



# SPONSORSHIP OPPORTUNITIES

CFA Society Los Angeles 17th Annual  
Economic and Investments Forecast Dinner

January 23, 2019

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## About CFALA

Established in 1931, CFA Society Los Angeles (CFALA) is a network of over 2,000 investment management and engagement among our members and within our community. Our Annual Economic and Investments Forecast Dinner is the society’s premier event, attracting over 400 attendees from our membership and interested investment professionals from throughout southern California.

### MILLENNIUM BILTMORE HOTEL

506 S. Grand Ave., Los Angeles, CA 90071

5:30 pm ..... Cocktail Hour

6:30 pm ..... Dinner

7:00 pm ..... Panel Discussion

### DISCUSSION PANEL

#### MODERATOR

Jane Wells, *Special Correspondent, CNBC*

#### PANELISTS

Michele Girard, *Managing Director and Chief US Economist, NatWest Markets*

James Bianco, *President and Macro Strategist, Bianco Research*

Julian Emanuel, *Managing Director, Chief Equity & Derivatives Strategist, BTIG*

### CFALA Member Profile

91% ..... CFA Charterholders

18% ..... Female

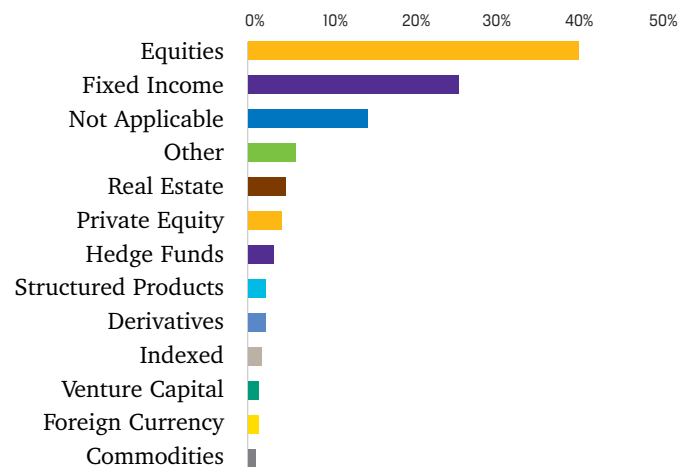
82% ..... Male

44 ..... Average age

18 ..... Average years in industry

### Primary Investment Practice

As of April 30, 2017



### Key Benefits

- Maximize exposure at CFA Society Los Angeles’ premier event.
- Target your primary audience.
- Generate new leads and prospects to grow your business.
- Network with current clients to enhance your relationships.
- Enhance credibility with a respected organization.
- Build market presence and brand awareness.

# YOUR OPPORTUNITY TO SHINE

Sponsorship provides an excellent way to spotlight your company to current and potential clients. As a sponsor you will receive the benefits described below and recognition as a unique member of a special community.

Additionally, you will be supporting a worthy charitable cause. CFA Society Los Angeles (CFALA) will donate up to 50% of the net proceeds of the Event Sponsor, Platinum and Gold categories towards its Investment Literacy Program. CFALA has engaged the California Council on Economic Education (CCEE) to help implement its Investment Literacy vision. For those so inclined, CFALA can arrange for a tax-deductible contribution directly to the CCEE, a 501(c)(3) charitable organization. Please ask about the Diamond Direct donation.

## Sponsorship Categories

<b>Event Sponsor (limit 2)</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>■ Invitation to attend cocktail reception with Moderator and Panelists</li><li>■ Enlarged Front Stage signage, prominently displayed</li><li>■ Logo placement on Lobby signage, prominently displayed</li><li>■ Provide an item/handout for “swag” bag</li></ul>	<ul style="list-style-type: none"><li>■ 1-minute commercial to be played during dinner</li><li>■ Acknowledgment as an Event Sponsor in a half-page ad in the Dinner Program</li><li>■ Premier table location</li><li>■ One table at the Premier table location/10 dinner tickets</li><li>■ Logo on event registration page and email announcements with hyperlink to your company’s website – if committed by January 4</li></ul>
<b>Platinum</b>	<b>\$5,000</b>
<ul style="list-style-type: none"><li>■ Front Stage signage</li><li>■ Logo placement on Lobby signage</li><li>■ Acknowledgment as a Platinum Sponsor in the Dinner Program</li><li>■ Provide an item/handout for “swag” bag</li></ul>	<ul style="list-style-type: none"><li>■ Preferred table location</li><li>■ One table at the Forecast Dinner/10 dinner tickets</li><li>■ Logo on event registration page and email announcements – if committed by January 4</li></ul>
<b>DIAMOND DIRECT – Direct tax-deductible donation to the CCEE (limit 4)</b>	<b>\$5,000</b>
<ul style="list-style-type: none"><li>■ 501(c)(3) write off</li><li>■ Front Stage signage</li><li>■ Logo placement on Lobby signage</li><li>■ Acknowledgment as a DIAMOND DIRECT Sponsor in the Dinner Program</li></ul>	<ul style="list-style-type: none"><li>■ Provide an item/handout for “swag” bag</li><li>■ Preferred table location</li><li>■ One table at the Forecast Dinner/10 dinner tickets</li><li>■ Company name on event registration page and email announcements</li></ul>
<b>Gold</b>	<b>\$3,500</b>
<ul style="list-style-type: none"><li>■ Logo placement on Lobby signage</li><li>■ Acknowledgment as a Gold Sponsor in the Dinner Program</li><li>■ Preferred table location</li></ul>	<ul style="list-style-type: none"><li>■ One table at the Forecast Dinner/10 dinner tickets</li><li>■ Company name on event registration page and email announcements</li></ul>
<b>Wine &amp; Spirits Sponsor (Limit 3)</b>	<b>\$2,000</b>
<ul style="list-style-type: none"><li>■ Acknowledgment as a Wine &amp; Spirits Sponsor in the Dinner Program</li><li>■ One dinner ticket</li></ul>	<ul style="list-style-type: none"><li>■ Logo placement on Lobby signage</li><li>■ Logo placement on wine glass tags &amp; cocktail napkins</li><li>■ Company name on event registration page</li></ul>



