Who Are You? • DEADHEADS • Where Are You?

# SPONSORSHIP INFORMATION

# OUR PURPOSE

***'Strangers stopping strangers, just to shake their hand.'*** **Robert Hunter lyricist for The Grateful Dead**

Inspired by Hunter's words and a shared passion for the Grateful Dead, we have created a professional networking community that transforms common ground into long-lasting business relationships.

Our Annual Event kickstarts a year of networking and mini events, where Family Members gather in relaxed, yet productive environments, bonding over music or business or the combination of suits and tie dye.

www.wallstreetdeadahead.com

# YOU MAY HAVE ALREADY READ ABOUT US…

RollingStone.COM

“This is the site of one of Wall Street's most exclusive networking events, populated by a group of 350 who made the cut ahead of 500 more eager to break in. Every patron has two common traits: They're involved in financial services in some capacity, and they're utterly obsessed with the Grateful Dead.

Though the founding fathers of hippie culture formally disbanded following the death of Jerry Garcia in 1995, their spirit is alive and well amongst perhaps the least likely of group of torchbearers.

The Wall Street Dead aHead networking group is like no other in music or finance. The group takes cues from both cultures, helping its "family members" find clients, customers, partners and concert buddies, but ultimately striving to build meaningful connections between likeminded people.”

Click here to read more

FORTUNE.COM

“The lessons [of the Grateful Dead] continue to resonate with Wall Street investor and “Deadhead” Deborah Solomon, who founded the exclusive networking event Wall Street Dead aHead in 2012. Since that time, it has exploded to an annual event of 350 lawyers, accountants, investors and other Wall Street professionals, with another 500 on the waiting list.

The key to the group’s success, explains Solomon, is that its members -- or “family members,” as they’re called -- espouse the band’s culture of community and kindness through their work.

“Effective business and networking is all about being kind and connecting on a deeper level,” says Solomon. “People try to help other people within the family, even if there’s nothing in it for themselves.”

Click here to read more

# OUR FAMILY MEMBERS

Since our inception in 2012, our Family has grown to 1,000+ members, each individually and meticulously pre-screened to attend one of our Annual Events. WSDA has flourished into a group of highly engaged and successful professionals with the mutual ambition to create authentic, kind, and productive business relationships and friendships.

**Who we are – Where we work:**

Hedge Fund/PE/VC/Family Office/Private Investors, Consultants, Investment Bankers, FinTech-ies, Insurance Brokers, CEOs, CFOs, Directors, Research Analysts, Musicians, Accountants, Lawyers, Traders, Artists, Real Estate professionals, Wealth Managers, Writers, Recruiters, Investor Relations/Public Relations … to name just a few!

**Where we live:**

New York, Chicago, San Francisco, Los Angeles, Washington D.C., Texas, Colorado, Florida, Oregon, Canada, London and more!

*Engaged and growing everyday!*

2,965+ Likes

1,770+ Followers

12,740+ Followers

7,160+ Connections
700+ Private Group

2,270+

# OUR GATHERINGS

## Annual Event

Family Members enjoy a memorable evening filled with networking, music, food, and drinks. Each guest leaves with a sponsor bag and the coveted, Attendance Roster aka ‘Set List’ with every registered attendee’s contact details. Event sells out quickly as it is capped at 375 guests, and space is carefully limited by business category in order to maximizing networking opportunities. Historical extensive waiting list.

## Mini Networking Events Throughout the Year

### VIP Events

Curated, intimate events organized for Premier Sponsors with thoughtful discussion and amazing wine.

50-60 Attendees
Approximately 10 per year

### Jam Sessions

Music brings our Family together, especially at our monthly Jams. Open to all Family Members

60-70 Attendees
12 per year

### NextGen Hangs

Get-togethers and mentoring for younger Family Members who never saw Jerry.

20-40 Attendees
6 per year

### Girls’ Hangs

Networking and socializing for our Family’s strongest arm, the ladies.

20-40 Attendees
6 per year

# A FEW TESTIMONIALS - MORE ON OUR WEBSITE

CohnReznick
ADVISORY • ASSURANCE • TAX

"CohnReznick has been a member of the WSDA Family for several years and a proud premier sponsor for the last two. The community that Deb has tirelessly created has proven to be fun, productive, thought-provoking, and an overall refreshing way to network. The events are always planned with such thoughtfulness towards uniting the most compatible business relationships. This is networking on another level."

**Alan Wolfson, Office Managing Partner – New York, CohnReznick LLP**

BLANKROME

"WSDaH offers a unique opportunity to network and interact with primarily finance professionals in various industries with a common love of the Grateful Dead. Deb & Company do a terrific job throughout the year putting on various events, culminating in the main annual event. We are thrilled to continue to support WSDaH."

**Jason Eig, Partner at Blank Rome LLP**

BANQ

"As an active attendee and sponsor of many small cap events, none have shown the dedication, support and reach that Deb and her team has put forth for their Family members. Being a part of WSDA is more than just one night, it's an entire year."

**Marc Elenowitz, Chief Executive Officer of BANQ**

Cleartrust
STOCK TRANSFER AGENT

"Wall Street Dead aHead is one of a very limited number of engagements ClearTrust strategically sponsors. We appreciate the authentic, grass-roots culture Deb has created that allows us to forge meaningful long-term relationships with like-minded professionals. We are proud to be in the Family!"

**Kara Kennedy, Executive Director of ClearTrust**

www.wallstreetdeadahead.com

# SPONSORSHIP OPPORTUNITIES

Our sponsors have access to a range of visibility benefits that **can be customized** to meet the needs of your company. We are all about getting personal so email deb@wallstreetdeadahead.com or call her at 646-569-5635 for pricing and more information!

| OFFERING | Premier Sponsorship | Sponsor Wheel | Sponsor Bag |
|---|---|---|---|
| Social Media Support | Bi-monthly posts (where applicable) and daily support on all channels for 6 months | One post to announce sponsorship | |
| VIP Event | Curated wine tasting and invitation to all VIP events | | |
| Logo Display | Website, Annual Event venue, and all event confirmation emails | Website | |
| Promotional Sponsor Bag Item | ✓ | ✓ | ✓ |
| Newsletter Features | One newsletter spotlight, company logo and contact details on all newsletters | | |
| Spreadsheet of Attendees | ✓ | | |
| 'Set List' Ad | Full page ad | Logo combined with other sponsors on one page | |
| Annual Event | 4 Tickets<br>2 VIP passes | 2 Tickets | 1 Ticket |
| Press Release Mention | ✓ | | |

# TO LEARN MORE

With us, it’s all about getting personal.

Contact Deb for…
questions about the Family, sponsorship pricing, anything – she’d love to hear from you!

deb@wallstreetdeadahead.com