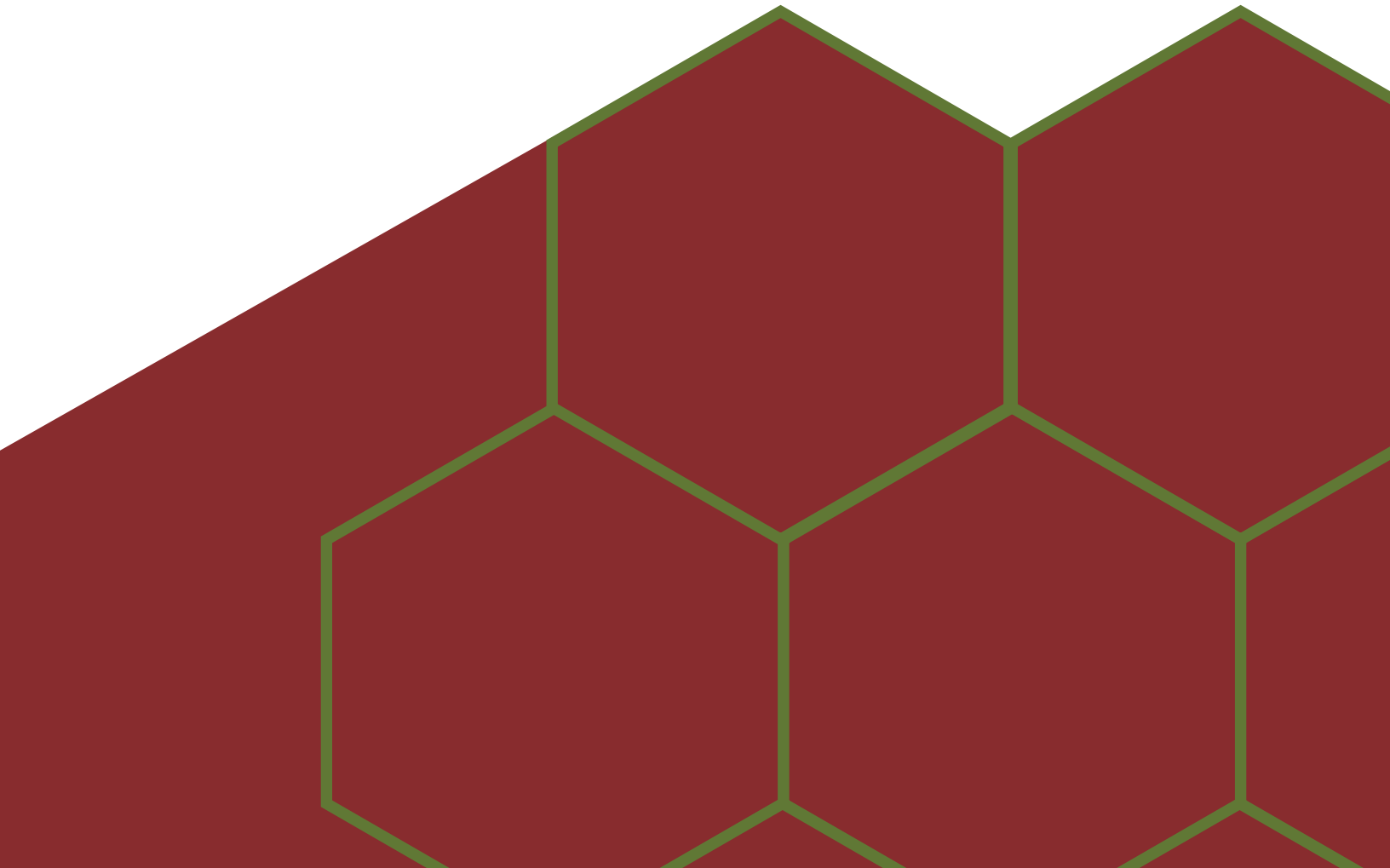


Foundation,
Endowment &
Not For Profit
INVESTMENT

**Digital
Event
Series**

Spring 2020

**Sponsorship Lead
Generation Guide 2020**



Investment Webinar Series

Starting in April, the Strategy Institute's **Foundation, Endowment & Non-for-Profit Investment Webinar Series** will provide senior investment decision-makers with important strategies on how to navigate and pivot their investment strategies during the era of COVID-19.

Join this exclusive community to **generate high quality leads** that will continue to drive your sales pipeline. Connect with executives from hundreds of Foundations and Endowments with an AUM ranging from \$25M to \$3 Billion.



Calendar of Investment Webinars

- May 6** Navigating through Tumultuous times: Navigate through risk and this economic landscape
- May 20** COVID-19: Guidance & Strategy: Asset Allocation Decisions
- June 3** Active versus Passive Investing: Is it time to focus your approach to active investment?
- June 17** Corporate Debt Investing: The short- and long-term prognosis for investors

*Opportunity to **co-create and customize** webinar's are available. Turn-Key solutions webinars are extremely easy to launch. Our Producers work with your team to curate the right content, and our Marketing team promotes the content to your specific desired audience.

