

money marketing INTERACTIVE

SPONSORSHIP PACK

Harrogate:

Wednesday 15 September 2021,
Rudding Park

London:

November 2021,
Emirates Stadium

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Rudding Park

London: November 2021, Emirates Stadium

Get in touch

To find out more, please contact:

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Money Marketing Interactive is a unique annual event held in Harrogate and London bringing together over 350 financial advisers across the UK. Aimed primarily at client facing professionals and business owners, the conference will provide the setting to discuss and find answers to the big challenges and questions facing the financial advice profession today.



Harrogate

- 100+ advisers and senior representatives of adviser businesses including owners, directors, advisers, paraplanners, compliance and marketing
- Audience regional demographic: Midlands, North of England, Scotland
- Plenary conference with keynote speakers
- Exhibition area for networking with delegates
- 2 conference tracks
- Multiple in-focus workshops



London

- 250+ advisers and senior representatives of adviser businesses including company owners, directors, managers, advisers, paraplanners, compliance and marketing
- Audience regional demographic: London, South East, South West
- Plenary conference with keynote speakers
- Exhibition area for networking with delegates
- 3 conference tracks
- Multiple in-focus workshops



Who will you meet at Money Marketing Interactive?

Senior business influencers from some of the UK's top IFA firms including:

Acuity	Brewin Dolphin	Foster Denovo	Paradigm
Appleton Gerrard	City Asset Management	Investec Wealth & Investment	Plan Money
Ascot Wealth Management	Coutts & Co	Money Honey Financial Planning	Plan Works
Attivo Group	Crauford Hale Wealth Management	Octopus Wealth	Quilter Financial Advisers
BKD Wealth Management	EQ Investors	Openwork	Standard Chartered Bank
Blue Atlas Wealth		Orchard House (IFA's)	

True Potential Wealth Management
Women's Wealth
Wren Sterling Financial Planning

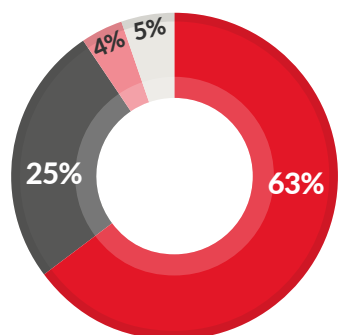
Why partner with Money Marketing?

Launched in 1985, Money Marketing is one of the most trusted and established brands in the industry, aimed at helping and promoting the financial adviser community across the UK.

A powerful audience of decision makers

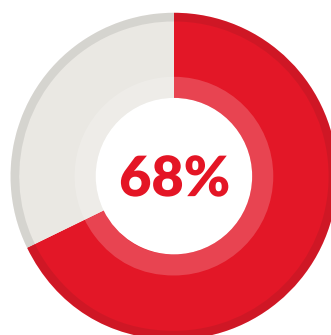
We engage with a powerful audience of financial advisers who research/advise on areas including personal pensions, life/term assurance and ISA's and consist of senior and client facing control functions at investment and pensions specialist advice firms, wealth managers, networks and CEOs/influencers.

Print circulation by
job function (%)*:



- of readers are Financial Advisers/Planners
- of readers are CEO/Director
- are Paraplanners
- are Consultants

Purchasing responsibility of
Money Marketing's readership*:



of readers are personally responsible for managing funds for their company up to £50m

*Data as at 31 December 2020

Digital & Print:



188.5k+ average unique monthly website visitors (over the past 12 months)

12k+ engaged newsletter subscribers

14k+ registered to moneymarketing.co.uk over the last 2 years

27.5k+ Social following: Twitter & LinkedIn followers combined

7.5k+ qualified print circulation



"Money Marketing moved Heaven and Earth to bring us a virtual experience like no other. The week was structured well with excellent contributions from many providers including our friends at the FCA. I found the session timings easy to work with and the quality of the speakers was both professional and well delivered. I would like to thank Money Marketing and their sponsors for providing this virtual event this year against the backdrop of challenges we face."

Simon Hall, Director,
Mainstream Financial Services

Money Marketing Interactive

76% of attendees think Money Marketing is the brand/publication to get an independent industry view

81% of attendees felt Money Marketing Interactive was a opportunity to attend sessions of the highest quality within the industry

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Our 2020 sponsors included...

Plenary Sponsor



Panel Sponsors



Workshop Sponsors



Sponsoring Partners



By sponsoring Money Marketing Interactive 2021, you will benefit from extensive brand exposure...



over **5 months** from
the event launch until
the conference later
in the year



via editorial newsletters and
dedicated email campaigns
to an engaged audience of
12k+ subscribers



across our Twitter and
LinkedIn social channels
to **27.5k+ followers**
combined



digitally across a dedicated
event website and the Money
Marketing brand website which
has **188.5k+ average unique
monthly website visitors**



through print ads in the Money
Marketing magazine with a **7.5k+
qualified print** circulation



**"First class content and speakers,
lively debate and up to date
information. Some very insightful
dissection of the use of technology
and how to embrace, rather than
fear it."**

Robert Young, Financial Adviser,
Black Swan Capital

**"I would strongly recommend
others attending the conference
in the future. It presents the
adviser population with a wider
understanding of how providers
and presenters see the industry
preparing for the future. You
cannot help but come away with a
broader-motivated view of a great
industry."**

John Byrne, Principal, Gerrard Byrne
Financial Services



What will you gain from sponsoring 2021 Money Marketing Interactive?

