

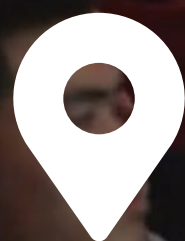


TAG

Technology Association
of Georgia

THE SOUTHEAST'S PREMIER FINTECH EVENT

The Power of Connection: Innovating the Future of Fintech



WOODRUFF ARTS CENTER | ATLANTA, GA



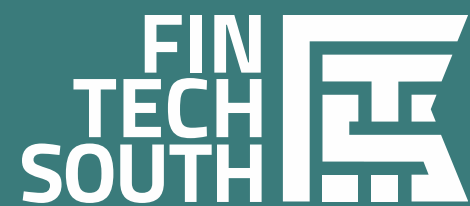
AUGUST 19-20, 2025



What is Fintech South?

Fintech South is the largest event in the South showcasing the best of financial technology from around the world.

Join **1,000+ fintech leaders** for a two-day celebration of innovation in ATL, home of **70% of all payment transactions** and **200+ fintech companies.**

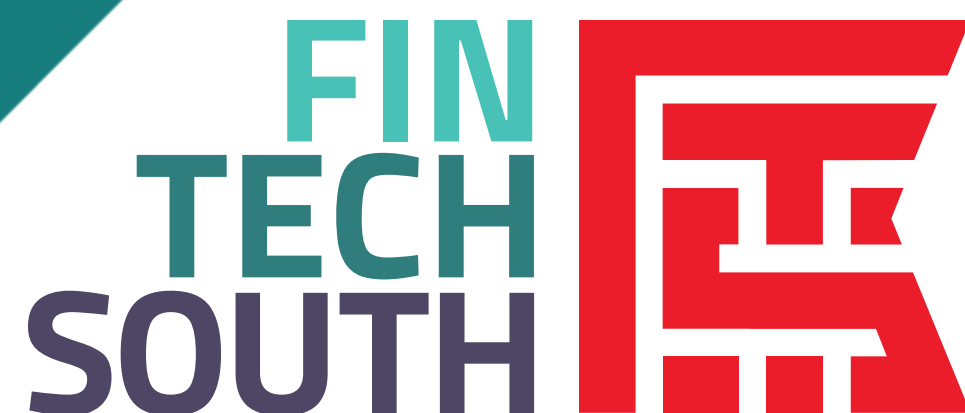


Mission

Fintech South is a global community and platform with its nexus in Atlanta. This annual event drives successful outcomes for all its fintech stakeholders and is a catalyst for a more inclusive, efficient financial system.

Vision

To bring together global fintech leaders for one of the world's best fintech events - hosted by TAG for the benefit of the Georgia - with an innovative design that combines business-building, learning, and shared cultural experiences that embrace Atlanta's unique diversity, creativity, and favorable business climate.



Who Attends Fintech South



Deep Dive Content Tracks

Agenda sessions that take a deeper look at the trends shaping the future of financial services.

DAY 1 AFTERNOON



Intelligent Money: AI in Fintech

Take a deep dive into AI's role in the present and future of finance.



Open & Embedded Finance

Explore how bankers, founders, and policymakers can tap into the potential of a connected financial ecosystem.



Innovation Challenge Showcase

Investor insights and pitches from all 2025 Innovation Challenge startups.

DAY 2 MORNING



Modernizing Payment Systems

Stakeholder insights on enabling payments that are instant, interoperable, and borderless.



Cybersecurity, Digital Identity & Fraud

Learn how digital identity solutions are fighting financial crime, and more.



Navigating Regulatory Change in the Age of AI and Web3

Learn how fintechs & banks can navigate the shifting regulatory landscape.

DAY 2 AFTERNOON



Future-Proofing Commerce

Prepare for the future of commerce and the role that financial technology will continue to play in the future.



Decentralized Payments & Finance

Our experts aim to demystify the decentralized future of finance.



Fintech for Social Good

Explore fintech's opportunity and responsibility to empower financial wellness and preserve our planet.



Recognizing & Celebrating Innovation

Innovation Challenge

Our cohort of Georgia-based fintech startups participate in a special showcase event where the founders made their pitch and received candid feedback from an all-star group of fintech VCs. Then, at Fintech South, our top **3 finalists compete on the Mainstage for a \$25,000 cash prize!**

ADVANCE Awards

The TAG Fintech ADVANCE Awards program recognizes innovative U.S. fintech companies with ties to Georgia. The award is designed for growth-stage to larger, more established firms.

