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<td>Industry General Session Keynote Speaker <em>(Reserved)</em></td>
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<td>Closing Reception <em>(Reserved)</em></td>
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<td><strong>Exhibitor Sponsor (Limited Availability)</strong></td>
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<td>$5,000</td>
</tr>
<tr>
<td><strong>Advertising Enhancements</strong></td>
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<tr>
<td>$1,500 (current sponsor), $2,500 (non-sponsor)</td>
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</table>
## Platinum Level Opportunities

$15,000

### Benefits for All Platinum Sponsors

- One table-top exhibit
- Five complimentary registrations
- Full-page promotional ad with premium placement in on-site program
- Inclusion in sponsor signage on-site
- Inclusion in conference mobile app
- Pre and post attendee list
- Sponsor listing and logo on the 2019 FreddieMacCONNECT website
- Recognition in Opening General Session remarks
- Logo acknowledgment in the official program
- Sponsor badge designation
- 1 event push notification via mobile app

### Welcome Reception Sponsor (Wednesday, September 18)

**Exclusive benefits**

- Co-branded cocktail napkins with the Freddie Mac logo and your logo
- Logo included in all photos produced by the photo booth at the reception
- Promotional signage throughout the event
- Highlighted as the reception sponsor in the onsite program

### Closing Reception Sponsor (Thursday, September 19)

**Exclusive benefits**

- Co-branded cocktail napkins with the Freddie Mac logo and your logo
- Logo included in all photos produced by the photo booth at the reception
- Promotional signage throughout the event
- Highlighted as the reception sponsor in the onsite program

### Industry General Session Keynote Speaker Sponsor (Thursday, September 19)

**Exclusive benefits**

- Opportunity to welcome and introduce the keynote speaker (rehearsal required)
- Company name and logo digitally displayed during opening remarks
- Placement of branded giveaway item in conference bag
- Five VIP reserved seats at the general session

### #LeadingtheWay General Session Keynote Speaker Sponsor (Thursday, September 19)

**Exclusive benefits**

Freddie Mac is #LeadingtheWay in advancing women in the mortgage industry. Sponsor our panel discussion featuring Freddie Mac’s women leaders and a keynote speaker.

- Opportunity to welcome and introduce the keynote speaker (rehearsal required)
- Company name and logo digitally displayed during opening remarks
- Placement of branded giveaway item in conference bag
- Five VIP reserved seats at #LeadingtheWay General Session

### Registration Sponsor

**Exclusive benefits**

- Co-branded lanyard with the Freddie Mac logo and your logo
- Co-branded badge holder with the Freddie Mac logo and your logo
- Co-branded registration confirmation email and email reminders

### Elevator and Escalator Clings Sponsor

**Exclusive benefits**

- Premiere opportunity to co-brand elevator and escalator clings with the Freddie Mac logo and your logo

### Reserved
## Gold Level Opportunities

**$10,000**

<table>
<thead>
<tr>
<th>Mobile App Sponsor</th>
<th>Hydration Station and Branded Water Bottles Sponsor</th>
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</thead>
<tbody>
<tr>
<td><strong>Exclusive benefits</strong></td>
<td><strong>Exclusive benefits</strong></td>
</tr>
<tr>
<td>• One promotional post, text or image during conference hours (to be approved by Freddie Mac)</td>
<td>• Co-branded reusable water bottle with the Freddie Mac logo and your logo</td>
</tr>
<tr>
<td>• Exclusive logo placement on mobile app banner on the welcome screen</td>
<td>• Promotional signage displayed at Hydration Stations</td>
</tr>
<tr>
<td>• One push notification (to be approved by Freddie Mac)</td>
<td></td>
</tr>
<tr>
<td>• Marketing Communication Email to Attendees about downloading App</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Meeting Space Wi-Fi Sponsor</th>
<th>Conference Bag with Pen and Notebook Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exclusive benefits</strong></td>
<td><strong>Exclusive benefits</strong></td>
</tr>
<tr>
<td>• Prominent Wi-Fi signage throughout the venue with your logo</td>
<td>• Co-branded bag distributed to all at registration; bag will include the Freddie Mac logo and your logo</td>
</tr>
<tr>
<td>• Your company name as the Wi-Fi password</td>
<td>• Opportunity to provide one branded promotional item and one promotional flyer in the conference bag</td>
</tr>
</tbody>
</table>

### Benefits for All Gold Sponsors
- One table-top exhibit
- Four complimentary registrations
- Half-page promotional ad with placement in on-site program
- Inclusion in sponsor signage on-site
- Inclusion in conference mobile app
- Pre and post attendee list
- Sponsor listing and logo on the 2019 FreddieMacCONNECT website
- Sponsor badge designation

**Reserved**

**Reserved**

**Reserved**

**Reserved**
## Silver Level Opportunities

$7,500

### Benefits for All Silver Sponsors

- One table-top exhibit
- Three complimentary registrations
- 1/4-page promotional ad in on-site program
- Inclusion in sponsor signage on-site
- Inclusion in conference mobile app
- Acknowledgment in on-site program
- Pre and post attendee list
- Sponsor listing and logo on the 2019 FreddieMacCONNECT website
- Sponsor badge designation

### Charging Station “HUB” Sponsor

**Exclusive benefits**
- Promotional signage displayed at a charging station
- Highlighted as a charging station sponsor in the on-site program

### Breakfast Sponsor

**(Thursday, September 19 and Friday, September 20)**

**Exclusive benefits**
- Promotional signage displayed during each breakfast with your logo

### Luncheon Sponsor

**(Thursday, September 19)**

**Exclusive benefits**
- Promotional signage displayed at the Luncheon with your logo

### Customized Hotel Key Card Sponsor

**Exclusive benefits**
- Co-branded customized hotel key card with the Freddie Mac logo and your logo distributed to all attendees staying at Marriott Marquis, DC

### Coffee Break Sponsor

**(Thursday, September 19 and Friday, September 20)**

**Exclusive benefits**
- Promotional signage displayed during coffee breaks with your logo
- Co-branded coffee sleeves

### Reserved

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<thead>
<tr>
<th>Tentative</th>
<th>Reserved</th>
<th>Reserved</th>
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2019 FreddieMacCONNECT Sponsorship Opportunities
Additional Opportunities

**Exhibitor Sponsor**
$5,000 (Limited Availability)

**Benefits for all Exhibitors**
- One table-top exhibit
- One complimentary registration
- Inclusion in mobile app
- Post attendee list
- Listing and logo on the 2019 Freddie-MacCONNECT website
- Exhibitor badge designation

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**Advertising Enhancements**
$1,500 current sponsor, $2,500 non-sponsor

**A la carte offerings to enhance your conference presence**
- Program Ad (Limited Availability)
  Additional or increased size of your company’s Program Ad
- Mobile App Ad (Limited Availability)
  Will be viewed in conference Mobile App
- Meter Board (Limited Availability)
  Displayed on general session floor

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**Secure Your Sponsorship Opportunity Today**

FreddieMac.com/CONNECT2019
Conferences_Events@freddiemac.com
571-382-4375