

**TOGETHER
STRONGER
UNSTOPPABLE**

**ONAL FINANCE
BROKERS**



The National Finance Brokers Day 2024 Sponsorship Pack

We are excited to present the NFBD24 sponsorship pack, designed to help you celebrate the broking industry, continue to build awareness, shine the light on your brand and reach a wide audience at the 9th National Finance Brokers Day

National Finance Brokers Day constitutes a subsidiary of EJM Corporation Aus ABN 39 362 183 314, and its ownership and operations exclusively pertain to its Founder, Dino Pacella, and is not affiliated with any other businesses.



About National Finance Brokers Day

This is the official National Finance Brokers Day, which was founded in August 2015 by Dino Pacella and has been established, with support of industry professionals, to help raise awareness of the finance broker industry and the advantages consumers receive by dealing with a finance broker, along with celebrating the work achieved during the past 12 months.

NFBD takes place annually on the third Wednesday of August, with 2024 falling on Wednesday 21st August, and is recognised with a national conference and celebration which unites the broking industry across the country. Since day one back in 2015 the aim of National Finance Brokers Day has always been to raise the awareness of the broking industry and the advantages that consumers receive when dealing with a Finance Broker, along with celebrating the work of all involved throughout the industry, however there is one all important aspect that lays the foundation of what NFBD is all about and that's UNITY.

Unity in all businesses, individuals and organisations standing as one for the betterment of the broking industry and our clients. It's about putting egos, petty differences and competition aside and coming together to show the consumer market our passion and dedication to an industry that we all adore, and to one that employs more than 25,000 people.

NFBD has always, and will always remain open to everyone!

Event Overview



The Big Day

Wednesday 21st August 2024

Anticipated audience of 500 people

Proposed Agenda

9am - Registration & Exhibition Open
9:30am - Morning Tea Served
10:30am - Conference Commences
12:00pm - Lunch & Networking
1:00pm - Conference Recommences
3:00pm - Conference Concludes
3:05pm - Cocktail Reception Opens
5:00pm - Receptions Ends



The Venue

SYDNEY MASONIC CENTRE

Having earned a reputation for delivering innovative event solutions, SMC regularly plays host to politicians, international luminaries, charitable institutions and some of Australia's most high-profile organisations.

**Venue subject to change*



Keynote Speakers

In addition to the dynamic discussions and insights we have planned for NFBD24, we're thrilled to announce two remarkable keynote speakers who will undoubtedly be a major draw card for the event. These will be announced as part of the agenda reveal at least six months prior to the event.



NFBD24 Goes Live

NFBD TV will broadcast the 2024 conference with a dedicated live TV MC, fixed camera across all speakers, and a roaming camera taking you through the venue and across our sponsors and attendees.



The Experience

Guests will enjoy listening to a high calibre of speakers through our enhanced and optimised agenda for a more effective learning experience,, network with industry peers, and gain insights from our event partners.



Brand Building Opportunities

Attendees will have the chance to network through multiple sessions providing excellent exposure for our sponsors.



Refreshments

NFBD24 will keep all guests energised with delicious fresh, and locally sourced cuisine, cooked and prepared on site. Along with barista made coffee and a variety of cool beverages throughout the day.



Cocktail Reception

When the conference concludes, we immediately move into our cocktail reception located in the exhibitors space, where all delegates and event partners can continue the NFBD24 celebrations.



Digital Business Card

Each registered attendee will receive their very own TAPT digital business card which will be personalised with their name, and business logo along with their contact details pre-loaded , so they are ready to network (valued at \$84.85)



Benefits of Sponsorship

Brand Awareness

Stand out in a crowded market and increase your visibility within the industry.

Lead Generation

Generate new leads and business opportunities with our lead in marketing campaigns.

Networking

Connect with industry leaders and peers, showcase your products, and forge new partnerships.

Brand Association

Align your brand with a respected and established event and create a positive perception among your clients/brokers.

Deliverables for Sponsors



Exhibitor Space

Sponsors will be provided with customised branded table (with carry bag) to advertise their brand, products or services - which you get to keep!



Digital Advertising

Sponsor logos and websites will be promoted through online and print marketing campaigns, including social media, e-mail and online banners.



Merchandising

Sponsors can have their merchandise available at the event, providing excellent brand exposure and revenue opportunities.



Branding Materials

Sponsors' logos will be included in the event programme, online via the NFBD social pages and website (with link back to your webpage) and through digital platforms on the day.



Networking

Network with an anticipated crowd of 500 people during their arrival, lunch service and the 3 hour cocktail reception.



Targeted Audience Engagement

Access to the full attendee list for post-event outreach (*not part of the event partner package*), fostering connections and networking opportunities with potential clients or partners.

