



THE BOND BUYER
**VIRTUAL
SUMMITS**

BUY-SIDE INVESTING

The Shifting Muni Buy-Side

July 22, 2025

About the Summit

WHAT DO INVESTORS WANT?

As the public finance industry navigates a challenging macroeconomic and ever-shifting policy landscape, the views from the municipal investor matter even more—and that means opportunity for firms looking to lead the conversation. This event offers your brand a seat at the table with key buy-side and sell-side players shaping what's next.

With separately managed accounts and ETFs experiencing explosive growth—driven by lower fees and a growing demand for customization—the buy-side is constantly reevaluating how and where they deploy capital. Retail still dominates the muni space, but shifts in behavior, yield curve positioning, and the electronification of parts of the market, are changing the game.

Add in the looming potential for tax policy changes in 2025, and you have a high-stakes moment for the muni market.

This is Your Opportunity To:

- Align your brand with cutting-edge insights and critical market conversations.
- Reach institutional decision-makers, new entrants into the market and influencers at a pivotal planning time for 2025 and beyond.
- Position your solutions in front of those actively examining their investment strategies.
- Sponsoring this event puts your firm at the center of market intelligence, strategic forecasting, and relationship-building with the investors and issuers driving the muni market forward.

Why Sponsor and General Audience

Tap Into the Power of the *The Bond Buyer* Virtual Summits

The Bond Buyer's Virtual Summits bring together a powerful community of industry leaders, disruptors, innovators, and decision-makers who are shaping the future of municipal finance. 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.

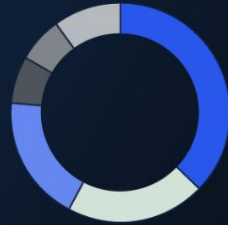
TOTAL AUDIENCE REACH

149K

LEADERSHIP

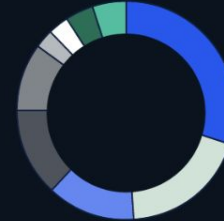
80%

COMPANY TYPE



- 38% Issuer
- 21% Sell-side
- 19% Buy-side
- 7% Law Firm
- 7% Insurance
- 10% Other

AUDIENCE ROLES



- 30% Finance
- 19% C-Suite
- 13% Operations
- 13% Sales/Marketing
- 10% Legal
- 3% Education
- 3% Communications
- 4% Information Technology
- 5% Other

Sponsorship Opportunities

PANEL PARTICIPATION

\$15,000

3 available

- Opportunity to speak on or moderate on one session. Speaker subject to approval
- *The Bond Buyer* 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 number excluded)

SPOTLIGHT VIDEO

\$12,500

3 available

- Opportunity to present a 2-minute video interview hosted with *The Bond Buyer* Editorial and Live Media Team (sponsor to provide interview questions)
- Video labeled as sponsored for transparency, will be edited for length and clarity, and include
- *The Bond Buyer*-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 post-summit conference attendee list (attendee phone number excluded)

SUPPORTING SPONSORSHIP

\$7,500

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

**To confirm your partnership or for more information,
please contact Michael Ballinger at**

917-325-9265 | michael.ballinger@arizent.com