



CFA Institute

Sponsorship Opportunities

2023-2024 | CFA Institute

EXPANSIVE GLOBAL NETWORK

The world's largest association of investment professionals.

Our large global network of members and relationships with key financial organizations, universities and regulators around the world provides global connectivity and a medium through which to engage on key industry issues and to positively affect the investment profession.

AMERICAS

100,475 CFA charterholders

92 CFA Societies

48,435 CFA Program candidates

344 Affiliated Universities

EMEA

39,138 CFA charterholders

47 CFA Societies

36,483 CFA Program candidates

210 Affiliated Universities

ASIA PACIFIC

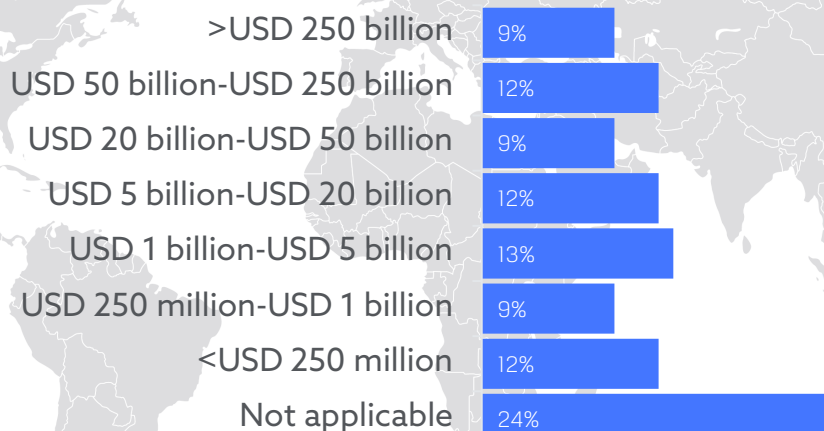
35,911 CFA charterholders

21 CFA Societies

118,964 CFA Program candidates

174 Affiliated Universities

Employer Assets Under Management



Top Job Roles

Portfolio Manager
Investment Analyst
Wealth Manager
Risk Analyst

Investment Focus

Equities
Fixed Income
Private Equity
Real Estate

Top Firm Types

Asset Management
Commercial Bank
Investment Bank
Private Wealth Management

75 YEARS OF CONFERENCE EXCELLENCE

CFA Institute conferences are designed to deliver relevant, timely, and objective industry knowledge, deepen professional connections, and elevate career goals.

We bring together practitioners, C-suite, and thought leaders to gain and share insights into the latest investment trends to guide professionals working to build an industry in which investors' interests come first, financial markets function at their best, and economies grow. CFA Institute is the global association of investment professionals that sets the standard for professional excellence and credentials.



The organization is a champion of ethical behavior in investment markets and a respected source of knowledge in the global financial community. There are more than **180,000 CFA® charterholders worldwide in 160 markets.**

CONVENING POWER YOU CAN TRUST

[Our track record speaks for itself.](#)

- CFA Institute Annual Conference
- Middle East Investment Conference
- India Investment Conference in partnership with CFA Society India
- Climate Risk and Returns and Asset and Risk Allocation (USA)
- GIPS® Standards Annual Conference
- Webinars and podcasts focused on AI, private markets, ESG, and more

Get front-row seats to the excitement: [Watch our promo videos from past conferences!](#)

CONTACT US

To secure any of these opportunities and gain access to investment professionals attending CFA Institute programming, please contact:

Jon Gentry
Senior Manager, Sponsor & Event Partnerships
(434) 981-6028
jonathan.gentry@cfainstitute.org



CFA Institute

Podcasts

2023-2024 | CFA Institute

PODCAST SPONSORSHIPS

CFA Institute podcasts provide a powerful platform to showcase your brand, share your expertise, and connect with a global audience of finance professionals, CFA® charterholders, and industry thought leaders.

CFA Institute podcasts have gained popularity for their insightful discussions, interviews, and analysis on a wide range of finance-related topics. By sponsoring CFA Institute podcasts, you can leverage the credibility and reach of this esteemed organization to amplify your brand's visibility and engage with an influential audience.

