Sponsorship Opportunities
24th MFC Annual Conference
June 29–30, 2022, Istanbul, Turkey
“Microfinance investing through uncertainty”

This year, the Microfinance Centre (MFC) will run its 24th Annual Conference in Istanbul, Turkey at the Wyndham Grand Istanbul Levent hotel.

As we emerge from the pandemic, we’re eager to reconnect, discuss our concerns and share new perspectives on microfinance development amid the political and economic uncertainty. The event will be a meeting of minds and ideas and a perfect opportunity to network, exchange experience, find practical information, discuss the current political and economic context, make new deals and even lay the groundwork for successful partnerships.

Why should you sponsor?

MFC conference is the most significant financial inclusion event in Europe and Central Asia!

It has brought together a unique mix of microfinance practitioners, impact investors, technology partners, donors, policy makers and social finance enthusiasts for over 20 years, and with over 500 participants from 40+ countries expected in Istanbul, where MFC will continue that tradition.

Networking: organize meetings to make new connections, expand and maintain contact with your current clients during 2 conference days. As conference sponsor you will have access to the participant list in advance. The conference format has changed to feature only interactive plenary sessions on key investment topics and offer more information sharing and networking opportunities.

Inspiring: we will invite the main conference sponsors to discuss sector opportunities and challenges at one of the conference plenary sessions focusing on investment trends, impact and technology applications.

Marketing: take advantage of the 2-day trade exhibition and/or dive into the details of your products and services by making short, institutional presentations in the plenary format. As a conference sponsor you can also take advantage of the gala dinner and reception cocktail to present yourself.

Co-creating: you can share with us your ideas about the conference format, content and speakers prior to the event. This may give you an unexpected and unique marketing advantage and increased visibility!

Supporting the MFC: by supporting the event you will also contribute to the well-being of the MFC, the international network connecting 95 microfinance practitioners, impact investors and other sector stakeholders.

Your support is welcome and appreciated!

For all the details about our tailor-made sponsorship packages, see below. If you would like to become a sponsor and/or discuss the option get in touch with GUARANT International, Ms. Viktoria Karlovská: karlovska@guarant.cz to arrange all the details.
# Sponsorship Opportunities

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<thead>
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<th>Sponsorship Opportunity</th>
<th>Price*</th>
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<td><strong>Main Sponsorship:</strong></td>
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<tr>
<td>Strategic Sponsor Package (limited to 1 sponsor)</td>
<td>21 000 EUR</td>
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<tr>
<td>Gold Sponsor Package</td>
<td>17 000 EUR</td>
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<tr>
<td>Tech Sponsor Package</td>
<td>14 000 EUR</td>
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<tr>
<td>Silver Sponsor Package</td>
<td>13 000 EUR</td>
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<tr>
<td>Bronze Sponsor Package</td>
<td>7 000 EUR</td>
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<td><strong>Other Sponsorship Opportunities:</strong></td>
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<td>Welcome Cocktail Sponsor (exclusive)</td>
<td>5 000 EUR</td>
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<tr>
<td>Gala Dinner Sponsor (exclusive)</td>
<td>5 000 EUR</td>
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*Please notice that quoted prices don’t include the VAT
Below please find a detailed description of sponsorship opportunities

One Strategic Sponsor (Exclusive) € 21.000

- Exclusive offer limited to one sponsor
- 8 additional exhibitor registrations*
- Special mention at the Conference Opening and Conference Closing
- Possibility to co-open the Conference (June 29, 2022)
- Opportunity to co-close the Conference (June 30, 2022)
- Company’s logo on the homepage of the app and a special company button with direct information about the sponsoring company
- Possibility to nominate the speaker/facilitator
- Promotional materials of your choice displayed on the conference tables (such materials have to be delivered to the conference organizers)
- Coverage in the conference newsletter and on social media
- Logo placement on the conference website linked to the sponsor’s website
- Logo placement on the main conference media background (PPT, video etc.)
- Large booth** in the exhibition area with two roll-up banners max. size 4 x 2 meters (if explicitly solicited by your institution)
- First priority in choice of stand location
- Priority access to meeting rooms for private meetings (no rental fee)
- List of the Conference participants received in advance

Gold Sponsor € 17.000

- Exclusive offer limited to two sponsors
- 6 additional registrations*
- Opportunity to have a speech during the Welcome Cocktail (June 29, 2022)
- Possibility to nominate the speaker/facilitator
- Promotional materials of your choice displayed on the conference tables (such materials have to be delivered to the conference organizers)
- Coverage in the conference newsletter and on social media
- Logo placement on the conference website linked to the sponsor’s website
- Logo placement on the main conference media background (PPT, video etc.)
- Large booth** in the exhibition area with two roll-up banners max. size 3x2 meters (if explicitly solicited by your institution)
- Priority access to meeting rooms for private meetings
- List of the Conference participants received in advance

