



Institute for  
Divorce Financial  
Analysts

# CDFA Connect

IDFA Annual Sponsorship Packages



# Partner with the IDFA

Since 1993, the Institute for Divorce Financial Analysts (IDFA®) has empowered financial, accounting, and legal professionals with premier divorce financial planning education and certification.

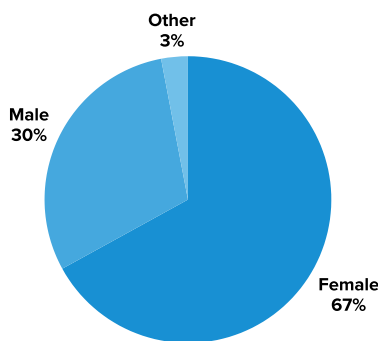
**Partner with the IDFA** to gain premium visibility, position your brand as a trusted authority, and connect directly with a community of forward-thinking professionals in the divorce financial planning space. Choose from three tiered packages designed to **maximize your reach and impact**.

All sponsorship packages are active for 12 full months from the date of enrollment.

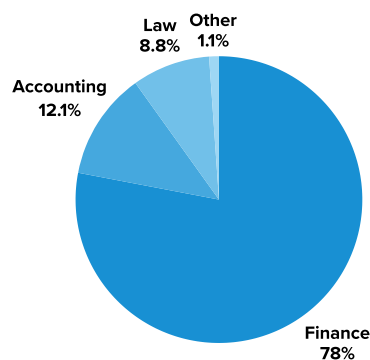


## IDFA: Demographics

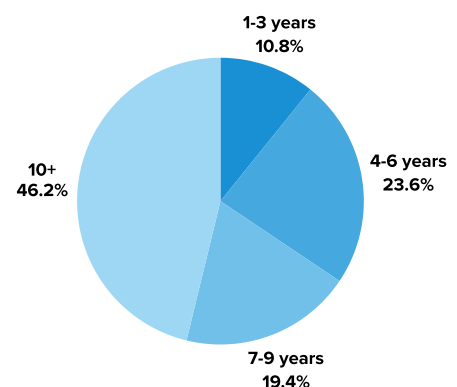
### Gender



### Industry



### Years Being CDFA



**Finance** (e.g. Financial Advisor, Mortgage Broker, Insurance Professional)

**Accounting** (e.g. Accountant, Business Valuator)

**Law** (e.g. Lawyer, Mediator, Paralegal)

**Other** (e.g. Family Therapist, Real Estate Professional)



# Gold Sponsor

\$10,000

## Best Value | Maximum Exposure | Exclusive Access

Our most comprehensive sponsorship delivers high-touch engagement across conference, editorial, and digital channels.

### ➤ Conference Sponsorship

- 1 custom email to the full conference list
- 4 conference passes
- Logo and company description featured in:
  - Conference materials
  - Conference website
- One sponsored meal or break at a conference:
  - Recognition during the meal announcement
  - Branded signage displayed
- 1 custom email to the full IDFA mailing list
- Logo and description on our Affinity Partner website
- 1 promotional item included in new member welcome kits

### ➤ Editorial Partnership

- **1 full-page advertorial** in the IDFA Quarterly Journal (annually)
- **3 quarter-page ads** in remaining journal editions (one per quarter)
- **1 blog advertorial post** on our platform (annually)

### ➤ Digital Spotlight

- **Featured Partner of the Month** spotlight
- **Digital ad** in the IDFA monthly newsletter
- **60 second pre-recorded commercial** spot on our podcast
- **60 second pre-recorded commercial** during one webinar
- **Ad placement** on our digital blog



# Silver Sponsor

\$6,500

## Strong Visibility | Multi-Channel Support

A powerful mid-tier sponsorship with key visibility across platforms.

### ➤ Conference Sponsorship

- **2 conference passes**
- **Logo and company description featured in:**
  - Conference materials
  - Conference website
- **Logo and description** on the Affinity Partner website
- **1 promotional item** included in new member welcome kits

*Note: Meal sponsorship and mailing list access not included at this level.*

### ➤ Editorial Partnership

- **1 full-page advertorial** in the IDFA Quarterly Journal (annually)
- **1 blog advertorial post** (annually)

*Note: Quarter-page ads not included at this level.*

### ➤ Digital Spotlight

- **Featured Partner of the Month** spotlight
- **Digital ad** in the IDFA monthly newsletter
- **60 second pre-recorded commercial** on our podcast
- **60 second pre-recorded commercial** during one webinar (option to announce CE credit code)
- **Ad placement** on our digital blog



# Bronze

Sponsor

## \$5,000

### Essential Exposure | Entry-Level Engagement

A simple, effective way to support the community and showcase your brand.

