

WEALTHCHANNEL

**Overview & Media Kit
2024**



About WealthChannel

WealthChannel is the **leading community** for advisors and High Net Worth investors who place capital in alternative investments.

Partner with WealthChannel to position **your brand** as a leader in the private wealth community, and to **raise more capital**.

Our mission is to connect High Net Worth investors, family offices, and advisors with leading alternative investments, to help them achieve their investment objectives.



Andy Hagens

HNWI Influencer & Thought Leader

Andy Hagens is **co-founder of WealthChannel**, the leading community for High Net Worth investors.

He is also host of *The Alternative Investment Podcast*, the #1 alts podcast reaching RIAs, family offices, and High Net Worth investors.

Andy is widely viewed as an **influencer among HNWIs**, with a cross-platform podcast reach of over 10k/month within this targeted demographic.

Andy has a two-decade track record as a successful entrepreneur, with experience building, scaling, and profitably exiting four different seven- and eight-figure businesses.



Jimmy Atkinson

HNWI Influencer & Thought Leader

Jimmy Atkinson is **co-founder of WealthChannel**, the leading community for High Net Worth investors.

He is also host of *The Opportunity Zones & Private Equity Show*, the #1 show for HNWI's who place capital in Opportunity Zone funds and other private equity funds.

In 2018, Jimmy identified the massive potential of the OZ program and **founded OpportunityDb**, the world's #1 authority on private equity investments in the OZ space.

Jimmy has a two-decade track record as a successful entrepreneur, with experience building, scaling, and profitably exiting four different seven- and eight-figure businesses.

Our Team



Jimmy Atkinson
Chief Executive Officer



Andy Hagans
Chief Marketing Officer



Michael Johnston
President

Financial Media Experience

- Our executive team formerly created and scaled ETF Database (ETFdb.com), growing it to be the largest ETF-focused media property in the world.
- We later exited ETFdb to a private equity group that now operates as part of VettaFi, a leading index provider and media platform for the advisor community.

The WealthChannel Network

25,000+
Email Subscribers

15,000+
Monthly Downloads

6
Annual Events

WEALTHCHANNEL

World-class, interactive alternative investment events for advisors and accredited investors.



The leading independent authority on Opportunity Zone investing, and producer of OZ Pitch Day events.



Event Sponsor Benefits

- 1 Live, online, interactive presentation to an engaged audience of **high capacity, high intent investors**.
- 2 Receive contact information and investor profile of attendees to enable **timely, relevant follow up**.
- 3 **Ongoing promotion** of your presentation to our WealthChannel network audience in the days, weeks, and months following the event.
- 4 **Marketing collateral** co-branded with WealthChannel to be leveraged across various channels, providing third party validation.

2024 Event Schedule

Thursday, March 7

Opportunity Zone Pitch Day Spring 2024

Online Event

Thursday, April 25

Alts Expo Spring 2024

Online Event

Thursday, July 14

Opportunity Zone Pitch Day Summer 2024

Online Event

Fall 2024

Event TBD

Online Event

Thursday, November 7

Opportunity Zone Pitch Day Fall 2024

Online Event

Wednesday, December 12

WealthChannel Expo Year-End 2024

Online Event

Alts Expo

	EXCLUSIVE	4 AVAILABLE		
SPONSORSHIP LEVEL	TITLE \$25,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$5,000
WEBINAR PRESENTATION				
PRESENTATION LENGTH	30 MINUTES	30 MINUTES	20 MINUTES	10 MINUTES
LIVE Q&A WITH ATTENDEES	✓	✓	✓	✓
SHAREABLE VIDEO REPLAY Your presentation released on-demand on WealthChannel.com and YouTube	✓	✓	✓	✓
HANDOUTS INCLUDED ON REPLAY PAGE	✓	✓	✓	✓
SOCIAL MEDIA PROMOTION OF REPLAY	✓	✓	✓	✓
LEAD GENERATION				
ACCESS TO LEADS Name, Email, and Investor Profile	ALL REGISTRANTS	ALL REGISTRANTS	ALL ATTENDEES	SEGMENT ATTENDEES
APPROXIMATE LEAD QUANTITY	500	500	175	VARIES
EMAIL MARKETING				
PROMOTION TO EMAIL LIST	✓	✓	✓	✓
DEDICATED EMAIL BLAST(S)	✓ (2)	✓ (1)	X	X
BRANDING ON EVENT MATERIALS	XL	L	M	S

