

STRUCTURED
FINANCE
ASSOCIATION

The Arcadian | Toronto

SFCanada 2025

Tuesday, May 13, 2025

Sponsorship Opportunities



Be the Name Everyone Talks About Sponsor SFCanada 2025

The Structured Finance Association is thrilled to present SFCanada 2025. This one-day conference offers an unparalleled opportunity for industry professionals to connect with peers, engage in thought-provoking discussions, and explore the latest developments in the Canadian structured finance markets. Become a sponsor today and be part of the conversation.

Sponsorship Opportunities

INDUSTRY BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
SFA Member	CAD \$27,400 USD \$20,000	CAD \$22,000 USD \$16,000	CAD \$16,500 USD \$12,000	CAD \$13,700 USD \$10,000
Non-Member	CAD \$32,900 USD \$24,000	CAD \$27,400 USD \$20,000	CAD \$22,000 USD \$16,000	CAD \$16,500 USD \$12,000
Passes	Member: 50 Non-Member: 30	Member: 20 Non-Member: 10	Member: 8 Non-Member: 4	Member: 4 Non-Member: 2
Logo Included in Marketing Collateral	X	X	X	X
Exhibit Table*	5'x2.5'	5'x2.5'	5'x2.5'	5'x2.5'
Pre/Post Conference Delegate List (Name, Title, Company)	X	X	X	X
Post Event Write-Up for SFA Website	X	X	X	X
Option to Purchase Meeting Space	Based on Availability	—	—	—

Branding Opportunities

Registration Check-In iPads & Name Badges	CAD \$9,300	USD \$6,775
Delegate Lanyards ¹	CAD \$7,000	USD \$5,150
Delegate Luncheon	CAD \$7,000	USD \$5,150
Networking Reception	CAD \$6,500	USD \$4,750
WiS Breakfast Sponsor ²	CAD \$5,200	USD \$3,800
Water Station ¹	CAD \$3,600	USD \$2,650

¹ Branding rights only, additional production costs apply.

² Co-Sponsored

* Limited Booth Space - First Come, First Served

Please mark the preferred sponsorship level and/or branding opportunity.

SFA MEMBER		
	PLATINUM 50 passes included	CAD \$27,400 USD \$20,000
	GOLD 20 passes included	CAD \$22,000 USD \$16,000
	SILVER 8 passes included	CAD \$16,500 USD \$12,000
	BRONZE 4 passes included	CAD \$13,700 USD \$10,000

NON-MEMBER		
	PLATINUM 30 passes included	CAD \$32,900 USD \$24,000
	GOLD 10 passes included	CAD \$27,400 USD \$20,000
	SILVER 4 passes included	CAD \$22,000 USD \$16,000
	BRONZE 2 passes included	CAD \$16,500 USD \$12,000

BRANDING OPPORTUNITIES			
	Registration Check-In iPads & Name Badges SOLD	CAD \$9,300	USD \$6,775
	Delegate Lanyards¹ SOLD	CAD \$7,000	USD \$5,150
	Delegate Luncheon SOLD	CAD \$7,000	USD \$5,150
	Networking Reception	CAD \$6,500	USD \$4,750
	WiS Breakfast Sponsor²	CAD \$5,200	USD \$3,800
	Water Station¹	CAD \$3,600	USD \$2,650

¹ Branding rights only, additional production costs apply.

² Co-Sponsored

* Limited Booth Space - First Come, First Served

SFCanada 2025: Sponsor Contact Information

Primary Sponsor Contact

Name:

Title:

Company:

Street Address:

City/State/Zip:

Country:

Phone:

Email:

Billing Contact *(If Different)*

Name:

Title:

Company:

Street Address:

City/State/Zip:

Country:

Phone:

Email:

Please sign and email this agreement to events@structuredfinance.org.

Signature of Acceptance: _____ Date: _____

Printed Name: _____ Title: _____

Brittany Hince, Head of Sponsorship & Membership Services

Structured Finance Industry Group, Inc. d/b/a Structured Finance Association: _____

Please initial the complete sponsorship terms on the following page.

