



2026 Annual Sponsor Program



DRIVE TO SUCCESS CONFERENCE

 Samuel Riggs Alumni Center, Univ. of Maryland
7801 Alumni Drive
College Park, MD 20742



October 1, 2026

NAIFA-Maryland

The leading association for Maryland's Financial Professionals.

Empowering Financial Professionals and consumers through world-class advocacy and education.

NAIFA-Maryland's Members Are:

- Industry Leaders and Advocates
- Insurance Agents (P&C, Life)
- Financial Advisors
- Health Insurance and Employee Benefits Specialists
- Business Attorneys
- CPAs, Estate Attorneys
- Bankers and Mortgage Lenders
- New to the Business, Industry Leaders, and Everyone in Between

NAIFA Members Are Leaders

55% of NAIFA members have held a NAIFA leadership role during their career.

NAIFA Keeps Advisors in Business

According to the Bureau of Labor Statistics, the financial services profession will need to grow more than twice as fast as the overall workforce by 2020 to meet rising demand.

NAIFA's LUTCF program develops survival skills like prospecting, selling and practice management. Many credit the LUTCF designation for keeping them in business early in their careers.

For more information, contact Jennifer Mauer, CAE, executive director, NAIFA-Maryland, 301-701-6880, jmauer@naifa.org
www.naifa-maryland.org

DRIVE *to* SUCCESS

As the modern family evolves, even seasoned advisors need to learn how to serve clients in different ways. Through targeted programs developed for every stage in an advisor's career, NAIFA members are equipped with the practice management tools, sales ideas and research they need to thrive in the everchanging marketplace.

NAIFA Protects Our Industry

- 100% of federal lawmakers have a NAIFA member as a key contact.
- NAIFA has a member in EVERY congressional district, using the powerful combination of professional lobbyists, professional staff, and grassroots volunteers to advocate on behalf of our members and clients
- Only NAIFA represents advisors in every practice area.
- NAIFA members represent Main Street USA American families and small business
- NAIFA-Maryland's PAC actively supports federal candidates for office.
- NAIFA-Maryland plays an important role in NAIFA's grassroots advocacy efforts by developing and maintaining relationships with federal and state legislators.

**Put Our Influence to
Work for You All Year!**



Put your message in front of our members for a FULL YEAR
The more you invest, the more prominent your exposure.

ANNUAL SPONSORSHIP PROGRAM RECOGNITION	SILVER \$500	GOLD \$1,000	Diamond \$2,000	Platinum \$2,500
Recognition as a sponsor on the NAIFA-MD Web site for 12 months		✓	✓	✓
Rotating ad on the home page of the NAIFA-MD site for 12 months				✓
Recognition as a sponsor (company name) in Drive to Success emails, signs, general session main stage, and program materials, and on the Drive to Success event web page.	✓	✓	✓	✓
Social media post recognition pre-and post-event	✓	✓	✓	✓
Recognition at NAIFA-Maryland meetings for 12 months	✓	✓	✓	✓
Sponsor of one monthly Brews and Bites coffee or happy hour	✓			
Exhibit table at the Drive to Success event		✓		
Premium location for exhibit table at the Drive to Success event			✓	✓
Pre/Post attendee list for the Drive to Success event		✓	✓	✓
Complimentary registration for 2 company representatives to Drive to Success	✓			
Complimentary registration for 5 company representatives to Drive to Success		✓	✓	
Complimentary registration for 10 company representatives to Drive to Success				✓
Quarter-page black and white ad in Drive to Success onsite program		✓		
Half-page black and white ad in Drive to Success onsite program			✓	
Full-page ad in Drive to Success onsite program				✓
Present, or sponsor, a breakout session at the Drive to Success event, first come, first serve – breakout session must be approved by Program Committee			✓	✓
Sponsor of breakfast, luncheon, or reception at the Drive to Success, first come, first serve				✓
Opportunity to address attendees for up to five minutes from the main stage at Drive to Success			✓	
Opportunity to address attendees for up to ten minutes from the main stage at Drive to Success				✓

Website/Digital benefits

Chapter benefits

Event benefits

NAIFA
MARYLAND
ANNUAL SPONSOR PROGRAM



DRIVE TO SUCCESS CONFERENCE | OCTOBER 1, 2026

DRIVE *to* SUCCESS

NAIFA-Maryland's Drive to Success is our most heavily marketed event of the year, providing a great return on your investment. The popular one-day conference, held in the Spring and Fall each year, includes keynote presentations by industry icons and motivational speakers, as well as breakout sessions, networking events and exhibits.

We heavily promote the event via our website, social media, email and direct mail. The direct mail postcard is mailed to over 1,000+ members and non-members throughout the region. We will be cross-marketing this event to our Greater Washington, DC and Virginia NAIFA members as well.

All promotional materials recognize our Annual Sponsors. In addition to the recognition on marketing materials, all Annual Sponsors receive (excluding Silver sponsors) a complimentary exhibit table (which includes complimentary admissions and post-conference attendee lists) and sponsor recognition in the program, on screen prior to the general sessions and from the podium during the opening session.

The **Platinum** Sponsor may address attendees for up to ten minutes from the main stage during one of the general sessions. **Diamond and Platinum** Sponsors may introduce the speaker or present one breakout session.

Our Annual Sponsorship program is available throughout the year and the sponsorship expires one year after you enroll. If your sponsorship is due to expire prior to the date of next year's event, your sponsorship must be renewed before you would be recognized as a sponsor of next year's conference. For example, if your sponsorship expires on December 31, 2025 and the conference will be held in January 2026, you would not be listed as a sponsor until you renewed your sponsorship through December 31, 2026. The earlier you renew, the more exposure you will receive!

REGISTRATION PRICING AS FOLLOWS

Earlybird discounted rate (by Aug. 15, 2026)		In Advance discounted rate (from Aug. 16 - Sept. 10)		Onsite rate (after Sept. 10)	
Member	Non-Mbr	Member	Non-Mbr	Member	Non-Mbr
\$25	\$45	\$50	\$65	\$65	\$75



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