

HIGHER EDUCATION FINANCIAL WELLNESS



SUMMIT

July 14-17, 2024
University of Pittsburgh
Pittsburgh, PA

sponsorship information





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pittsburgh, pa

Sponsor & exhibitor information

Join us at the 2024 Higher Education Financial Wellness Summit

The Higher Education Financial Wellness Summit was created in 2014 to help bring together practitioners, researchers, and others interested in developing financial wellness programming for students across higher education. Every year, attendees are provided the top insight on how they can best help educate and support their students when it comes to the financial challenges they face now, and those they might experience after graduation.

For our sponsors and exhibitors, the Summit provides the best opportunity to show how your product(s)/service(s) can best support these institutions in their financial wellness efforts. Many of our attendees are looking for support in deploying financial wellness to their students as they are often one of, at most, a few at their institution running such a program.

One of our favorite aspects of the Summit - and the Alliance - is the community that has been built and used to support one another in this challenging field. We would love for you to be a part of this network this year.

About Our Attendees

Last year, the Summit brought together almost 280 attendees from across the financial wellness field. We are expecting even more attendees this year and are hoping to have 350-400.

What Attendees Say About the Summit

"The HEFWA Summit is, by far, the best conference in terms of practical application, research and networking. I left feeling motivated and encouraged. It was great to hear from schools that are operating successful programs."

"I loved getting to connect with new people and learn about the work that they are doing. I've stayed in touch with several people I met at the Summit, and plan on using our conversations"

"thoughtfully curated, expertly organized, at a cute location, provided concrete tips, and opportunities to meet people doing cool things from around the country."

"I most liked the people, the engagement, the logistics, the practical knowledge and the power of financial education can transform people's lives."





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Sponsorship Opportunities

BLACK & GOLD SPONSOR: \$25,000

- Sponsorship of the 2024 Summit pre-Summit workshops, which includes lunch and snacks for all attendees and the opportunity for sponsor to provide a 5-minute info session to each pre-Summit workshop
- Opportunity to develop a pre-Summit workshop that will be available to any attendee at the 2024 Summit
- Sponsorship will make all Pre-Summit workshops free for attendees (each session will be capped at 75), increasing attendance at sessions
- Sponsor of all breakfasts during the 2024 Summit
- Three (3) full-Summit for sponsors to use internally or for guests of their choosing
- Three (3) complete sets of conference registration materials
- Attendee list two (2) weeks prior and two (2) weeks post-conference with name, title, institution, and e-mail address

Included with above sponsorship opportunity

Additional brand exposure

- Marketing materials placed in every conference attendee's welcome packet
- Social media messaging acknowledging sponsorship prior to/ during Summit
- Sponsorship acknowledgment in the conference app
- Organization logo placed in various areas around in-person Summit and also in between virtual sessions
- Organizational logo placed on hefwa.org

Exhibit Booth

- As a sponsor, you will receive one (1) premium exhibit booth space



3

www.hefwa.org

To become a sponsor/exhibitor or to find out more information, please email info@hefwa.org.





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Additional Sponsorship Opportunities (If available)

LUNCH CARDS: \$10,000

- \$20 provided to all attendees to purchase food on Monday and/or Tuesday

WEDNESDAY BOX LUNCH: \$7,500

- Sponsorship of Wednesday's boxed lunch at the end of the Summit
- Logo placement on lunch containers
- Opportunity to place marketing piece in each to-go container

MOBILE APP: \$6,000

- The mobile app provide live updates, conference agenda, session and speaker information as well as exhibitor information, and is available to all attendees
- Detailed post-event analytics showing app usage, ratings and engagement
- Logo inclusion on signage and emails promoting the app

SUMMIT JOURNALS: \$5,000

- Sponsor logo displayed, along with HEFWA logo, on custom notebooks distributed to all Summit attendees
- Opportunity to place a business card and literature inside portfolio

CARE BAGS: \$5,000

- Bags contain items of all attendees to be placed in their hotel rooms prior to arrival
- Logo of sponsor will be featured on bag
- Sponsor can place any promo items of their choosing in bag

PM BREAKS: \$4,000 (2 available)

- Sponsorship of Monday or Tuesday afternoon snack breaks
- Sponsor logo displayed to acknowledge sponsorship

AM BREAKS: \$4,000 (2 available)

- Sponsorship of Monday or Tuesday morning coffee and snacks
- Sponsor logo displayed to acknowledge sponsorship

SUMMIT NAME BADGES: \$3,000

- Sponsor logo placed on name badges give to all in-person attendees
- Badges will include Summit schedule information meaning opportunity for lots of brand impressions

SUMMIT BAGS: \$3,000

- Sponsor logo displayed, along with HEFWA logo, on all tote bags used to distribute materials to Summit attendees

SUMMIT LANYARDS: \$3,000

- Sponsor logo placed on lanyards produced to hold the Summit name badges

FOCUS GROUP: EMAIL FOR PRICING

- Looking to get feedback on something your organization is doing? This sponsorship opportunity would allow you space at the Summit to hold a private session to communicate with Summit attendees
- Price varies depending on size of room, time needed, and food provided

EXHIBITOR: \$1,000

- One exhibit booth space in our sponsor/exhibitor area
- Acknowledgment in our conference app
- One (1) full-Summit pass for exhibitor employees/persons of their choosing

Discounts will be offered to organizations who sponsor more than one option.
Contact HEFWA for pricing.

Included with above sponsorship opportunities (excluding Exhibitor)

Additional brand exposure

- Marketing materials placed in every conference attendee's welcome packet
- Social media messaging acknowledging sponsorship prior to during Summit
- Sponsorship acknowledgment in the conference app
- Organization logo placed in various areas around in-person Summit and also in between virtual sessions

Relationship-Building

- Two (2) full-Summit passes for sponsor employees/persons of their choosing
- Two (2) complete sets of conference registration materials
- Attendee list two (2) weeks prior and two (2) weeks post-conference with name, title, institution, and e-mail address

Exhibit Booth

- As a sponsor, you will receive one exhibit booth space

