

Dear Colleagues and Partners,

As I complete the final year of my role as chair of the NASP Board, my term has been a tale of two experiences!

While the first year involved building upon the legacy of impact of the NASP organization and ensuring its continued focus of increasing the business of diversity within the financial services industry, my second year will be focused on expanding the NASP brand and adding incremental value to NASP membership.

More than ever, the need is for NASP to elevate its voice so that diversity, equity, and inclusion become the new battle cry for our industry. This result cannot be achieved without the engagement of you – our valued NASP members, firms, and strategic partners. Together, we must continue to leverage our collective power to drive sustainable change through legislation, policy, and industry practice.

As 2023 approaches, I hope you will feel as excited as I am to make a difference. This 2023 prospectus will show you how to deeply impact the NASP organization, as well as be a leader when it comes to diversity in financial services.



Sincerely,



RICHARD TURNLEY, III
NASP CHAIR,
BOARD OF DIRECTORS

NASP | The Organization

While the past two years have indeed been challenging for NASP, its member firms and strategic partners, we see these challenges as opportunities to strengthen our commitment to increasing business diversity within the financial services industry.

Our new strategic plan has allowed us to **rethink, reimagine, and recommit** to addressing diversity equity and inclusion, closing the racial wealth gap, while addressing other economic issues that affect underrepresented minorities and women.

Through the many thought provoking programs and events we will be hosting in 2023, we are committed to the following:

- Growing the next generation of diverse financial professionals;
- Converting legislative and regulatory policies into industry practice;
- Driving thought leadership related to the business of diversity;
- Leveraging the NASP brand to be a force within the industry both in the US and Africa;
- Building long term impact through strategic partnerships and programming.

The time is now for our collective leadership to make a difference. I hope you will join us in making this a reality.

A handwritten signature in black ink, appearing to read "Ron Parker".

RONALD C. PARKER
NASP PRESIDENT AND CEO

Who We Are

The National Association of Securities Professionals (NASP) is the **premier trade association for minorities and women in the financial services industry**. NASP serves as a resource for the minority community at large and for the minority professionals within the securities and investments industry by providing opportunities to share information about the securities markets, including functioning as a repository for information regarding current trends, facilitating fundamental educational seminars, and creating networking opportunities.

NASP was founded in Chicago in 1985 by Maynard H. Jackson, Felicia Flowers-Smith, Joyce M. Johnson & Donald Davidson. The organization has grown to become a resource for diverse professionals within the financial services industry. Headquartered in Washington, D.C., NASP currently has 11 local chapters throughout the United States and boasts a membership of over 600.

- A 600 person strong diverse group of entry, mid-level and senior finance professionals who believe in diversity, equity, and inclusion in financial services.
- A trade organization that fiercely advocates for fairer representation of diverse talent through our legislative committee and relationships in state capitals and the federal government
- Individuals and firms looking to support economic development, impact and opportunities in emerging markets on the continent of Africa through collaborations with groups like MiDA Advisors, ABSIP and other organizations throughout Africa and the US.



Our Capabilities

In addition to the programming listed in this guide, NASP offers the following benefits to sponsors and multi-year partners:

- Job board postings and matching – build your pipeline of diverse talent
- Events tailored to business development, including our Consultant and Manager Retreat
- Opportunities to build relationships with HBCUs and institutions seeking to fully utilize diverse talent via the NASP Institute, Mentor’s events and Young Professionals webinars
- Showcase your products through webinars and custom online events
- Contribute to research that explores and leverages the perspectives and talents of Black and Latinx finance

Our Guiding Principles

- We uphold the law that bans racial, ethnic or gender discrimination in employment.
- We believe that racial, ethnic or gender discrimination in employment, business contracts and related activities is immoral and an unsound business practice.
- We support equal and fair employment practices including, without limitation, the hiring, compensating, training, promoting and retaining of African-Americans, Hispanic Americans, other minority Americans, and women.
- We support the development of training programs that will prepare significant numbers of African - Americans, other minority Americans, and women for management, ownership, supervisory, administrative, clerical, sales and technical positions in all business activities.
- We support equitable participation and equal opportunity in all business dealings.



CONTENTS

8

Diverse Manager
Forum

9

Women's
Forum

10

Board Governance
Forum

11

34th Annual Financial
Services Conference

12

Sponsorship

13

2023 Webinar
Series

14

Legislative
Symposium

15

Consultant &
Manager Retreat

16

The NASP
Institute

17

Global Reach: NASP - MiDA
Advisors Partnership

19

National Allies and
Partners

24

Corporate Partner & Sponsor
Commitment Form



Diverse Manager Forum

January 19, 2023 | Philadelphia, PA

Audience Demographics: This winter event serves as the kickoff to the NASP year and our summer Financial Services Conference. CIOs, foundation professionals, and asset management firms gather to discuss specific issues of diversity and inclusion in the financial services industry.