Pre-event	Headline Sponsorship	Plenary Sponsor	Workshop Sponsor	Track/ Presentation Sponsor	Panel Sponsor	Sponsoring Partner
Sponsor logo will appear on online marketing displayed alongside the main event logo as 'in association with	✓					
The sponsor will be recognised as lead on all marketing material and will have the most prominent position	✓					
Opportunity to add a banner to an email in the event marketing campaign	✓					
Collaboration with Money Marketing on your session topic	✓	✓	✓	✓	✓	
5-minute written Q&A with Money Marketing distributed pre-event via daily emails & social media (Twitter 24,500 followers)	✓	✓	✓	✓	✓	
Sponsor logo will appear in all marketing, email, print and digital communications for the event	✓	✓	✓	✓	✓	✓
Sponsor welcome Tweet via Money Marketing Twitter channel	✓	✓	✓	✓	✓	✓
Money Marketing to retweet selected sponsor tweets as additional engagement and reach via our main Twitter channel	✓	✓	✓	✓	✓	✓
Opportunity to network with delegates via the event app prior to the event	✓	✓	✓	✓	✓	✓
Opportunity to nominate target firms and individuals for delegate recruitment	✓	✓	✓	✓	✓	✓
100-word profile on event website, with direct link to company website	✓	✓	✓	✓	✓	✓
Delegate profile reports sent 48 hours before the event	✓	✓	✓	✓	✓	✓
Opportunity for an ad on the event app	✓	✓	✓			
Access to the dedicated virtual platform (Swapcard)	✓	✓	✓	✓	✓	✓

What will you gain from sponsoring 2021 Money Marketing Interactive?

At the event	Headline Sponsorship	Plenary Sponsor	Workshop Sponsor	Track/ Presentation Sponsor	Panel Sponsor	Sponsoring Partner
Opportunity to deliver a 20-minute morning keynote presentation in front of the entire audience	✓					
Full-page ad to appear in the Money Marketing magazine issue which will be distributed onsite at the event	✓					
Opportunity to deliver a 15-minute afternoon plenary presentation in front of the entire audience		✓				
Opportunity to sit in one of the plenary panel debates in front of the entire audience (morning for Headline sponsor, afternoon for Plenary sponsor)	✓	✓				
5-minute video filmed onsite with key speaker + podcast distributed post-event via daily emails & social media (Twitter 24,500 followers)	✓	✓				
Opportunity to run 2 x 40 minute workshops, each with min. 20 attendees	✓		✓			
Opportunity to deliver a 15-minute presentation in a stream				✓		
Opportunity to have a speaker sit on a streamed 30-minute panel discussion					✓	
Delegate passes, including speakers (extra tickets, available at £599 + VAT)	5	3	2	2	2	2
Exhibition space in main networking area	✓	✓	✓	✓	✓	✓
Logo on all event signage	✓	✓	✓	✓	✓	✓
Logo & profile featured and opportunity to network with delegates on the day in the event app	✓	✓	✓	✓	✓	✓

What will you gain from sponsoring 2021 Money Marketing Interactive?

Post-event & Pricing	Headline Sponsorship	Plenary Sponsor	Workshop Sponsor	Track/ Presentation Sponsor	Panel Sponsor	Sponsoring Partner
Logo featured alongside post-event write-up/pull-out in Money Marketing magazine and on moneymarketing.co.uk	✓	✓	✓	✓	✓	✓
Opportunity to provide a 15-20 second 'bumper' video, to appear at the start of relevant on-demand content	✓					
Speaker session to be recorded and made available on-demand after event	✓	✓				
Opportunity to provide thank you message to delegates, with links to relevant sponsor content on the virtual platform, to be sent by Money Marketing	✓	✓				
Advertisement in the post-event dedicated multi-page report to be included in Money Marketing one month after the event:						
Full page	✓					
Half page		✓	✓	✓	✓	
Access to post-event report with statistics and market feedback	✓	✓	✓	✓	✓	✓
Access to delegate data	✓	✓	✓	✓	✓	✓

London / Opportunities	£40,000 +VAT / 1	£20,000 +VAT / 2	£12,000 +VAT / 5	£10,000 +VAT / 3	£8,000 +VAT / 6	£5,000 +VAT / Limited
Harrogate / Opportunities	£28,000 +VAT / 1	£15,000 +VAT / 2	£10,000 +VAT / 4	£8,000 +VAT / 2	£6,000 +VAT / 5	£3,750 +VAT / Limited
Both	£62,500 +VAT	£31,500 +VAT	£19,500 +VAT	£16,500 +VAT	£12,000 +VAT	£7,250 +VAT