Agreement will be invalid unless terms are initialed.

Sponsorship Terms

BINDING AGREEMENT.

These terms and conditions (these "Terms") shall govern the sponsorship form attached hereto (the "Sponsorship Form") where Structured Finance Industry Group, Inc. d/b/a Structured Finance Association, together with its respective subsidiaries and affiliates (collectively, "SFA" or "Our"), provide a person (collectively, "Sponsor", "You" or "Your") with sponsorship opportunities at SFA conferences, meetings or other sponsored events (each, an "Event"). Any reference to a "person" in these Terms includes any individual, firm, unincorporated association or corporate body. This is a legally enforceable contract. By executing the Sponsorship Form, which is incorporated herein, You agree to be bound by these Terms.

PASSES INCLUDED IN SPONSORSHIP PACKAGES.

All names for passes included within the sponsorship must be submitted by **Monday, May 12, 5:00 PM ET**. You will receive registration instructions after confirming sponsorship. Any unused passes that have not been allocated by the specified deadline will be forfeited. Registration passes are non-sharable and non-transferable unless otherwise specifically approved by an SFA representative. Any individual may be asked to show proper identification by venue security or Event staff.

TAX.

All sponsorship prices listed are exclusive of any local sales or withholding taxes. You will be responsible for all related bank charges, taxes, withholdings, duties and levies in connection with Your sponsorship of the Event (excluding taxes based on the net income of SFA).

PAYMENT.

Payment of the sponsorship fees are due within 30 days of Your execution of the Sponsorship Form. If payment in full is not received by SFA within 30 days of Your execution of the Sponsorship Form, all sponsorship benefits, including all Sponsor passes will be canceled. Except as otherwise set forth herein, all amounts paid are non-refundable, non-cancelable and non-creditable. If You pay by credit card, you will be subject to a three percent (3%) processing fee and agree that SFA may bill Your credit card for any late, unpaid fees. You shall be responsible for any costs and expenses, including without limitation, reasonable attorneys' fees, incurred by SFA to collect any late, unpaid fees.

CANCELLATION OR CHANGE OF EVENT BY SFA.

If for any reason SFA determines it is necessary to cancel, change the date, or change the delivery method of the Event, SFA may do so, provided that SFA notifies Sponsor in writing as soon as reasonably practicable. Sponsor will not be eligible for a refund of any sponsorship fees previously paid by Sponsor under these Terms if a change in date or in the delivery method of the Event occurs. If the Event is cancelled by SFA due to a non-Force Majeure Event (as defined below), the liability of SFA hereunder shall be limited to a refund of sponsorship fees previously paid by Sponsor under these Terms. In the event of any such cancellation, all other rights, duties, liabilities, and obligations hereunder shall terminate. For more information regarding refunds, please contact events@structuredfinance.org.

FORCE MAJEURE.

In the instance the Event is canceled due to a "Force Majeure Event" (an unforeseeable event beyond the reasonable control of SFA, including, without limitation, act of God, delay in transportation, fire, flood, earthquake, storm, war, pandemic, epidemic, contagion, act of a public enemy, civil commotion or any law, rule, regulation, order or other action by any public authority or any other matter reasonably beyond SFA's control) and not rescheduled, Sponsor's payment to SFA will be refunded in proportion to any refund SFA receives from the Event venue. This clause shall be understood to include and apply to a cancellation of the Event based on the financial impracticability of the SFA holding the Event due to a Force Majeure Event.

Sponsorship Terms Continued

TERM AND TERMINATION.

These Terms shall become effective upon Your execution of the Sponsorship Form and shall remain in effect through the end of the Event. Either party may terminate these Terms for cause upon 30 days written notice to the other party in the event the other party materially breaches these Terms and fails to cure the breach within such 30 day period. In the event of a termination pursuant to the immediately preceding sentence (i) by Sponsor, all fees paid by Sponsor shall be refunded by SFA, or (ii) by SFA, all fees paid by Sponsor are non-refundable. In addition, if during the term of these Terms Sponsor ceases to be a member of SFA in good standing, Sponsor shall promptly pay SFA the additional sponsorship fees for non-SFA members, and if Sponsor fails to pay those additional fees within 30 days after it ceases to be a member of SFA in good standing, then SFA may terminate these Terms for cause and all fees previously paid by Sponsor shall be non-refundable. All rights and obligations of the parties which by their nature are reasonably intended to survive such termination or expiration will survive termination or expiration of these Terms.