Reach: 100 - 200 Attendees annually

SPONSOR PACKAGES

\$12,000

- Recognition on printed DMF collateral
- Logo posted on website
- Acknowledgement from DMF mainstage
- Access to NASP jobs database
- Speaking opportunities at DMF
- 5 complimentary admissions to DMF

\$7,200

- Recognition on printed DMF collateral
- Logo posted on website
- Acknowledgement from DMF mainstage
- Access to NASP jobs database
- Speaking opportunities at DMF
- 4 complimentary admissions to DMF

\$3,600

- Recognition on printed DMF collateral
- Logo posted on website
- Acknowledgement from DMF mainstage
- Access to NASP jobs database
- 2 complimentary admissions to DMF



Women's Forum

March 9-10, 2023 | Philadelphia, PA

About: NASP's Women's Forum - conceived, planned and hosted by women - centers the ideas and perspectives of ethnic minority women in financial services. The event will feature panels and interactive discussions around the advancement, support, and empowerment of women in the financial industry.

Reach: 150 - 200 Attendees annually

SPONSOR PACKAGES

\$15,000

- Recognition on printed Women's Forum collateral
- Logo posted on website
- Acknowledgement from Women's Forum stage
- Access to NASP jobs database
- Speaking opportunities at Women's Forum
- 5 complimentary admissions to Women's Forum

\$7,200

- Recognition on printed Women's Forum collateral
- Logo posted on website
- Acknowledgement from Women's Forum stage
- Access to NASP jobs database
- Speaking opportunities at Women's Forum
- 4 complimentary admissions to Women's Forum

\$3,600

- Recognition on printed Women's Forum collateral
- Logo posted on website
- Acknowledgement from Women's Forum stage
- Access to NASP jobs database
- 2 complimentary admissions to Women's Forum

Board Governance Forum

Date: TBD | New York City, NY

About: The Corporate & Financial Services Board Regulatory Initiative (CDBI) is designed to address the strategic goal of increasing the number of seats held by minority and women executives on Boards of publicly traded companies and regulatory agencies. The Forum provides the opportunity to gain insights on trends of board governance and exposure to organizations seeking board candidates.

Reach: 75-100 Attendees

SPONSOR PACKAGES

\$25,000

- Access to Corporate Board ready executives
- Access to NASP membership list
- Participation in an Annual Financial Services Conference Board Governance Panel
- 2 complimentary admissions to Annual Financial Services Conference
- Listing as a Board Governance Sponsor

\$15,000

- Access to Corporate Board ready executives
- 2 complimentary admissions to Annual Financial Services Conference
- Listing as a Board Governance Sponsor





34th Annual Financial Services Conference

July 24 - 26, 2023 | Philadelphia, PA

Audience Demographics: Financial services and allied professionals at all career levels and age cohorts. Sponsors include some of the world's top financial services firms and corporations.

About: The Financial Services Conference is NASP's flagship event. More than 100 asset allocators attend the conference each year, giving sponsors excellent opportunities to get in front of investment decision makers. The Conference serves as an exchange for timely, relevant, and impactful thought leadership.

Reach: 500 - 700 Attendees annually



34th Annual Financial Services Conference

Sponsorship

LEVEL	PRICING	Universal Branding	Complimentary Event Booth	Speaking Opportunities	Complimentary Registrations	Complimentary Memberships	Gala Invitations	Advance Attendee List	Access to Matchplicity – Jobs Database	Program Guide Placement
PLATINUM	\$115,000	■	■	■	12	6	12	4 weeks prior	■	■
GOLD	\$75,000	■	■	■	9	5	9	3 weeks prior	■	■
SILVER	\$45,000	■	■	■	7	4	7	2 weeks prior	■	■
INVESTING	\$20,000	■		■	5	3	5	1 week prior	a la carte	■
MANAGING	\$15,000	■			3	2	3		a la carte	■
EQUITY	\$8,000	■			2	1	2		a la carte	■



MOODY'S
ANALYTICS

Big data, integrated analytics and risk management solutions affect your performance, mitigate risk and measure impact. Join NASP and Moody's Analytics to learn more about our ESG-focused solutions and expertise - and how your firm can take advantage.



Monday, August 16, 2021



12PM - 1PM EDT / 9AM - 10AM PDT



Arlene Isaacs-Lowe,
MD - Special Advisor



Jin Oh, Director,
ESG and Risk
Specialist



Austin Johnson,
Assistant Director,
Relationship Manager -
Asset Management



Gregory Robinson,
Senior Director,
Head of Market
Intelligence

2023 Webinar Series

GoTo Webinar or Zoom

Audience Demographics: Financial services and allied professionals at all career levels and age cohort, including young professionals and minority students interested in financial services careers.

