

2022 WIND Gala Recap

- 37 sponsors = \$625,000 raised! In 2022 budget, the Gala base goal was \$310K and stretch goal was \$500k
- 150 attendees which was higher than the expected attendance of 120 people which was used for budgeting/planning purposes
- Special guests were Emcee – Rachana Bhide and Keynote Speaker – CFTC Commissioner Kristin Johnson
- 2022 Gala Budget = \$45K

2022 Gala Sponsors

Diamond-Premiere Sponsors (\$50k)

Citadel
Nomura

Platinum Sponsors (\$30k)

Bank of America
Bloomberg
DTCC
LSEG/LCH
SPDJI Global

Silver Sponsors (\$20k)

Barclays
BlackRock
CME Group
Davis Wright Tremaine LLP (DWT)
~~FTX US~~
NinjaTrader
Virtu

Gold Sponsors (\$10k)

Allen & Overy
AlphaSimplex
ALSTON & BIRD
BlockFi
BMO
BNP Paribas
Broadridge
Citi
Euroclear
FalconX
Goldman Sachs
ICE
JP Morgan
Linklaters
Katten
Mayer Brown
Patomak
Rabobank
RBC
Sherman & Sterling
Sullivan & Cromwell
Tradeweb
WilmerHale

2022 Gala Sponsorships was a Board Wide Effort!

Board Member/Advisory Council	\$ Raised	Sponsors
Julie Winkler	\$130,000	BlockFi, Bloomberg, SPDI, BlackRock, CME and NinjaFutures
Angie Karna	\$80,000	Nomura, Alston & Bird, Mayer Brown and WilmerHale
Cassandra Seier (Tok)	\$75,000	AlphaSimplex, Euroclear, Goldman Sachs, Rabobank, Virtu, and ICE
Karen Wares	\$70,000	JPM, RBC, Bank of America and Barclays
Tracy Rucker-Wilson	\$70,000	Citadel, BNPP and Tradeweb
Kyle Brandon	\$50,000	FalconX, Patomak, DWT and Sullivan & Cromwell
Marisol Collazo	\$50,000	Broadridge, Citi, DTCC
Deborah North	\$30,000	Allen & Overy, Shearman & Sterling and Sullivan & Cromwell
Jacqueline Mesa	\$30,000	Linklaters and DWT
Susi de Verdelon	\$30,000	LSEG/LCH
Petal Walker	\$20,000	FTX
Ying Cao	\$20,000	Katten
Joyce Thormann	\$10,000	Euroclear
Lona Mozumder	\$10,000	Falcon X
Tara Dziedzic	\$10,000	ICE
Claudia Downing		
Tracey Vallarta Jordal		

2022 Gala Survey Feedback

- **12 responses to the survey**
- Highest rated questions– Quality of venue & cocktail hour (High quality / very high)
 - Comments: Overall considered to be a good location, a bit tight, and aged
- Lowest rated questions- Intro Video and Communication/Transparency:
 - Comments on Intro Video: Most respondents felt the Intro video was minimally to not at all successful at conveying our brand. Only 4 respondents provided high marks. Recommendations to get the video done by a professional. Make sure the broader WIND story is told.
 - Comments on Communication & Transparency: Some respondents felt communication was somewhat to not at all clear; while others responded that communication was very clear to extremely clear. Some thought more frequent communication to all board members would be useful so they know what is expected of them on the day of the event.

Suggestions/Recommendations for 2023

Venue/Date

- Look for larger venue (although not too large as would dilute intimacy of event)
- Push date back slightly so as not to conflict with Labor Day (became difficult to get nominees/RSVPs over the holiday)

Sponsorships

- 3 levels for 2023 to simplify
- Be clearer on how sponsorship works with other WIND events
- Improve tracking
- Ask Board to start sooner to solicit sponsorships
- Remove DEI partnership as option for higher levels (all should be considered DEI partners)
- Put an end date on when tables award submissions can be provided

Awards

- Consider giving sponsors fewer nominations
- Consider giving out fewer awards
- Do not solicit input on corporate champion
- Provide clearer direction/FAQ on nominations to sponsor
- Send out request for nominations sooner
- Ask Board members to help follow up with their sponsors on submitting nominations
- Set a firm submission deadline

Content

- Get video professionally produced
- Look for emcee and keynote speaker earlier once date/venue are booked (may need to pay someone)

Board Engagement

- Have special gala focused board meeting 1-2 months before event so all are aware

Post gala

- Board members to engage winners of awards to potentially attend/speak at events
- Be disciplined about ensuring anyone that paid to sponsor an event gets their name against one in 2023. Suggest individual that secured sponsorship follow-up on this

Comparison of 2022 vs Proposed 2023 Gala Size

2022 Gala Seating Breakdown	Attended	Invited/Notes
Diamond-Premiere (2)	14	
Platinum (5)	25	
Silver (7)	21	
Gold (23 total)	46	
Individual Tickets	4	
Board Members	14	
Award nominees	20	40 nominees invited
Speakers	2	Keynote/Emcee
Staff/Volunteers	4	
Total Sponsorship seats	150	

2023 Gala Seating Breakdown (anticipated)	Attended	Invited/Notes
Diamond-Premier (2)	20	
Platinum (5)	40	
Gold/Silver (30 total)	120	
Individual Tickets	4	
Board Members	17	Goal is to have all board members attend
Award nominees/Speakers	22	
Male Allies	14	
Staff/Volunteers	4	
Total Sponsorship seats	242	