Tech Sponsor € 14.000

- Exclusive offer limited to one sponsor
- 5 additional exhibitor registrations*
- Possibility to nominate the speaker/facilitator
- Sponsoring of name badges and lanyards for increased visibility
- Opportunity to provide branded conference technology
- Special mention at the Conference Opening and Conference Closing
- Promotional materials of your choice displayed on the conference tables (such materials have to be delivered to the conference organizers)
- Logo placement on the conference website linked to the sponsor’s website
- Logo placement on the main conference media background (PPT, video etc.)
- Standard booth** in the exhibition area with one roll-up banner max. size 3x2 meters (if explicitly solicited by your institution)
- List of the Conference participants received in advance
Silver Sponsor € 13.000

- 4 exhibitor registrations*
- Special mention at the Conference Opening and Conference Closing
- Possibility to nominate the speaker/facilitator
- Promotional materials of your choice displayed on the conference tables (such materials have to be delivered to the conference organizers)
- Logo placement on the conference website linked to the sponsor’s website
- Logo placement on the main conference media background (PPT, video etc.)
- Recognition at the Conference opening and closure
- Standard booth** in the exhibition area with one roll-up banner max. size 3x2 meters (if explicitly solicited by your institution)
- List of the Conference participants received in advance

Bronze Sponsor € 7.000

- 2 exhibitor registrations*
- Promotional materials of your choice displayed on the conference tables (such materials have to be delivered to the conference organizers)
- Logo placement on the conference website linked to the sponsor’s website
- Logo placement on the main conference media background (PPT, video etc.)
- Small booth** in the exhibition area with one roll-up banner max. size 2x2 meters (if explicitly solicited by your institution)
- List of the Conference participants received in advance
Welcome Cocktail Sponsor (exclusive)  € 5.000

Excellent corporate branding opportunity:
• 1 exhibitor registration*
• Exclusive sponsorship of the Welcome Cocktail
• Company can place roll up banners and other branded materials at the Welcome Cocktail venue
• Logo positioning indicating sponsorship status on conference websites
• Formal announcement and acknowledgement of sponsorship during the Welcome Cocktail
• Opportunity to have a speech during Welcome Cocktail
• List of the Conference participants received in advance

Gala Dinner Sponsor (exclusive)  € 5.000

Excellent corporate branding opportunity:
• 1 exhibitor registration*
• Exclusive sponsorship of the Gala Dinner
• Company can place roll up banners and other branded materials at the Gala Dinner venue
• Logo positioning indicating sponsorship status on conference websites
• Formal announcement and acknowledgement of sponsorship during the Gala Dinner
• Opportunity to have a speech during Gala Dinner
• List of the Conference participants received in advance

*Exhibitor registrations include admission to conference meeting room, social events as well as refreshments
**Exhibition booth includes:

• back wall
• extension cable
• logo on the fascia and counter
• Counter
• laptop + LCD screen
• 2 chairs
• power supply
• cleaning of public areas
• lighting in the public areas
• fire security lighting in the public areas
• fire security
About MFC

The Microfinance Centre is a social finance network that promotes fairness, inclusion, equality and responsible service. We unite 95 organizations across 36 countries of Europe, Central Asia, who together deliver responsible microfinance services to almost 2,000,000 low-income clients.

Our Mission
Our mission is to empower people and communities through sustainable social finance.

Our Vision
Our vision is for a financial system that works for people, communities and the planet in a fair, responsible and sustainable way.

MFC is a broad and diverse community of organizations interested in and practicing sustainable social finance.

Together with our members – microfinance, financial cooperative systems, social finance banks, social investors, academic institutions, national and international support organizations and networks – we seek to make financial services work effectively for people, communities and the planet by embracing sustainability good practices and standards, sharing knowledge, advocacy and networking in the region of Europe and Central Asia.

Microfinance Centre
ul. Żuratów 47/49, 00-680
Warsaw, Poland
+48 22 622 34 65
microfinance@mfc.org.pl
www.mfc.org.pl

Website
www.mfc2022.org

24th MFC Annual Conference Secretariat

GUARANT International spol. s r.o.
Českomoravská 19
190 00 Prague 9
Czech Republic
+420 284 001 444
mfc@guarant.cz