Partner (Sponsorship) Packages Available

Principal Partner Package

Only 1 Available

\$40,000 plus GST

Live Streaming Partner

Only 1 Available

\$10,000 plus GST

Platinum Partner Package

Multiple Available

\$5,000 plus GST

Event Partner Package

Multiple Available

\$2,000 plus GST

Cocktail Reception Partner Package

Only 1 Available

\$10,000 plus GST

Details about each package below

Principal Partner Package

1

Principal Partner

Cost - \$40,000 plus GST

ONLY 1 AVAILABLE

Company logo under NFBD24 on all material including website (example below)

15 minute speaking position at NFBD24

4x2 metre exhibition space which includes : 1 x SuperWall 3m wide x 2.25m high, rounded frame corners, single-sided printing (which you get to keep, comes with carry bag) and 2 x Custom LED branded tables (which you get to keep, comes with carry bag)

10 tickets to NFBD24 (valued at \$2,500)

30 tickets to the live streaming (value \$2,250)

Attendee list provided post conference

Official NFBD24 principal partner badge for your promotional use

Logo on NFBD website

Special social media video from Founder, Dino Pacella, promoting your NFBD partnership on his LinkedIn feed (network of over 145,000 people)

Social media post promoting your principal partnership with NFBD across LinkedIn, Instagram & Facebook to more than 14,000 followers

Your company logo under NFBD24 on all material including website (as per sample below)



1 x SuperWall 3m wide x 2.25m high, rounded frame corners, single-sided printing (as per sample picture below)

You get to keep the super wall!

You get to design your own branded super wall.

Weight: The complete unit including framing, fabric graphic and carry bag only weighs approx 10 kgs

Carry bag provided



2 x Inflatable counter with LED lighting - rectangular (as per sample picture below)

You get to keep both tables!

You get to design your own branded graphic wrap.

Individual table size : 1m x 60cm

Gross weight in bag = 28kg

Carry bags provided



Platinum Partner Package

1

Gold Partner

Cost - \$5,000 plus GST

MULTIPLE AVAILABLE

1.5 × 1.5 metre exhibition space which includes : 1 x Custom branded LED table (which you get to keep, comes with carry bag)

4 tickets to NFBD24 (valued at \$1,000)

Attendee list provided post conference

Official NFBD24 gold partner badge for your promotional use

Logo on NFBD website

Social media post promoting your gold partnership with NFBD across LinkedIn, Instagram & Facebook to more than 14,000 followers

Inflatable counter with LED lighting - square - black top, with printed graphic wrap (as per sample picture below)

You get to keep the table!

You get to design your own branded graphic wrap

Size: 600mm x 600mm

Gross weight in bag = 12kg

Carry bag provided



Live Streaming Partner Package

1

Live Streaming Partner

Cost - \$10,000 plus GST

ONLY 1 AVAILABLE

Company name and logo under NFBD TV on all material including website

1.5 × 1.5 metre exhibition space which includes : 1 x Custom branded LED table (which you get to keep, comes with carry bag)

6 tickets to NFBD24 (valued at \$1,500)

20 tickets to the live streaming (value \$1,500)

Attendee list provided post conference

Official NFBD24 live streaming partner badge for your promotional use

Logo on NFBD website

Multiple shout outs throughout the day by the Live TV MC

Social media post promoting your live streaming partnership with NFBD across LinkedIn, Instagram & Facebook to more than 14,000 followers

Inflatable counter with LED lighting - square - black top, with printed graphic wrap (as per sample picture below)

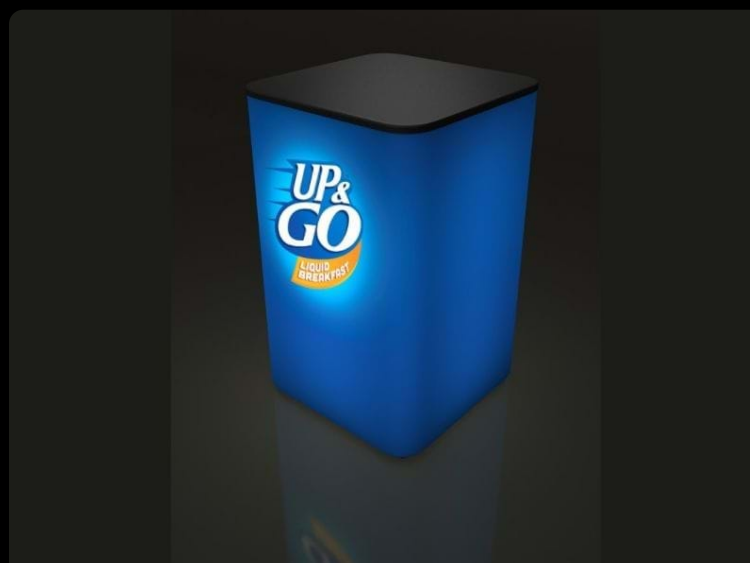
You get to keep the table!

You get to design your own branded graphic wrap

Size: 600mm x 600mm.