Georgia Fintech Hall of Fame

Starting in 2010 with retired Synovus Financial Corporation Chairman and CEO Jimmy Blanchard, the Technology Association of Georgia's Fintech Society has honored industry leaders who paved the way for Atlanta to be the global fintech hub it is today.



WOODRUFF ARTS CENTER



AUGUST 19-20, 2025

Breakout Rooms



THE WOODRUFF
ARTS CENTER

CenterSpace

Event Room

Circle Room

Networking & Exhibit Space

Azadi Galleria

Galleria Alcoves



VIP SPACES

Robert Shaw Room

Delta Sky360° Club





Innovation Alley

This exhibition showcases more than **50 companies**, representing a wide array of **fintech innovators, supporters and partners**



Why Sponsor Fintech South?

ENHANCED ACCESS to hundreds of executives from top banks, leading payments companies, fintechs, investors, technology providers, and policymakers.

BRAND AWARENESS that helps you stand out at the largest fintech event in the South.

LEAD GENERATION via our newly reimagined expo and state-of-the-art mobile app.

THOUGHT LEADERSHIP across thematic Deep Dive tracks, several beautifully appointed content theaters, and innovative new content formats.

MEDIA OPPORTUNITIES from leading national and local fintech media outlets.

Diamond Title Sponsor

SYNOVUS[®]

SOLD

Exclusive Title Sponsor for Fintech South. Elite sponsor branding prior to and during the event including ***“Fintech South, Presented by [Title Sponsor]”***, elite main floor 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 25 conference passes for sponsor's staff or guests
- 10 of these passes include access to the VIP Club

Brand Awareness

- Logo on event website
- Top-tier on-site branding including logo on signage
- Recognition as Title Sponsor in pre-event press release
- Recognition as a Title Sponsor in 4 TAG social media posts
- General session promo video (3 minute or less) to be provided by the sponsor

Thought Leadership

- Brief opening remarks in the Day 1 general session in coordination with TAG
- 2 guaranteed speaking roles - topic, speakers, and format in coordination with TAG

Lead Generation

- Elite main floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company

Platinum VIP Club Sponsor

\$50,000 / EXCLUSIVE

Exclusive sponsor for the Fintech South VIP Club located in the beautiful Delta Lounge. Top-tier sponsor branding prior to and during the event including in the VIP Lounge, premier main floor 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 20 conference passes for sponsor's staff or guests
- 10 of these passes include access to the VIP Club

Brand Awareness

- Logo on event website
- Top-tier on-site branding including logo on signage
- Logo in the VIP Club and the opportunity to bring in your own swag, collateral, or activation. Possibility to brand name the room in coordination with TAG
- Recognition as a Platinum Sponsor in 2 TAG social media posts
- General session promo video (1 minute or less) to be provided by the sponsor

Thought Leadership

- 2 guaranteed speaking roles - topic, speakers, and format in coordination with TAG

Lead Generation

- Premier main floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company

Platinum Industry Night Party Sponsor

\$50,000 / EXCLUSIVE

Exclusive sponsor for the Fintech South Industry Night Party. Top-tier sponsor branding prior to and during the event including at the Industry Night Party, premier main floor 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 20 conference passes for sponsor's staff or guests
- 5 of these passes include access to the VIP Club

Brand Awareness

- Logo on event website
- Top-tier on-site branding including logo on signage
- Logo at the Industry Night Party and the opportunity to bring in your own swag, collateral, or activation
- Recognition as a Platinum Sponsor in 2 TAG social media posts
- General session promo video (1 minute or less) to be provided by the sponsor

Thought Leadership

- Brief opening remarks at the Industry Night Party in coordination with TAG
- 1 guaranteed speaking role - topic, speakers, and format in coordination with TAG

Lead Generation

- Premier main floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company

Gold Networking Lounge Sponsor

\$35,000 / 2 Available

Sponsor a Fintech South Networking Lounge located in the beautiful Galleria alcoves. Premier sponsor branding prior to and during the event including in the Networking Lounges, premier 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club

Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Logo in the Networking Lounge and the opportunity to bring in your own swag, collateral, or activation. Possibility to brand name the room in coordination with TAG
- Recognition as a Gold Sponsor in 1 TAG social media post
- General session promo video (1 minute or less) to be provided by the sponsor

Thought Leadership

- 1 guaranteed speaking role - topic, speakers, and format in coordination with TAG

Lead Generation

- Premier networking lounge floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company

Gold Meeting Space Sponsor

\$35,000 / 1 Available

Sponsor a Fintech South Networking Lounge located in the first floor Shaw Room. Premier sponsor branding prior to and during the event including in the Shaw Room, premier 10x10 exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access. The Shaw room will be utilized as a meeting space where attendees and sponsors can gather to connect and build business relationships.

Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club

Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Logo in the Meeting Space and the opportunity to bring in your own swag, collateral, or activation. Possibility to brand name the room in coordination with TAG
- Recognition as a Gold Sponsor in 1 TAG social media post
- General session promo video (1 minute or less) to be provided by the sponsor

Thought Leadership

- 1 guaranteed speaking role - topic, speakers, and format in coordination with TAG

Lead Generation

- Premier networking lounge floor exhibit space (10 x 10)
- Access to the full attendee list post-event - name, title, and company

Gold Innovation Challenge Sponsor

\$35,000 / 1 of 2 Available

Sponsor the Fintech South Innovation Challenge showcasing early-stage Georgia-based startups. Premier sponsor branding prior to and during the event including Innovation Challenge events, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club

Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Recognition as a Gold Sponsor in 1 TAG social media post
- Recognition in Innovation Challenge press
- General session promo video (1 minute or less) to be provided by the sponsor

Thought Leadership

- Brief opening remarks at Innovation Challenge pitch finals in coordination with TAG
- Serve as a judge or mentor for the Innovation Challenge program that runs prior to Fintech South
- 1 additional guaranteed speaking role - topic, speakers, and format in coordination with TAG

Lead Generation

- Premier main floor exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company

Gold ADVANCE Awards Sponsor

\$30,000 / EXCLUSIVE

Exclusive sponsor for TAG's ADVANCE Awards Program recognizing later-stage companies with Georgia ties. Premier sponsor branding prior to and during the event including Awards ceremony, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club



Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Recognition as a Gold Sponsor in 1 TAG social media post
- Recognition in ADVANCE Awards press
- General session promo video (1 minute or less) to be provided by the sponsor

Thought Leadership

- Brief opening remarks at ADVANCE Awards ceremony in coordination with TAG
- Serve as a judge for the ADVANCE Awards selection committee
- 1 additional guaranteed speaking role - topic, speakers, and format in coordination with TAG

Lead Generation

- Premier main floor exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company

Gold Fintech Hall of Fame Sponsor

\$30,000 / EXCLUSIVE

Exclusive sponsor for TAG's Georgia Fintech Hall of Fame Honoree. Premier sponsor branding prior to and during the event – including Hall of Fame induction ceremony, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 15 conference passes for sponsor's staff or guests
- 2 of these passes include access to the VIP Club

Brand Awareness

- Logo on event website
- Premier on-site branding including logo on signage
- Recognition as a Gold Sponsor in 1 TAG social media post
- Inclusion in Georgia Fintech Hall of Fame press
- General session promo video (1 minute or less) to be provided by the sponsor

Thought Leadership

- Brief opening remarks at Hall of Fame induction ceremony in coordination with TAG
- Meet and greet with the Georgia Fintech Hall of Fame honoree
- 1 additional guaranteed speaking role - topic, speakers, and format in coordination with TAG

Lead Generation

- Premier main floor exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company

Silver Future Talent Sponsor

\$25,000 / 2 Available

Sponsor Fintech South attendance by 25 Georgia university students (50 total) via the Georgia Fintech Academy. Sponsor branding prior to and during including t-shirts worn by students, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 10 conference passes for sponsor's staff or guests
- 1 of these passes includes access to the VIP Club



Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the t-shirts worn by the students

Thought Leadership

- Brief opening remarks with the Executive Director of the Georgia Fintech Academy to recognize the students in coordination with TAG
- Meet and greet with the Georgia university students attending Fintech South
- 1 additional guaranteed speaking role - topic, speakers, and format in coordination with TAG

Lead Generation

- Standard exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company



TRUIST 

Silver Deep Dive Track Sponsor

\$20,000 / 4 of 6 Available

Host for a Fintech South Deep Dive content track. Sponsor branding prior to and during the event including in the sponsored track, premier exhibit space, speaking roles, on the website and on-site signage. Includes VIP Club access.