About: NASP's Summer Webinar series will allow sponsors and partners the opportunity to remain connected with NASP members while ensuring prominent placement for your brand and specific thought leadership.

Reach: 50 - 100 Attendees per webinar



SPONSOR PACKAGES

- \$7,500**
 - Logo posted on webinar slides, website and marketing collateral
 - Access to NASP jobs database
 - Selection of topics and all speakers
- \$5,500**
 - Logo posted on webinar slides, website and marketing collateral
 - Access to NASP jobs database
 - 2 speaking slots on panel with other speakers
- \$3,500**
 - Logo posted on webinar slides, website and marketing collateral
 - Access to NASP jobs database
 - 1 speaking slot on webinar panel with other speakers

Legislative Symposium

September 2023 | Washington, DC

Audience Demographics: Financial services and allied professionals at all career levels and age cohorts; members of Congress and their staff; policymakers across local, state, and federal levels.

About: An annual tradition, this forum brings together NASP and likeminded organizations, as well as members of Congress and local policymakers to discuss policies that will support minorities within financial services. The Legislative Symposium encourages dialogue between NASP members and policymakers, as well as members of Congress, thus providing NASP members with a legislative seat at the table.

Reach: 100 - 150 Attendees annually



SPONSOR PACKAGES

\$10,000

- Recognition on printed Symposium collateral
- Logo posted on website
- Acknowledgement from Symposium stage
- Access to NASP jobs database
- Speaking opportunities at Symposium



Consultant & Manager Retreat

October 2023 | Orlando, FL

Audience Demographics: High-level representatives from consultant firms, as well as representative from minority and women owned firms seeking to develop business opportunities with consultants.

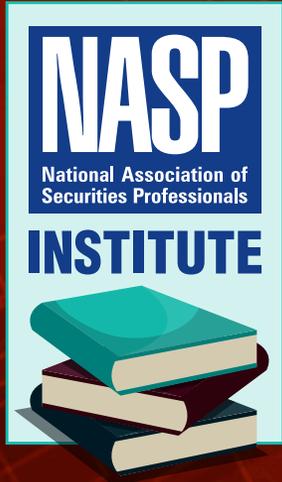
About: The NASP Consultant retreat provides the space for minority owned asset management firms and consultants to dialogue and develop potential business relationships in a retreat-like setting. The event features a half-day of one-on-one sessions between asset management firms and consultants and panels that allow for discussion about the industry and diversity and inclusion initiatives.

Reach: 75 - 100 Attendees annually

SPONSOR PACKAGES

- \$12,000**
 - Recognition on printed Retreat collateral
 - Logo posted on website
 - Acknowledgement from Retreat stage
 - Access to NASP jobs database
 - Speaking opportunities at Retreat
 - Access to guest list 2 weeks prior to event
 - 4 complimentary admissions to Retreat
- \$7,800**
 - Recognition on printed Retreat collateral
 - Logo posted on website
 - Acknowledgement from Retreat stage
 - Access to NASP jobs database
 - Speaking opportunities at Retreat
 - Access to guest list 1 week before retreat
 - 3 complimentary admissions to Retreat
- \$4,200**
 - Recognition on printed Retreat collateral
 - Logo posted on website
 - Acknowledgement from Retreat stage
 - Access to NASP jobs database
 - 2 complimentary admissions to Retreat

Building the Next Generation of Diverse Financial Services Leaders



INDUSTRY RESEARCH

A centralized hub of thought leadership research on the current diversity landscape within financial services and an incubator for the creation of research supporting Foundations, Higher Education Institutions and Employers:

- Diverse Asset Management Initiative
- EInvestment/NASDAQ data
- McKinsey Women in Workplace
- Goldman Sachs Black Women Initiative

LEADER DEVELOPMENT

A medium to support the holistic career and leadership development of emerging and experienced professionals and increase executive representation across the financial services sector.

- NASP Pre-College FastTrack Program
- NASP NextGen Fellows Program
- NASP Collegiate Chapters
- Continuing Education

ENTREPRENEURIAL BUSINESS DEVELOPMENT

A gateway to entrepreneurship and development for experienced professionals preparing to develop and incubate new businesses in financial services:

- Executive Coaching
- FinTech Development
- Entrepreneurial Advisory
- New Platforms + Innovations
- Business Incubation

BROOKINGS



Sponsorship opportunities are available based on level of interest in research, talent development and support, or entrepreneurial development.

Minimum investment in NASP Institute: \$35,000



Global Reach: NASP and Africa

Members of the NASP Advisory Council have a collective **\$1 Trillion in Assets Under Management;** additionally, these partners have invested \$1 Billion in African and other emerging markets since 2017

NASP works collaboratively with a variety of **African partners and investors** to identify economic trends and catalyze new and innovative investments.

