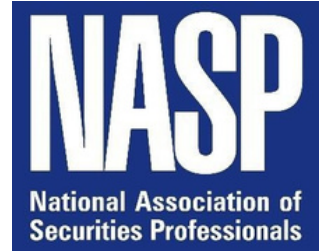


**NATIONAL ASSOCIATION OF
SECURITIES PROFESSIONALS**



2026 **SPONSORSHIP PROSPECTUS**

**37th Annual
Financial Services Conference
June 8 – 10 | Detroit, MI**

NASP... Because Inclusion IS Business

WHO WE ARE

The National Association of Securities Professionals (NASP) is the premier professional association for businesses and professionals striving for growth, inclusive development of talent and opportunity access.

NASP serves as a **resource for underrepresented communities at large**, working for equal opportunity and talent development within the securities and broader financial services industry.

We **support and help develop research and training to drive the business impact of inclusion**, facilitate education on the markets, advance career and industry awareness with high school and college students, advocate for inclusion across industry stakeholders and create networking and business development opportunities.

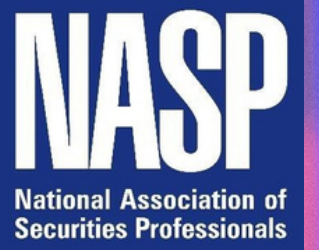
NASP was founded in Chicago in 1985 by Maynard H. Jackson, Felicia Flowers-Smith, Joyce M. Johnson & Donald Davidson. Headquartered in Washington, D.C., NASP currently has 11 local chapters throughout the U.S. and boasts a membership of over 600.



An international group of entry-level, mid-level and senior financial services professionals who believe in inclusion as a long-term business driver.

- A professional association that fiercely advocates for equal opportunities and inclusion of talent that will enhance business growth through our relationships in state capitals and the federal government.
- Stakeholders looking to support economic development, and expand opportunities for engagement and impact on the continent of Africa through collaborations with US and internationally-based stakeholders.

PARTNERING WITH NASP



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

- **Job board postings and matching** – expand and strengthen your talent pipeline
- **Programming and events** tailored to business and professional development
- **Opportunities to build relationships** with universities and institutions seeking to more fully engage a broad talent spectrum via the NASP Institute, Mentor’s events and webinars for early career professionals and members
- **Customized multi-year partnerships** leverage the perspectives and talents from a more comprehensive spectrum of financial professionals
- **Collaborating in research and thought leadership** that explores and leverages the perspectives and talents of a broader spectrum of financial services professionals
- **Opportunities to directly message and strengthen your culture** of inclusion to drive market presence among colleges, early, mid-career, and seasoned professionals and senior leaders
- **Expanding your industry footprint** within communities providing growth opportunities and demonstrating how inclusion drives business value and impact



PROGRAM SPONSORSHIP

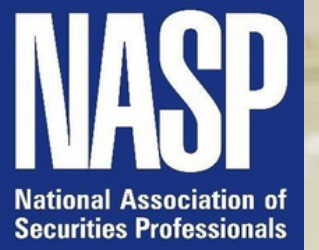
37th Annual Financial Services Conference

June 8 – 10, 2026 | Detroit, MI

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.

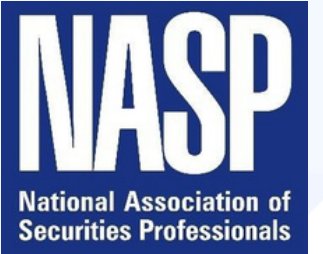
About: The Financial Services Conference is NASP's flagship fundraising event. More than 100 asset allocators attend the conference each year, giving sponsors excellent opportunities to get in front of investment decision makers. The conference serves as an exchange for timely, relevant, and impactful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

Reach: 500 – 600 Attendees annually



2022 - 2025 Financial Services Conference

Attendance Summary: At a Glance



Attendee Type:	2022	2023	2024	2025
Total Individuals in Attendance	616	579	555	360
Sponsor Organizations	76	70	72	68
Companies Represented	341	295	251	195
Consultants	18	22	14	10
Trustees & Allocators	83	75	83	46
Public Pension Plans	44	50	20	30
Private Pension Plans & F&Es	25	29	21	17

Estimated \$AUM for public plans represented is >\$1.2 trillion, and for private plans >\$3 trillion.