OZ Pitch Day

	EXCLUSIVE	4 AVAILABLE		
SPONSORSHIP LEVEL	TITLE \$50,000	DIAMOND \$40,000	PLATINUM \$25,000	GOLD \$15,000
WEBINAR PRESENTATION				
PRESENTATION LENGTH	30 MINUTES	30 MINUTES	20 MINUTES	10 MINUTES
LIVE Q&A WITH ATTENDEES	✓	✓	✓	✓
LIVE BREAKOUT ROOM	✓	✓	X	X
SHAREABLE VIDEO REPLAY Your presentation released on-demand on OpportunityDb.com and YouTube	✓	✓	✓	✓
HANDOUTS INCLUDED ON REPLAY PAGE	✓	✓	✓	✓
LEAD GENERATION				
ACCESS TO LEADS Name, Email, and Investor Profile	ALL REGISTRANTS	ALL REGISTRANTS	ALL ATTENDEES	SEGMENT ATTENDEES
GUARANTEED LEAD QUANTITY	750	750	300	VARIES
PREMIUM FUND LISTING	TOP TIER	SECOND TIER	THIRD TIER	THIRD TIER
EMAIL MARKETING				
PROMOTION TO EMAIL LIST	✓	✓	✓	✓
DEDICATED EMAIL BLAST(S)	✓ (2)	✓ (1)	X	X
BRANDING ON EVENT MATERIALS	XL	L	M	S

Dedicated Email

Reach a growing list of engaged, hyper-targeted investors in their email inbox.

Our audience of accredited investors, family offices and financial advisors responds positively to learning about new opportunities.

Email Data & Demographics

- 6,000+ subscribers
- Typical Open Rates of 30-40%+
- 66% accredited investors
- 34% financial advisors and industry professionals

Pricing: \$2,500 per dedicated email.

Note: \$5,000 per dedicated email to the OpportunityDb list.

Green Coffee Company: Investing in Colombia's #1 Largest Coffee Producer

AltsDb
to me ▾

Mon, Dec 12, 9:57 AM (2 days ago) ☆

Hi Jimmy,

Jimmy and Andy here from AltsDb. Occasionally, we send relevant sponsored email messages on behalf of our partners. Today's email comes from Legacy Group...



The Green Coffee Company, a Legacy Group portfolio company and Colombia's #1 largest producer of coffee, has launched its \$100 million Series C funding round, and you are invited to participate.

This opportunity was [presented at Alts Expo 2022](#) last week. The round consists of a proposed \$25 million in equity investment and \$75 million in debt funding. With an 11x multiple on investment expected in a 2026 sale or U.S. IPO, we are incredibly excited about this deal.

Now is your chance to become an investor in the largest coffee producer in Colombia:

[Access the Green Coffee Company Deal Room](#)

Sponsored Webinar

WealthChannel provides sponsors with a platform to present an investment offering, or highlight your thought leadership, as well as introduce your brand to an engaged and relevant audience of **high capacity, high intent** investors and advisors. These one hour webinars include live Q&A with participants.

Deliverables

- WealthChannel will publish a **co-branded replay page**, and promote it to our email list & LinkedIn.
- You will receive **contact information** for the webinar registrants so you can follow up.

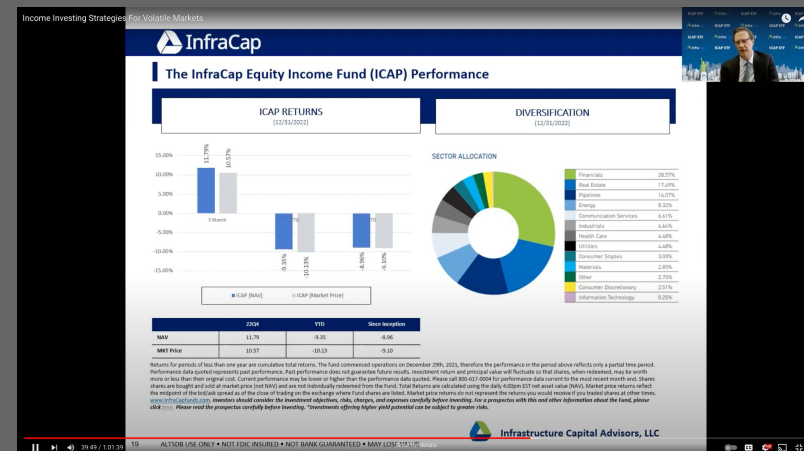
Pricing: \$15,000 per webinar.

ADVISOR WEBINAR

Income Investing Strategies For Volatile Markets

Jay Hatfield
InfraCap

InfraCap AltsDb WEALTHCHANNEL
The Alternative Investment Database



Join These Great Companies Partnering With WealthChannel



Thank you!



Jimmy Atkinson

CEO

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