CFAD emails and social media feeds promoting event
- Logo on event signage
- Logo featured in event program
- Logo projected on screen during event
- Recognition during opening remarks
- Sponsor ribbons for your firm's attendees

### **In-Person Luncheon \$4,000 | Unlimited**

You provide the speaker we will provide an audience of local financial professionals and industry leaders. Sponsorship includes:

- Opportunity for to provide speaker for luncheon
- Opportunity to introduce speaker
- One table (8 seats) at a reserved table
- Logo included in CFAD emails and social media feeds promoting event
- Logo on event signage
- Logo projected on screen during event
- Recognition during opening remarks
- Sponsor ribbons for your firm's attendees

### **Networking Event \$2,500 | Unlimited**

Sponsor a social networking event to engage with our network of investment professionals. Sponsorship includes:

- Registration for four firm representatives
- Opportunity to address audience from the podium
- Logo included in CFAD emails and social media feeds promoting event
- Logo on event signage
- Recognition during opening remarks
- Sponsor ribbons for your firm's attendees

### **Webinar \$1,500 | Unlimited**

Sponsor an educational webinar event to connect with local influential investment managers and financial decision-makers. Sponsorship includes:

- Opportunity to provide speaker for webinar
- Opportunity to introduce speaker
- Logo included in CFAD emails and social media feeds promoting event
- Recognition during opening remarks
- Post-event performance summary