CONTENT MARKS.

SFA reserves the right to use recorded audio, video or still photographs collected during the Event (the "Content") on an unrestricted basis for promotional and educational purposes, including without limitation, to be posted on SFA's website. Subject to SFA's Privacy Policy, which is incorporated herein by reference, by attending the Event, Sponsor and its invitees hereby authorize SFA to use their image, likeness, personal characteristics and any other proprietary and publicity rights as contained in any Content as described in the sentence above without the requirement of further notice, royalty, payment or any other compensation to or consent from Sponsor or its invitees. Sponsor hereby grants SFA a non-exclusive, non-transferable, royalty-free, right and license, to use the trademarks, service marks, trade names, domain names, designs or logos of Sponsor in SFA promotional materials and websites for the Event.

LIABILITY.

Under no circumstances will either SFA or Sponsor, or their respective officers, directors, representatives, contractors, members or employees be liable for any indirect, special or consequential damages with respect to the performance of their duties and obligations under this Agreement, including, without limitation, lost profits, regardless of whether such damages could have been foreseen or prevented by either party. The Sponsor (a) waives any claim it may have against SFA or its officers, directors, representatives, contractors, members or employees (the "Released Parties") for any injury, loss or damages that the Sponsor or its officers, directors, employees, members and agents may sustain as a result of participating in the Event, and (b) releases from liability, discharges and covenants not to sue the Released Parties for any injury, loss, or damage arising out of or in connection with the participation or involvement of the Sponsor or its officers, directors, representatives, contractors, members or employees in the Event (other than arising from the gross negligence or willful misconduct of the Released Parties). Sponsor acknowledges and waives Section 1542 of the California Civil Code, which provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY." Sponsor expressly waives and relinquish any and all rights and benefits that they may have under, or that may be conferred upon them by, the provisions of Section 1542 of the California Civil Code, or any other law of any state or territory that is similar, comparable, or equivalent to Section 1542, to the fullest extent they may lawfully waive such rights or benefits pertaining to the claims released in these Terms. Sponsor acknowledges that the foregoing waiver was expressly bargained for and a material element of these Terms of which this release is a part.

DISCLAIMER.

THE EVENT AND ITS CONTENT, MATERIALS, SERVICES AND PRODUCTS ARE PROVIDED "AS IS" AND WITH ALL FAULTS. SFA EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, RELATED TO THE EVENT, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Sponsorship Terms Continued

MISCELLANEOUS.

Each party shall comply with all prevailing laws, rules and regulations and obtain all necessary approvals, consents and permits required by the applicable agencies of the government of the jurisdictions that apply to its activities or obligations under these Terms. SFA expressly reserves the right to impose reasonable health and safety requirements on attendees and institute reasonable health and safety protocols at the Event. These Terms shall be governed by the laws of the State of New York without giving effect to their choice of law rules. The exclusive venue for determining any dispute between the Parties shall be the state and federal courts located in the Borough of Manhattan, NY. In the event legal action becomes necessary to interpret or enforce any provision of these Terms the prevailing party shall be entitled to its expenses, court costs and reasonable attorneys' fees, in addition to any other relief awarded. You may not assign any rights or obligations under these Terms under any circumstances. In addition, you will not "pass-through" your rights or obligations under these Terms to any third party, including for promotional tie-ins, joint or cross promotions, or in any manner that suggests the third party or its products or services are affiliated with or endorsed by SFA, unless such "pass-through" has been previously approved in writing by SFA in its sole and absolute discretion on a case-by-case basis. Any impermissible "pass-through" shall be considered a material breach and SFA may immediately terminate these Terms with cause upon delivery of written notice to Sponsor.

INITIALS: _____ DATE: _____