



Employee Benefit News
ebn

VIRTUAL SUMMITS

EMPLOYEE BENEFIT NEWS

The Financial Wellness Benefits Summit

April 23, 2025 | 11:50 AM—4:30 PM | 6 Sessions

About the Event

THE FINANCIAL WELLNESS BENEFITS SUMMIT

In today's fast-changing economic landscape, financial stress is a growing concern for employees—directly impacting productivity, engagement, and overall well-being. As April marks Financial Literacy Month, HR and benefits leaders are actively seeking solutions to enhance their financial wellness programs.

The FINANCIAL WELLNESS VIRTUAL SUMMIT, presented by Employee Benefit News, is a premier half-day virtual summit designed to equip HR professionals with the strategies, tools, and insights needed to drive real impact.

As a sponsor, this is your opportunity to showcase your solutions, build relationships with decision-makers, and position your brand as a leader in workplace financial wellness.

11:50 AM – 12:00 PM

Opening Remarks:
Alyssa Place, EIC,
Employee Benefit News

12:00 PM – 12:30 PM

Session 1 (fireside chat):
The State of Employee Wellness

12:40 PM – 1:40 PM

Session 2 (panel):
Planning and Launching a Financial
Wellness Program

1:50 PM – 2:20 PM

Session 3 (Case Study): Employee
Assistance Programs (EAPs) with
Financial Counseling

2:30 PM – 3:00 PM

Session 4 (Case Study):
Tackling Student Loan Debt

3:10 PM – 3:40 PM

Session 5 (Case Study):
Retirement Planning Support

3:50 PM – 4:20 PM

Session 6 (Case Study):
Building a Culture of Financial
Literacy

4:20 PM – 4:30 PM

Closing Remarks: Alyssa Place,
EIC, Employee Benefit News

Why Sponsor and General Audience

Tap Into the Financial Wellness Benefits Summit.

The Financial Wellness Benefits Summit brings together a powerful community of industry leaders, disruptors, innovators, and decision-makers who are shaping the future of employee benefits. These exclusive gatherings are more than just events—they are dynamic hubs where top professionals connect, collaborate, and engage in the conversations that matter most.

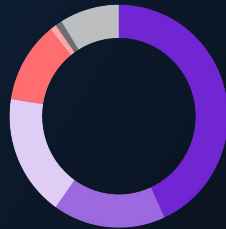
TOTAL AUDIENCE REACH

315k

LEADERSHIP

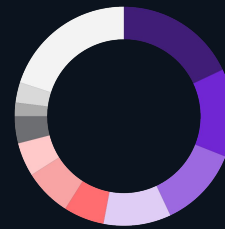
71%

AUDIENCE ROLES



- 44% HR/Benefits
- 17% Finance
- 18% C-Suite
- 12% Broker/Advisor/Consultant/Agent
- 1% Third Party Administrator
- 1% Pension/Retirement
- 9% Other

COMPANY TYPE



- 18% Insurance
- 13% Consulting/Professional Services
- 12% Internet Software & Services
- 10% Financial Services
- 6% Education
- 7% Healthcare
- 5% Health & Wellness
- 4% Retailing
- 2% Pharmaceuticals
- 3% Integrated Telecommunication Services
- 20% Other

Sponsorship Opportunities

Thought Leadership

FIRESIDE CHAT PARTICIPATION

The State of Employee Financial Wellness

\$15,000

1 available

- Opportunity to present their Financial Wellness Research as part of a 30-minute fireside chat with EBN's Editor-in-Chief, Alyssa Place. Speaker subject to approval
- *Attendees will be provided a copy of your report through the Event attendee hub*
- Includes access to the session recording
- Noted as a sponsor in dedicated promotional emails and on the dedicated virtual summit website
- Includes post-summit conference attendee list (attendee phone numbers excluded)

PANEL PARTICIPATION

Planning and Launching a Successful Financial Wellness Program

\$15,000

1 available

- Opportunity to speak on one session. Speaker subject to approval
- Employee Benefit News will develop the session focus and deliverables, recruit all remaining speakers and/or moderators, and coordinate panel participation
- Includes access to the session recording
- Noted as a sponsor in dedicated promotional emails and on the dedicated virtual summit website
- Includes post-summit conference attendee list (attendee phone numbers excluded)

Sponsorship Opportunities

Thought Leadership

CASE STUDY OPPORTUNITY

The State of Employee Financial Wellness

\$10,000

4 available

- Opportunity for the sponsor and client to co-present, covering the journey of working together with insights into the challenges and successes of the relationship. Help improve your brand's credibility by naturally building a more compelling, relatable story and showcasing your company through a prism of practical proof. The session will be moderated by one of EBN's editorial staff. It will position you as an expert and elevate your status as a thought leader.
- Speakers are subject to approval
 - Employee Assistance Programs (EAPs) with Financial Counseling
 - Tackling Student Loan Debt
 - Retirement Planning Support
 - Financial Literacy
- Attendees will be provided a copy of your report through the Event attendee hub

Sponsorship Opportunities

Brand Awareness

SPOTLIGHT VIDEO

\$12,500

5 available

- Opportunity to present a 2-minute video interview hosted with Employee Benefit News Editor-in-Chief (sponsor to provide interview questions)
- Video labeled as sponsored for transparency, will be edited for length and clarity, and include
- Employee Benefit News-branded intro and outro
- Full ownership of rights to use recorded mp4 video in future communications
- Noted as sponsor in dedicated promotional emails and on dedicated virtual summit website
- Includes attendee list (attendee phone numbers excluded)

SUPPORTING SPONSORSHIP

\$7,500

- Noted as a sponsor in dedicated promotional emails and on the dedicated virtual event website
- Includes post event conference attendee list (attendee phone numbers excluded)

**To confirm your partnership or for more information,
please contact Kris Kadel at**

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