

January 14, 2022

Emilie Ninan
Ballard Spahr
NinanE@ballardspahr.com

Re: 2022 Sponsorship Opportunities

Dear Emilie,

On behalf of the Association of Public Finance Professionals of the District of Columbia, Maryland and Virginia, Inc. ("APFP") Board of Governors, we hope you are continuing to stay healthy and safe during the ongoing COVID-19 pandemic.

During these unprecedented times, APFP continues to fulfil its goals to provide educational activities and forums, as well as to provide networking and mentoring opportunities to public finance professionals. Our roster now boasts over 150 members with participants from state and local government issuers, not-for-profit issuers, investment bankers, attorneys, financial advisors, insurers, and trust officers.

Despite the challenges we all have confronted in 2021, APFP continues to provide information and opportunities for our membership to connect and learn. Although we suspended fund raising efforts in 2021, the generosity of our corporate sponsors in 2019 and 2020 allowed us to cover the cost associated with educational seminars and networking events. Of note, during 2020 / 2021 APFP:

- Co-hosted with the Virginia Chapter of Women in Public Finance an Economic Development and Innovation Education Panel and Networking Reception at the University of Virginia. The panel featured experts from the public and private sectors discussing innovative approaches to economic development in Northern Virginia and Washington, D.C. and how governmental leaders and the business community can work together to drive growth ;
- Co-hosted with the Maryland Chapter of Women in Public Finance a panel discussion on public-private partnership considerations and challenges;
- Conducted a virtual workshop on "Creating a Culture of Inclusion: Addressing Unconscious Bias" facilitated by global diversity, equity, and inclusion consultant Tanya M. Odom, Ed.M.;
- Conducted a Muni Virtual Game Night;

APFP

2021 Sponsorship Opportunities

Page 2

- Organized with the Maryland and Virginia Chapters of Women in Public Finance, a Virtual 5k Run/Walk raising \$5k that went to benefit the Capital Region Food Bank:
- Held our first “In Person” gathering since the pandemic started in November 2021 at the Brixton.

. APFP looks forward to 2022 and plans to resume speaker and panel discussions for public finance professionals on topics relevant to our ever changing marketplace as well as host social networking events.

These opportunities are made possible by the generous support of sponsors like you! Your financial support will help defray the costs of our ongoing programs. In that regard, we are pleased to provide sponsorship opportunities at a variety of levels and would appreciate your support.

We have several packages for sponsorship, and these are detailed in the 2022 Sponsorship Commitment Form enclosed with this letter. Sponsorship will provide your firm with recognition as a 2022 APFP sponsor, note the sponsorship level with your firm’s logo on our event invitations and programs, and a verbal announcement of your sponsorship during our events. Your firm’s logo will also be displayed on our sponsor banner at all APFP events. In addition, sponsors will be recognized on the APFP website through the end of the calendar year with a hyperlink.

In order to meet our financial commitments for upcoming events, we are requesting that annual sponsors remit funds no later than **Monday, March 1, 2022**.

We look forward to hearing from you. If you require additional information or wish to discuss opportunities for regional events in greater detail, please feel free to contact us at the telephone number and email provided in the enclosed 2022 Sponsorship Commitment Form. Thank you for being our partner in the past and hopefully you will continue to support APFP in the future.

Sincerely,

/s/ Jonathan Kirn
Jonathan Kirn
President
APFP

/s/ Pamela Holton Byrd
Pamela Holton-Byrd
Treasurer
APFP

ASSOCIATION OF PUBLIC FINANCE PROFESSIONALS

APFP



DISTRICT OF COLUMBIA
MARYLAND
VIRGINIA

2021 Sponsorship Commitment Form

Sponsorship Opportunities	Amount
Platinum	\$2,500
Gold	\$1,500
Silver	\$1,000
Bronze	\$500

Firm Name: _____

Amount of Sponsorship \$ _____

Contact Information:

Name **Title / Position**

Address

City **State** **Zip Code**

Phone **Fax** **E-Mail**

Payment information:

Please make all checks payable to Association of Public Finance Professionals of the DC, MD, and VA, Inc.

Please forward to:

Pamela Holton-Byrd, Stifel
Treasurer, APFP
7200 Wisconsin Avenue, Suite 310
Bethesda, Maryland 20814

Questions? Call 301-941-2424 or email byrdp@stifel.com