

WALL STREET DEAD aHEAD  
NETWORKING EVENTS®  
SPONSORSHIP INFORMATION



# OUR PURPOSE



To inspire people to create authentic, kind and productive business relationships and friendships.

'Strangers stopping strangers, just to shake their hand.' Robert Hunter lyricist for The Grateful Dead

Inspired by Hunter's words and a shared passion for Grateful Dead music, we have created an Annual Event where attendees enjoy live music while networking with professionals who share music and business as conversation-starting commonalities.

Long lasting business relationships and friendships are cultivated in a productive, relaxed atmosphere where attendees ultimately become Family. Mini Events for Family Members throughout the year reinforce the Family bond.

[www.wallstreetdeadahead.com](http://www.wallstreetdeadahead.com)

# YOU MAY HAVE ALREADY READ ABOUT

**RollingStone**.COM

“This is the site of one of Wall Street's most exclusive networking events, populated by a group of 350 who made the cut ahead of 500 more eager to break in. Every patron has two common traits: They're involved in financial services in some capacity, and they're utterly obsessed with the Grateful Dead.

Though the founding fathers of hippie culture formally disbanded following the death of Jerry Garcia in 1995, their spirit is alive and well amongst perhaps the least likely of group of torchbearers.

The Wall Street Dead aHead networking group is like no other in music or finance. The group takes cues from both cultures, helping its "family members" find clients, customers, partners and concert buddies, but ultimately striving to build meaningful connections between likeminded people.”

[Click here to read more](#)

**FORTUNE**.COM

“The lessons [of the Grateful Dead] continue to resonate with Wall Street investor and “Deadhead” Deborah Solomon, who founded the exclusive networking event Wall Street Dead aHead in 2012. Since that time, it has exploded to an annual event of 350 lawyers, accountants, investors and other Wall Street professionals, with another 500 on the waiting list.

The key to the group’s success, explains Solomon, is that its members -- or “family members,” as they’re called -- espouse the band’s culture of community and kindness through their work.

“Effective business and networking is all about being kind and connecting on a deeper level,” says Solomon. “People try to help other people within the family, even if there’s nothing in it for themselves.”

[Click here to read more](#)

# OUR FAMILY MEMBERS

Our family consist of 800+ Family Members who were prescreened to attend an Annual Event. The Family is made up of highly engaged, successful professionals who want to create authentic, kind and productive business relationships and friendships.

## **Where we work:**

Hedge Fund/PE/VC/Family Office/Private Investor, Investment, Banking, Banks, CEO/CFO/Directors  
Research/Analysts, Fintech, Accounting, Legal, Trading, all aspects of Real Estate Consulting/Advisory Services,  
Wealth Management, Recruiters, Investor Relations/Public Relations and more!

## **Where we live:**

New York, Chicago, San Francisco, Los Angeles, Texas, Colorado, Florida and more!

*Engaged and growing everyday!*



1833 Likes



802 Followers



5472 Followers



4700+ Connections  
407 Private Group



2000+

# OUR GATHERINGS

## Annual Event

Pre screened attendees enjoy an incredible evening of networking with music, food and drink – then leave with an AWESOME sponsor bag and coveted Attendance Roster aka Set List. Limited to 375 Attendees and limited space per Business Category (500+ on the waiting list)

## Mini Events Throughout the Year



### Wine Tastings

For Premiere Sponsors intimate gatherings with thoughtful discussions and amazing wine with targeted family members

50-70 Attendees  
Approx 8 per year



### Jam Sessions

Jam and Network Monthly. Music brings our Family Together. Open to all Family Members.

30-40 Attendees  
12 per year



### NextGen Hangs

Monthly get togethers and mentoring for Younger Family Members.

20-40 Attendees  
12 per year



### Girls' Hangs

Get together, hangout and network for Female Family Members only.

20-40 Attendees  
6 per year

# A FEW TESTIMONIALS - MORE ON OUR WEBSITE



“CohnReznick has been a member of the WSDA family for several years and a proud premier sponsor for the last two. The community that Deb has tirelessly created has proven to be fun, productive, thought-provoking, and an overall refreshing way to network. The events are always planned with such thoughtfulness towards uniting the most compatible business relationships. This is networking on another level.”

**Alan Wolfson, Office Managing Partner – New York, CohnReznick LLP**

“While there are a multitude of networking events that one can participate in, none does better than WSDA. The ability to meet with like-minded individuals across a myriad of industries speaks to the power of merging business with music. My contact list certainly has become much more robust since becoming involved and I look forward to future collaborations with WSDA.”

**Jay Caauwe, Managing Director of Global Client Services of CBOE**

“I love the connections I have made both on a business level as well as a personal level. Being a WSDA Premier Sponsor has afforded me a network of individuals and companies I may not have had access to.”

**Jason Baybutt, Chief Operating Officer of PubCo Reporting Solutions**

“Wall Street Dead aHead is one of a very limited number of engagements ClearTrust strategically sponsors. We appreciate the authentic, grass-roots culture Deb has created that allows us to forge meaningful long-term relationships with like-minded professionals. We are proud to be in the Family!”

**Kara Kennedy, Executive Director of ClearTrust**



# SPONSORSHIP PACKAGES

## **Skeleton and Roses - Includes 2 Event Tickets with VIP Passes**

- Tailored Bi-Monthly posts and weekly support on applicable Social Media - WSDA Facebook, Instagram, Twitter and Deborah Solomon's LinkedIn Page (use for event purposes only) – starting when payment is received
- One (1) wine tasting with WSDA Family Members of your choice within 1 year after the Event
- Company logo will be showcased on the top of one (1) Newsletter and on the top portion of the Website Event Page
- Company name will be in the press release
- Company logo and your photo/contact information (with link to website or LinkedIn page) will be included on all newsletters
- Company logo (with link to website or LinkedIn page) will be on all individual Event confirmation emails
- One (1) week before the event you will receive an excel spreadsheet of all attendees' contact information; names may not be placed on your mailing list without attendees' permission
- A full-page company ad in the Event Attendance Roster aka "Set List"
- Your logo will be featured throughout Event venue
- One (1) promotional item in the Sponsor Bag – 375 items
- Entry to VIP Premier Sponsor wine tasting the night before the Main Event and all other Premier Sponsor events

## **Sponsor Wheel - Includes 2 Event Tickets**

- Company logo will be showcased on the Event page on website under Additional Sponsors
- Company logo will be showcased on the Sponsor Wheel on the second page of the Attendance Roster with other sponsors
- One (1) promotional item in the Sponsor Bag – 375 items

## **Sponsor Bag - Includes 1 Event Ticket**

- One (1) promotional item in the Sponsor Bag – 375 items

# TO LEARN MORE

With us, it's all about getting personal.  
To learn more, contact Deb!

**Deb Solomon**

[deb@wallstreetdeadahead.com](mailto:deb@wallstreetdeadahead.com)

<http://www.wallstreetdeadahead.com/>