37th Annual Financial Services Conference

SPONSORSHIP LEVELS & BENEFITS

LEVEL	PRICING	Universal Branding*	Complimentary Event Booth	Speaking Opportunities <i>(based on availability)</i>	Complimentary Registrations*	Advance Attendee List	High Profile Recognition	Invitation to Exclusive Sponsor Reception
PLATINUM	\$130,000	■	■	■	7	4 weeks prior	■	5
GOLD	\$80,000	■	■	■	6	3 weeks prior	■	4
SILVER	\$50,000	■	■	■	5	2 weeks prior	■	3
INVESTING	\$25,000	■		■	3	1 weeks prior		2
MANAGING	\$18,000	■			2			2
EQUITY	\$8,000	■			1			1

*Complimentary registrations must be redeemed 21 days prior to the event (Monday, May 18, 2026) to ensure availability and seamless processing.

*Universal branding includes highlights during all mainstage events via electronic displays, digital program book branding, NASP website branding for 2026 calendar year.

36th Annual Financial Services Conference

2025 Sponsor Branding Exposure: All Sponsor Levels



Sponsor Exposure Method	Views, Clicks & Exposure Time (approximate)	Exposure Period
NASP HQ Website	2,500+ views	Digital ad branding March - June 2025 (registration site period)
Conference App	336 Unique users	May - June 2025
Sponsor Ad Clicks: Conference App	140+ unique clicks	May - June 2025
Sponsor Spotlight Main Stage Speaking Opportunities (Gold, Silver & Investing Levels Only)	35 minutes; 2,500+ individual views	Spoken remarks by sponsor representative to the entire conference audience, June 2 - 4, 2025
Main stage & breakout session digital branding	4,000+ views	Digital monitor ad loop on mainstage and at breakout sessions, June 2 - 4, 2025
Awards Dinner	1,000+ views	Digital monitor ad loop & recognition on mainstage June 3, 2025

*Note: In-person branding exposure is estimated based on the number of sponsor digital loops, number of attendees and number of sessions. NASP HQ digital website branding is a benefit that continues for the calendar year, following the Conference dates.

37th Annual Financial Services Conference

ADDITIONAL A LA CARTE SPONSORSHIP OPPORTUNITIES

LEVEL	PRICING	Special Event & Universal Branding*	One Complimentary Registrant to the Annual Conference	Two Complimentary Tickets to the Awards Reception on Tuesday, June 9th
COLLEGE DAY PROGRAM TUESDAY, JUNE 9, 2026	\$10,000	■	■	■
NASP WELCOME RECEPTION SUNDAY, JUNE 7, 2026	\$10,000	■	■	
NASP JOYCE JOHNSON AWARD TUESDAY, JUNE 9, 2026	\$15,000	■	■	■
WIFI FOR ALL CONFERENCE ATTENDEES	\$15,000	■	*TWO	■
NASP AWARDS RECEPTION TUESDAY, JUNE 9, 2026	\$25,000	■	*THREE	■

*Note: Universal Branding is in addition to elevated & featured branding for the a la carte option sponsored

36th Annual Financial Services Conference

2025 TOP SPONSORS

Apollo Global Management, Inc.
Ariel Investments, LLC
CastleOak Securities, L.P.
Channing Capital Management
Crescent Capital
Diamond Hill
eVestment/NASDAQ
Franklin County Commissioners
Goldman Sachs
Grain Management
ICV Partners
Invesco
JP Morgan Asset Management
KeyBank
Locust Point
Loop Capital Markets
Macquarie Asset Management
Mesirow Financial

Macquarie Asset Management
Mesirow Financial
Morgan Stanley
Nationwide
PGIM Fixed Income
PNC Bank
Ramirez Asset Management
Raymond James
RBC Global Asset Management
Robinhood
Siebert, Williams, Shank & Co, LLC
State Street Corporation
T. Rowe Price Associates, Inc.
United Missouri Bank
Valor Equity Partners
Wells Fargo
Xponance Inc.

*Note: Universal Branding is in addition to elevated & featured branding for the a la carte option sponsored

NEXT STEPS

Questions?

Contact NASP Senior Program Manager,
Abigail Cordaro at acordaro@nasphq.org

Ready to make a sponsorship commitment?

Click [HERE \[LINK\]](#) to complete our
sponsorship commitment form.

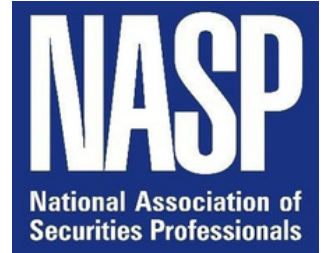
Please note: a sponsorship commitment form **must be submitted for audit purposes** in order for a sponsor to receive the benefits associated with their contribution level.

Is the link inaccessible due to company security? Click HERE to access the PDF version.

Please complete and return the PDF Sponsorship Commitment Form via email to Abigail Cordaro at acordaro@nasphq.org.



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BECAUSE INCLUSION IS BUSINESS

www.nasphq.org

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