Digital Event in Numbers

150+ 

Leads

365 

Days brand exposure

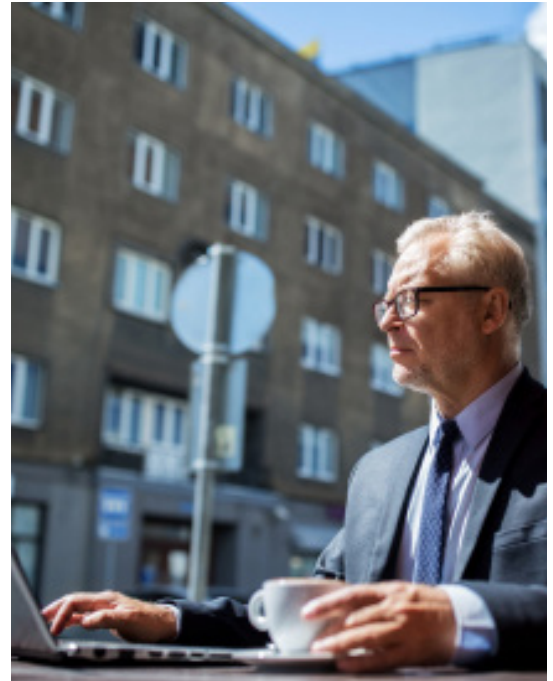
50+ 

Dial-ins

Interested in generating leads to build your sales pipeline?

contact: Adrienne@strategyinstitute.com • 1-866-298-9343 x 230

Build Your Pipeline and Drive Sales



Your Sponsorship Benefits

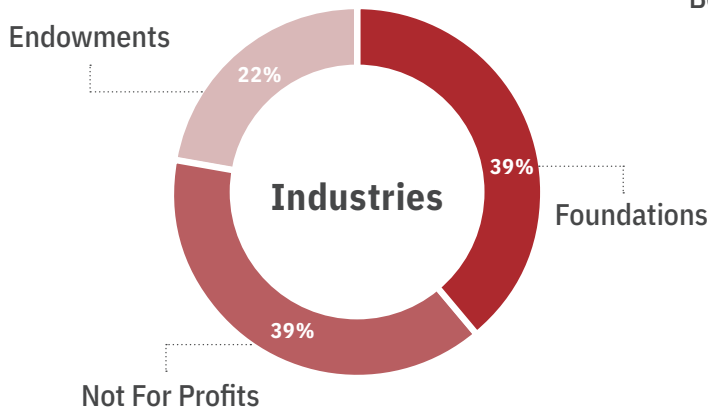
The **Foundation, Endowment & Non-for-Profit Investment Webinar series** will connect you with Foundations and Endowments with an AUM ranging from \$25M to \$3 Billion.

Each Investment webinar will provide you the opportunity to:

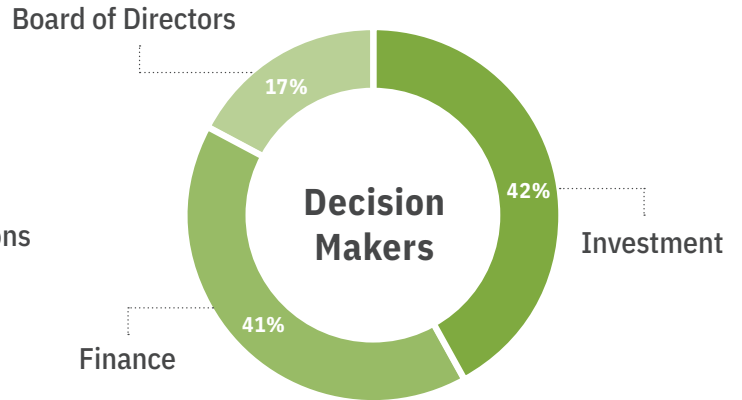
1. Drive your **demand generation** and **build your pipeline** during uncertain times
2. Generate over 150+ **senior buyer qualified leads** and 50+ dial-ins with full contact information provided
3. Directly **engage customers** with your brand through live chat rooms and post webinar interactions
4. Increase your **market share** by providing new ways for **qualified buyers** to engage with your brand
5. Amplify your brand with **365 day on-demand** sessions.
6. Drive **awareness and engagement** with your branded video uploaded to social networks
7. Demonstrate your **brand leadership** and be relevant to clients in uncertain times
8. Become a part of an **exclusive and active investment community**.
9. Match-making and **1-1 direct access** to customers

Who You Will Connect With:

Investment Decision Makers from:



Function of Investment Decision Makers:



Our leading database and highly ranked website ensures quality registrations. You'll receive full contact and demographic information for all of your participants.

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Objective-Driven Packages to Attain your Business Goals

1. Investment Webinar Series Package Options:

- Present and showcase your solutions and drive real business results
- Join a panel of thought leaders
- Moderate a chatroom with buyers
- Real-time interaction through live chat with customers
- Engage in private post webinar room chat with buyers
- Pre-webinar email to attendees on your solutions
- 30-second pre-roll introduction video on your company
- List and contact information of all attendees



2. Bespoke and Customized Curated Webinar:

- We take a hands-on approach to help you create content for the webinar
- Content is solely focused on your Brand
- Content provided and presented by the sponsor
- We handle all marketing efforts to promote your webinar
- You receive a copy of all registrations post event with full contact details
- Content uploaded onto our event page and stored for 12 months
- Generate over 150+ qualified leads

According to research from InsideSales.com, 73% of marketing and sales leaders say webinars are one of the best ways to generate high-quality leads.

For over 25 years Strategy Institute has been a leading-edge North American content provider that delivers senior executive decision-makers with knowledge to drive performance and innovation.



INTERESTED IN SPONSORING?

DON'T MISS THIS OPPORTUNITY

To learn more, contact **Adrienne Li** at **416.944.9200 ext 230** or email **Adrienne@strategyinstitute.com**