#### ➤ Bronze Benefits

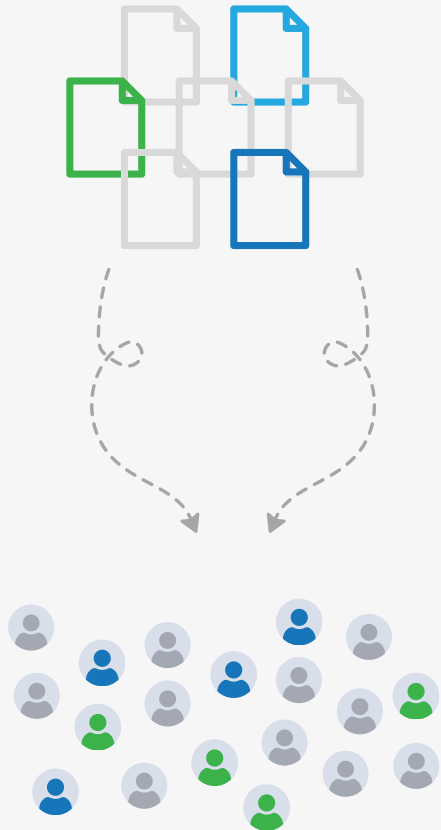
- **1 conference pass**
- **Logo featured in:**
  - Conference materials
  - Conference website
- **Logo and description** on our Affinity Partner website
- **1 promotional item** included in new member welcome kits

*Note: Editorial and digital benefits are not included at this level.*

*Pricing for individual Journal ads and a la cart options are available upon request.*

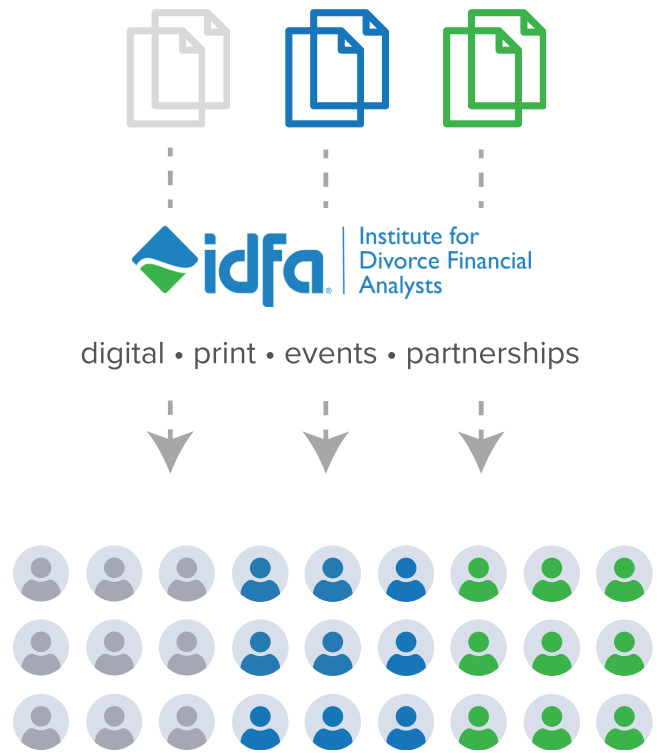
# Challenge

Finance Professionals are flooded with news & information, yet they struggle to find content that speaks to their unique industry pain points.



# Opportunity

IDFA creates and connects content to the right audience at the right time with a targeted approach.



# Audience and Demographic Data\*



## Our Reach

- 2,800+ CDFA professionals nationwide
- 20,100+ Monthly Website Users
- 55,000+ Monthly Page Views



## Engagement Metrics

- Newsletter average 30% open rate
- Podcasts average 1,000+ monthly listeners
- Webinars regularly attract 250+ industry participants



## Audience Composition

- 86% Finance Professionals (Financial Advisor, Mortgage Broker, Insurance Professional)
- 6% Accounting Experts (Accountant, Business Valuator)
- 4% Legal Practitioners (Lawyer, Mediator, Paralegal)

# Audience and Demographic Data\*



## Audience Tenure & Experience

- 35% hold CDFA designation for over 10 years (Alternatively, 52% hold CDFA designation for over 7 years.)



## Digital Engagement & Reach Metrics

- IDFA newsletters achieve an average **30% open rate** among 10,000+ subscribers.
- Podcasts average **350+ monthly listeners.**
- Webinars routinely attract **275+ industry professionals per event.**

\*Source: 2025 IDFA Voice of the Customer Survey

# Contact Us

800.875.1760

[sales@institutedfa.com](mailto:sales@institutedfa.com)

[institutedfa.com](http://institutedfa.com)

# Connect