## FUNDRAISING FOR CFALA INVESTMENT LITERACY PROGRAM 2019

For the 13th consecutive year, CFALA is sponsoring a high school student contest in the metropolitan Los Angeles area with California Council on Economic Education (CCEE). We anticipate the participation of 40 high schools in the L.A. region!

CFALA focuses on promoting the importance of sound investment knowledge that leads to informed investment decisions. What better way to achieve this goal than to start with the education system and collaborate with L.A. area High Schools?

Teacher recruitment emphasizes districts and schools that serve minority and lower socio-economic communities. For some students, this is their first exposure to a world outside their neighborhood and their perceived limitations. The program often helps students see their potential in a much wider arena and realize that financial careers are indeed possible. Teachers and students alike have shown great enthusiasm for the contests and believe that this is the best way to learn these concepts: through experience.

CFALA members serve as “mentor volunteers” and assist in the classroom to help teachers and students understand the economic lessons. Students learn how to translate economic indicators into daily information to use in a sound financial decision-making process. Here’s how the contest works.

### Financial Advisors' Challenge

The only competition where students take on the role of financial advisor:

- CFALA mentors teach up to three lessons on financial markets and financial planning
- Students develop a portfolio for real-life investment scenarios for clients. Clients are fictitious and represent a range of ages, demographics, experience, and have a range of financial goals depending on their stages of life.
- Portfolios consider criteria, such as: investor goals and objectives, risk tolerance, time horizon and investment instruments.
- High-scoring teams move onto the finals and present to a panel of judges, including CFALA members. Scoring is based on a number of criteria, for example which portfolio had the highest return, which had the highest return with the fewest trades, which had the most suitable investment selections for their investor, etc. Grand prizes can include cash gifts, electronics, field trips, etc.

### BE A CLASSROOM MENTOR THIS YEAR

Contact [info@cfala.org](mailto:info@cfala.org) for more information.

CFA Society Los Angeles promotes integrity, professional excellence and engagement among our members and within our community.

California Council on Economic Education is the leader in economic and personal financial education to K–12 teachers and students in California. Visit [www.ccee.org](http://www.ccee.org) to learn how this award-winning, nonprofit organization brings economic and personal finance lessons to hundreds of thousands of California students.

# CFA Society Los Angeles 17th Annual Economic and Investments Forecast Dinner 2019

## SPONSORSHIP REGISTRATION & PAYMENT FORM

**Register to be a Sponsor** by faxing completed forms to 213.613.1233 and mailing payments to 520 South Grand Avenue, Suite 655, Los Angeles, CA 90071, **OR register and pay online** at [www.cfala.org](http://www.cfala.org)

Please print or type:

Company \_\_\_\_\_

Principal Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_

Email Address \_\_\_\_\_

*Guest Names*

*Email Addresses*


Guest Names must be submitted by **January 16, 2019**.

By listing an email address you are agreeing to give CFALA permission to release the above names and email addresses to the speakers, if requested.

**SPONSOR LEVEL**

- Event Sponsor** ..... **\$10,000**
- Platinum** ..... **\$5,000**
- DIAMOND/DIRECT** ..... **\$5,000**  
Checks only, payable to  
"California Council on Economic Education"
- Gold** ..... **\$3,500**
- Wine & Spirits Sponsor** ..... **\$2,000**

- Check here if you wish to receive an invoice
- Check here to receive a W-9

**RESERVATION AND PAYMENT**

Number of tables (10 seats per table) \_\_\_\_\_

Payment Amount: \$ \_\_\_\_\_

- Payment Type:    Check Enclosed                    Online payment  
                           American Express                    Mastercard/VISA

Account Number \_\_\_\_\_  
(for fax payment only)

Name on Account \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**FOR SPONSORSHIP INQUIRIES**, contact Laura Carney at 213.613.1503, x701, or [laura@cfala.org](mailto:laura@cfala.org). Sponsorship registration, company logos and specifications must be received by the CFALA Office by **Friday, January 4, 2019**.

Please email logos to [laura@cfala.org](mailto:laura@cfala.org). Vector files (eps) are preferred, but hi-res (300 dpi) .tif or .jpg are acceptable. Logos not received by the due date are not guaranteed placement as listed in the Sponsorship agreement.