

Virtual Value – The pandemic may have forced us to host most everything in 2021 virtually, but it also showed us how we as an organization, can further expand the value of membership and, most importantly, your brand as a sponsor. 2022 programming will slowly welcome back more in-person events, but we will also continue to offer virtual programs. ALL 2022 sponsors will receive unlimited tickets to attend any of the virtual educational workshops, programming and network events and will be given first consideration to speak at the educational programs.

2022 Sponsorship Program

VIRTUAL BENEFITS

SPONSOR SPOTLIGHT EBLAST

FREE MEMBERSHIPS

CHAPTER EMAILS

CHAPTER WEBSITE

IN-PERSON BENEFITS

DIGITAL SIGNAGE

CHARITY GOLF OUTING

SPONSORSHIP RIBBONS

CHAPTER NEWSLETTER (4 ISSUES PER YEAR)

NOW AND NEXTGEN EVENTS

WINTER NETWORKING EVENT

NEW!

CAPITAL SHOWCASE

NEW!

THOUGHT LEADERSHIP MAGAZINE (2X PER YEAR)

NEW!

DISCOUNTED TICKETS

"PREFERENCE ACTION"

Platinum - \$10,000



A dedicated email highlighting 1 Platinum sponsor (and 2 Gold sponsors) with 200 word firm profile



2 new members



Logo on all emails



Logo & link on homepage



At all **Chapter** events and special recognition at the annual **Premier Event**



4 tickets (\$800 value)



At all events



Logo + 2 ads



3 tickets



3 tickets



3 tickets



up to **2 articles** per issue



10% off ESF and/or NOW Marquee Event Table(s)

Gold - \$5,500

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2 new members



Name on all emails



Logo & link



At all **Chicago Chapter** events



2 tickets (\$400 value)



At all events



Name + 1 ad



2 tickets



2 tickets



2 tickets



1 article per issue



5% off ESF and/or NOW Marquee Event Table(s)

Silver - \$3,000

Friends of TMA* - \$1,000

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Logo & link

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At all events



1 B+W ad



1 ticket



1 ticket



1 ticket

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ALL SPONSORS will be given priority consideration to serve on a panel as well as other speaking opportunities.

*Is your firm new to the TMA or you've always wanted to be a sponsor but just never took the leap? Then become a "Friend of the TMA" for only \$1,000 and receive all the benefits of our Silver Sponsor level. This offer is only available to new sponsors and for one year only.

Milwaukee Programming Sponsorship - \$1,500



Included on **signage** at every Milwaukee event



2 tickets to every Milwaukee Program



Firm logo listed on the **Chapter's website** with link to sponsor website



Firm name listed on all **email announcements** for Milwaukee events

"Preference Action"
All sponsors will be given priority consideration to serve on a panel as well as other speaking opportunities.



TMA Chicago/Midwest Chapter 2022 Sponsorship Program

Sponsorship provides your firm with an opportunity to expand brand awareness and persuade some of Chicago's most influential deal makers. We continue to innovate and identify ways to enhance the value proposition of sponsoring our Chapter: a new Thought Leadership Magazine, a Capital Showcase, discounted tickets to premiere events, and continuing our pledge to give sponsors priority consideration to serve on a panel as well as other speaking opportunities. With over 800 members, the TMA Chicago/Midwest membership continues to represent a "Who's Who" of turnaround, restructuring, and financial professionals in the Midwest. Our membership ranks have expanded across multiple business lines and represent a diversified mix of professionals:

- **43%** - Turnaround practitioners who consult with or participate in helping troubled companies in the recovery process, including interim managers, investment bankers, corporate managers, financial and operating advisors, and accountants.
- **20%** - Attorneys
- **14%** - Lenders
- **3%** - Investors, including equity investors, venture capitalists, and distressed debt traders
- **20%** - Other related professionals, including receivers, trustees, appraisers, auctioneers/liquidators, academics, and government/judges

Our programming options continue to grow both virtually and in-person. In 2021, nearly 70 educational workshops, and outstanding networking programs were hosted. We strive to involve sponsors as speakers at our events and feature sponsor's articles in our newsletters and on our website. As a sponsor, your firm will maintain "top of mind" positioning with key decision makers.

And new this year, you can save 15% by committing to a two-year sponsorship. You only need to pay for year 1 now. You will be invoiced for year 2 next year at this time.

Ways you can benefit from TMA sponsorship:

- Create deal flow and additional "at bats" by connecting your professionals with key deal makers
- Build brand awareness
- Expand your referral network by tapping into an additional source of professional interaction
- Demonstrate your expertise and reinforce your positive image through direct contact
- Position your firm to be opportunistic as new deals arise

Chicago/Midwest Chapter Website

Recognized as a premier destination for turnaround and restructuring professionals, the website currently receives approximately 6,000 page views and more than 1,500 visits per month. Sponsorship includes links on our website, benefits that increase your web presence and rankings. Additionally, we broadcast daily emails to our distribution lists which result in your brand reaching approximately 170,000 email inboxes per quarter to influential industry decision makers (a benefit only available to Platinum and Gold sponsors).

Yes, sign my firm up for the following 2022 sponsorship
(check all that apply):

- Platinum (\$10,000)
- Gold (\$5,500)
- Silver (\$3,000)
- Friends (\$1,000)*
- Milwaukee Sponsorship (\$1,500)

**Must be a new TMA Chicago Midwest Chapter sponsor and is effective for one year only.*

Contact Name: _____

Company Name (as it should appear): _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

Corporate Website: _____

Corporate Tax I.D. Number: _____

Total Due: \$ _____ VISA ___ M/C ___ Amex ___ Check ___

- I would like to save 15% and commit to a 2-year sponsorship
(Limited to Platinum & Gold Sponsors Only)

SPONSORSHIP FORMS AND PAYMENT ARE DUE NO LATER THAN DECEMBER 1, 2021.

Return completed form to: TMA Chicago/Midwest Chapter - Christine Glatz, Chapter Administrator
cglatz@managementservices.org or 815-469-1901 (fax)