



Association of Member
Nominated Trustees

Sponsorship brochure 2024

Providing essential support
to trustees and commitment
to the pensions industry

www.amnt.org





Established in 2010, AMNT is a not-for-profit organisation aspiring to be a positive force and a prominent voice in the UK pensions industry today.

AMNT is a collective voice for member nominated trustees, directors and representatives of public sector and private sector pension schemes. AMNT provides support, guidance and enables its members to make a greater and more active contribution to scheme governance. The Association is free to join. In return members benefit from access to exclusive resources, events, training materials and the opportunity to grow their network amongst like-minded Trustees and professionals who share their unique perspective on the pension's landscape.

Our vision

The Association of Member Nominated Trustees (AMNT) aspires to be a positive force and prominent voice in the UK pensions industry. We believe that given the inherently complex nature of UK pensions and the increasing burden being placed on trustees that far more support should be available to member nominees in particular.

Our policies are driven by the momentum of the industry and regulation that is under discussion or in construction. Nevertheless our policies do reflect certain core principles of the AMNT:

We think that the beneficial interests of occupational pension scheme members are better served and protected through there being member representation as a substantial part of the governance structure. We seek to work against the undue influence of vested interests within the industry. We endorse policies that recognise and enable member nominees to better carry out their responsibilities - such as

training, adequate time allowed for training, the ability to pursue related qualifications and more. We believe in the active responsible investment of pension schemes over the longer term.

The AMNT represents:

- > **Hundreds of Member Trustees...**
- > **Supported by the expertise of several prominent corporate sponsors**
- > **From a variety of schemes, large and small**
- > **Representing many Billions worth of assets...**

What we can offer you:

Each sponsorship package is valid for 12 months and is renewed on an annual basis. During that time you can enjoy any number of benefits.

- > **Brand publicity** by giving you the opportunity to continually communicate your brand
- > **Event advertising** through the ability to upload your own events via our own online calendar of pension events
- > **Promotion** within our regular newsletter through articles, announcements and advertising
- > **Online presence** on the AMNT website including logos, links and bios
- > **Data collection** by gaining access to our annual member survey results and findings as well as receiving an individual summary
- > **Event hosting** and the opportunity to present to an audience of MNTs
- > **Collaboration** through the availability of AMNT speakers willing to contribute at sponsored events.
- > **The permission to display the AMNT logo** on your marketing material
- > **Webinar recordings**
- > **Access to our portal of training links**



Sponsorship packages

There are three main sponsorship packages, each one includes a variety of benefits:

Features	Premier	Sponsor	Friends
Designated specialist	★		
AMNT website presence			
> Listing category and link to own website	★	★	★
> Dedicated area on the AMNT website	★	★	
> Some features in the website News area	★		
Event hosting			
> Host members' seminars, regional events or conferences	★		
> Host committee meetings	★	★	★
> Speaker slot at events	★		
> Member training	★	★	
Focus group			
> Access to membership for focus groups	★	★	
Calendar of events			
> Add events	★	★	★
> Link through to booking websites	★	★	
> Event promotion through AMNT website	★		
Trusted Magazine			
> Inclusion in articles and advertising feature	★	★	
Newsletter			
> Inclusion in articles and features	★	★	★
Member surveys			
> Segregated survey of members	★	★	
> Submit 2–3 questions in annual surveys	★	★	
> Access to findings	★	★	
Webinars/TV & recordings	★	★	★
AMNT speaker/panel members	★	★	
Use of AMNT logo	★	★	

Support

We support sponsors in a number of ways

- > Provision of expert knowledge on topics to support MNT's policy views
- > Specific sponsorship for example of a particular event or meeting
- > Publicising the association through their contacts e.g. in a mailshot
- > Providing online networking platform
- > The provision of meeting or training room facilities
- > Helping to run a research project, a study or produce a report
- > Providing material that can be downloaded free of charge from our website



How can you make a difference?

Becoming a sponsor of the AMNT provides essential support to busy trustees, presenting a commitment to the pensions industry, whilst gaining company exposure through events, webinars and communications.

Brand exposure

More than a website directory

Year on year our surveys reveal that members are most interested in training, networking and thought leadership facilitated by leading pensions brands. This is backed up by our sponsor hosted events which are extremely popular.

Hosting or speaking at an event generates our sponsors the greatest exposure. Your brand will be communicated throughout the process of promoting an event through our email campaigns and social media activity. Then, on the day of the event, we actively manage our social media channels to ensure that our sponsor host/speaker receives further exposure beyond our network and into the wider pensions space, including peers, journalists and pensions professionals. To put this into context, at an event last year, one of our sponsors conducted a systems demonstration to our members. That one-hour session generated 2,000+ impressions on Twitter and over

7,500 impressions for the whole day. Such sessions stimulate conversation amongst our members and give the sponsor a platform to demonstrate their expertise.

Our events calendar is the most visited page on our website. In fact, we believe that our calendar is the most comprehensive anywhere in pensions. It's a real asset to our brand and it presents a great opportunity for our sponsors to promote their events.

In addition to the calendar we also promote and distribute sponsor content to our network via our email campaigns and social channels. Such content could include thought leadership, bios, white papers, video and infographics.

Our approach to sponsor promotion is less about funnelling viewers to sponsor pages and more about continual brand reinforcement throughout our communications.

If you are interested in becoming a sponsor or would like to find out about the many ways you can support the work of the Association of Member Nominated Trustees, please do contact us...

Call us 07983 243500 / Email mail@amnt.org / Visit www.amnt.org / Follow @AMNTOrg