Access

- 10 conference passes for sponsor's staff or guests
- 1 of these passes includes access to the VIP Club

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo in the sponsored track

Thought Leadership

- Brief opening remarks for the sponsored Deep Dive track in coordination with TAG
- 1 dedicated session within the sponsored track - topic, speakers, and format curated by the sponsor in coordination with TAG

Lead Generation

- Standard exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company

Bronze Coffee and Break Sponsor

\$17,500 / 3 Available

Sponsor for the Fintech South Coffee and Networking Breaks. Sponsor branding prior to and during the event including at the coffee and break stations, on the website and on-site signage.

Access

- 7 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo at the coffee and break stations

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Bronze Lunch Sponsor

\$17,500 / EXCLUSIVE

Exclusive host for the Fintech South Lunch Reception on Day 2. Sponsor branding prior to and during the event including at the lunch stations, on the website and on-site signage.

Access

- 7 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo at the lunch stations

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Bronze Registration Sponsor

\$15,000 / EXCLUSIVE

Exclusive sponsor for Fintech South Registration including on the website registration page and conference check-in kiosks. Sponsor branding prior to and during the event including on the website and on-site signage.

Access

- 7 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the website registration page and the conference check-in kiosks

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Bronze Mobile App Sponsor

\$15,000 / EXCLUSIVE

Exclusive sponsor for the Fintech South Mobile App for attendees to view the conference agenda, event announcements, and schedule meetings with other attendees. Sponsor branding prior to and during the event including on the mobile app, website and on-site signage.

Access

- 7 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the mobile app

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Bronze Swag Bag Sponsor

\$12,500 / EXCLUSIVE

Exclusive sponsor for the Fintech South Swag Bag provided to all conference attendees. Sponsor branding prior to and during the event including on the swag bag and one promotional item, the website and on-site signage.

Access

- 7 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the swag bag and the opportunity to place one promotion item in the bag

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Bronze Charging Station Sponsor

\$12,500 / EXCLUSIVE

Exclusive sponsor for the Fintech South Charging Station available to all conference attendees and located throughout the conference venue. Sponsor branding prior to and during the event including on the charging stations, website and on-site signage.

Access

- 7 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the charging station

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Bronze Hydration Station Sponsor

\$12,500 / EXCLUSIVE

Exclusive sponsor for the Fintech South Hydration Station available to all conference attendees and located throughout the conference venue. Sponsor branding prior to and during the event including on the hydration station, website and on-site signage.

Access

- 7 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the hydration station

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Affinity Lanyard Sponsor

blink•sky

SOLD OUT

Exclusive sponsor for the Fintech South Lanyard provided to all conference attendees. Sponsor branding prior to and during the event including on the Lanyard, the website and on-site signage.

Access

- 5 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage
- Logo on the lanyard

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Affinity Exhibitor Sponsor

\$7,500 / 4 of 5 Available

Exhibitor sponsor at Fintech South with sponsor branding prior to and during the event including an exhibit space, the website and on-site signage.

Access

- 5 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Standard exhibit space (6 foot table)
- Access to the full attendee list post-event - name, title, and company

Affinity Corporate Sponsor

atdc
GEORGIA TECH

jābian
consulting

Google

\$6,000 / 7 of 10 Available

Corporate sponsor of Fintech South with sponsor branding prior to and during the event on the website and on-site signage.

Access

- 5 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- On-site branding including logo on signage

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Affinity TAG Fintech Society Sponsor

\$4,500 / 10 Available

Corporate sponsor of Fintech South with sponsor branding prior to and during the event on the website and on-site signage.

Access

- 3 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- Logo on TAG Fintech Society website

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Affinity Staff Shirt Sponsor

\$4,500 / EXCLUSIVE

Community sponsor of Fintech South with sponsor branding prior to and during the event on the website.

Access

- 3 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website
- Logo on staff shirts

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Affinity Community Sponsor

\$3,500 / 9 of 10 Available

Community sponsor of Fintech South with sponsor branding prior to and during the event on the website.

Access

- 3 conference passes for sponsor's staff or guests

Brand Awareness

- Logo on event website

Thought Leadership

- No guaranteed speaking role - but TAG will prioritize consideration of speaking proposals submitted by sponsoring companies

Lead Generation

- Access to the full attendee list post-event - name, title, and company

Contact for Sponsorship

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