Education, Connections and Exposure in Africa: NASP works with African investment partners to expose US investors to investment opportunities on the African continent and in other emerging markets.

Custom Sponsor Packages & Chapter Support

The National Association of Securities Professionals offers additional opportunities for support that can be tailored to your goals as a sponsor.

Chapter Support:

NASP has chapters located in major cities and financial centers across the country, thus allowing for hands-on partnerships with NASP members. See below for custom sponsorship ideas. Sponsorship levels will be determined upon discussion with NASP Headquarters staff and potential sponsors. Minimum level of support is \$5,000.

Technology Infrastructure - NASP Headquarters & NASP Chapters:

Interested in developing an app, supporting webinar infrastructure, or obtaining high level branding on the NASP website? Opportunities available to support NASP in building and deploying technology to connect and support more than 600 minority financial services professionals across the globe.

Combined Support for All NASP Programming (Multi-Year Partnerships):

Providing a base level of support for all NASP programming demonstrates your commitment as a sponsor to the NASP mission of supporting minorities and women in financial services. Support can include sponsorship of the Financial Services Conference, Mentors Luncheon, Women's Diverse Manager Forum, Legislative Reception, and Consultant Retreat.

For more information about NASP Programming and how you can support NASP's mission, contact Marshay Hall, Director of Programs and Communications at mhall@nasphq.org or Ron Parker, President and CEO at rparker@nasphq.org.

National Allies and Partners

NASP is dedicated to building coalition with like – minded groups to harness a collective voice to champion inclusion and opportunity. The following are some of the organizations with whom we have collaborated with.



A Philanthropic Partnership for Black Communities



THE EXECUTIVE LEADERSHIP COUNCIL



2022 Financial Services Conference Corporate Partners



MOODY'S



Schroders

STATE STREET®

WELLS FARGO
Investment Institute

2022 Financial Services Conference Corporate Partners (continued)



Channing Capital Management LLC



2022 Financial Services Conference Sponsors



CABRERA CAPITAL MARKETS, LLC

CARLYLE



GH&A
GARCIA HAMILTON & ASSOCIATES, L.P.



INVESTING

GUGGENHEIM



J.P.Morgan
Asset Management

Mesirow



nuveen
A TIAA Company



Robinhood



MANAGING



BofA SECURITIES

BNY MELLON



HARBOUR
VIEW

OPPENHEIMER



2022 Financial Services Conference Sponsors (continued)



EQUITY

Corporate Partner & Sponsor Commitment Form

Level of Support

- Diverse Manager Forum (DMF) Women's Forum Board Governance Forum Annual Conference
 Webinar Series NASP Institute Legislative Symposium Consultant & Manager Retreat

Pledge Amount: \$ _____

Complete contact information is required. Please print or type.

Partner/Sponsor Contact Information

Name: _____

Title: _____ Company: _____

Address 1: _____ Address 2: _____

City: _____ State/Zip: _____

Phone: _____ Email: _____

Complimentary registration passes & NASP individual memberships: All names of firm representatives must be submitted by the date specified in the sponsor information packet. You will receive the information packet soon after this form is received by NASP.

Any complimentary passes and/or memberships that have not been allocated by the specified deadline will be forfeited. Please remember to include all exhibit staff and speakers in the pass allocation. Note: Expo exhibitor staff who will NOT attend any conference sessions or functions do NOT require a pass allocation.

Main Point of Contact

Name: _____

Phone: _____ Email: _____

Payment: If an invoice is needed to process payment, please send written request to naspconference@tbg-events.com. Sponsor payments are **due in full upon receipt of the invoice**.

Visa MasterCard AMEX Amount to be billed: \$ _____

Billing Address: _____

Credit Card Number: _____ CVV#: _____ Exp. Date: _____

Signature (Required): _____



Check payments must be made payable to NASPHQ and mailed to:

NASP
1600 K Street NW, Ste. 600
Washington, DC 20006

Payments to NASP Headquarters

Bank: CITI
Banking ID/Routing: 254070116
Account: 15507564

Payments to "NASP Foundation Programs"

Routing Number: 054000959
Foundation Account Number: 1013181
Main Checking Account Number: 739324

Cancellation Policy: In the event NASP cancels an event due to an act of God, declaration of war, act of foreign enemies, or any other act that directly or indirectly causes the cancellation, NASP will retain 35% of the sponsorship commitment. The remaining fees shall be credited to the sponsorship of one or more future events at NASP's discretion.

This form or other written confirmation MUST be returned via email to Carlotta Baker at naspconference@tbg-events.com to confirm your Sponsorship, otherwise you will not receive credit. Should you have questions or concerns, Carlotta can be reached at (310) 216-4722 ext. 204

PHILADELPHIA



NASP
National Association of
Securities Professionals

THANK YOU

NASPHQ.ORG ■   /NASPHQ