SPONSORSHIP PROGRAM

Enterprising Investor

USD 20,000 | 6 Month Term | Exclusive Sponsorship

Enterprising Investor is the flagship podcast of CFA Institute and the definitive program for the investment management industry. Over 30,000 average monthly downloads of conversations with some of the most influential people from the world of finance about the topics that matter most to investment professionals.

The Sustainability Story

USD 7,500 | 6 Month Term | Exclusive Sponsorship

Named one of the top podcasts about corporate social responsibility, The Sustainability Story features intimate conversations with ESG investing and sustainability thought leaders. This niche podcast explores the fascinating intersection of finance, environment, governance, society, climate change, biodiversity, and more. Currently at 6,000 average monthly downloads and growing!

All podcast sponsorships include the following:

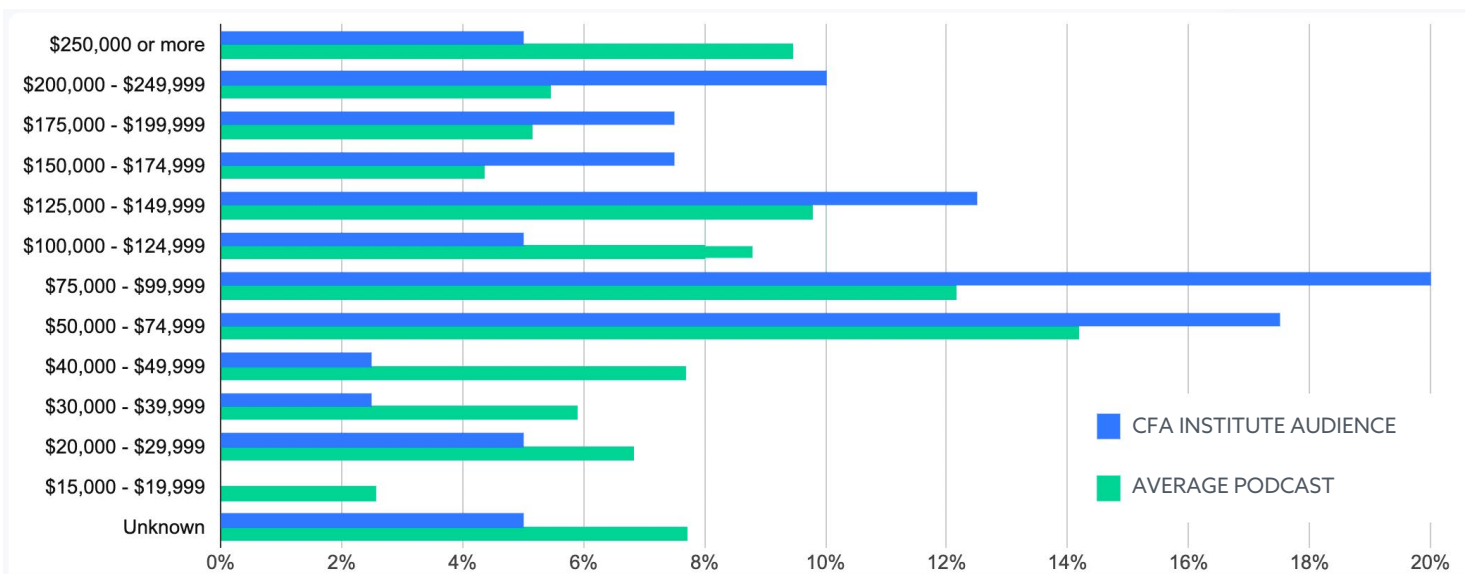
PODCAST SERIES SPONSORSHIP DETAILS	
Price	USD 20,000
Sponsorship Term	6 months
Deliverables	
Exclusivity	
Exclusive Sponsorship	
Thought Leadership Positioning	
Opportunity to invite a guest on 1 episode for each 6-month term	
Brand Exposure	
Branding on all podcast artwork (show and episode art that is used on podcast platforms and in podcast promotion)	
30-second audio advertisement at the start of each episode (includes entire back catalogue during the sponsorship term)	

PODCAST LISTENER AUDIENCE STATISTICS

Statistics compiled from Apple Podcasts and Spotify publicly available user data

Enterprising Investor was ranked #4 on FeedSpot's 2023 Best Institutional Investor Podcasts

LISTENER HOUSEHOLD INCOME



LISTENER AGE