Gross weight in bag = 12kg

Carry bag provided



Cocktail Reception Partner Package

1

Cocktail Reception Partner

Cost - \$10,000 plus GST

ONLY 1 AVAILABLE

1.5 × 1.5 metre exhibition space which includes : 1 x Custom branded LED table (which you get to keep, comes with carry bag)

6 tickets to NFBD24 (valued at \$1,500)

20 tickets to the live streaming (value \$1,500)

Attendee list provided post conference

Official NFBD24 live streaming partner badge for your promotional use

Logo on NFBD website

Social media post promoting your cocktail reception partnership with NFBD across LinkedIn, Instagram & Facebook to more than 14,000 followers

Inflatable counter with LED lighting - square - black top, with printed graphic wrap (as per sample picture below)

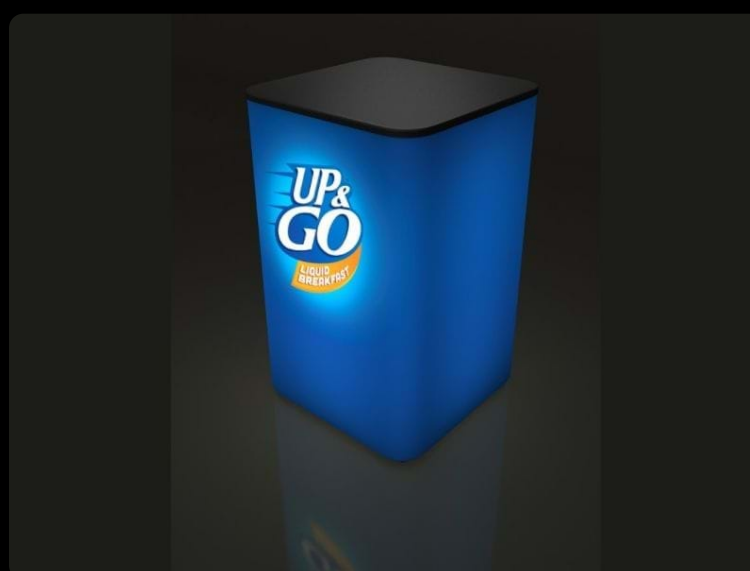
You get to keep the table!

You get to design your own branded graphic wrap

Size: 600mm x 600mm.

Gross weight in bag = 12kg

Carry bag provided



Event Partner Package

Please note there is no exhibition table or sponsorship space available with this package

1

Event Partner

MULTIPLE AVAILABLE

Cost - \$2,000 plus GST

2 tickets to NFBD24 (valued at \$500)

5 tickets to the live streaming (value \$375)

Official NFBD24 event partner badge for your promotional use

Logo on NFBD website

Social media post promoting your event partnership with NFBD across LinkedIn, Instagram & Facebook to more than 14,000 followers

Please note there is no exhibition table or sponsor space available with this package

Next Steps and Call to Action

1 Choose Your Package

Select the sponsorship package that best suits your brand's needs and budget.

2 Get in Touch

Contact us at dino@nationalfinancebrokersday.com.au to secure your sponsorship spot at NFBD24.

To lock in your spot an invoice will be issued once your confirmation is received and due within 30 days.

3 Join the NFBD Family

Join the growing list of sponsors that have achieved their marketing goals through National Finance Brokers Day.

See some of our sponsor's testimonials below.

2023 Sponsor Testimonials

Harry Klimis

Founder & Managing Director

Valor Recruitment



“When we at Valor Recruitment decided to become Platinum sponsors for the National Finance Brokers Day, we knew it would be special. But honestly, It surpassed all our expectations!

Guided by the genuine passion and dedication of Dino Pacella, the day was filled with warm conversations, enlightening moments, and real connections. Everywhere you looked, people were coming together, sharing ideas, and building the future of broking.

We left the event full of insights. If you're thinking of putting your brand in front of the broker community, NFBD is the place to do it. We can't recommend it enough!”

Eddie Wellins

Membership & Education Officer

CAFBA



“At NFBD, hear from speakers within the industry, engage with Lending and Support-service contacts, as well as representatives from the peak body associations, including CAFBA. Receive insights and overviews that can be applied directly to your day-to-day. It is an excellent investment in learning, researching and networking...in a single day, under the one roof - you won't regret it!”

Jaka Indra

Director of Partnerships

Property Avenue



“We thoroughly enjoyed the day meeting brokers from different parts of country who have converged for this one-day event. We had great conversations, and the content of the talks was insightful for us as a sponsor as well. Our team got the opportunity hear firsthand of brokers journeys and experiences with their clients and in their business through conversations throughout the day allowing us to establish new relationships and further promoting our service proposition.

We look forward to continuing to support the organisation.”

John Maxwell

Group CEO

Uptick Marketing



“Uptick Marketing has proudly been a sponsor at National Finance Brokers Day for two years in a row. We view NFBD as a must-do event on our marketing calendar, as it attracts a high calibre of industry leaders and colleagues alike. We propelled our award-winning business off this event one year ago, and we're equally as excited to return as sponsors for many years to come. We are grateful to have had many robust conversations both years with brokers and lenders on the day, resulting in the sponsorship paying for itself within one-month post-event.”