

SUN LIFE FINANCIAL INC  
Form 6-K  
March 30, 2010

**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**  
**FORM 6-K**  
**Report of Foreign Private Issuer**  
**Pursuant to Rule 13a-16 or 15d-16**  
**of the Securities Exchange Act of**  
**1934**

**For the month of March 2010**

**Commission File Number: 001-15014**

**SUN LIFE FINANCIAL INC.**  
(the Company )

*(Translation of registrant's name into English)*  
**150 King Street West, Toronto, Ontario, M5H 1J9**

*(Address of principal executive offices)*

[Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.]

Form 20-F

Form 40-F

[Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.]

Yes

No

If  Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-  
N/A

Exhibit

- 99.1 Notice of Annual Meeting and Management Information Circular
  - 99.2 Proxy Forms
  - 99.3 Requests for Delivery of Financial Statements
  - 99.4 Electronic Distribution Insert
  - 99.5 Annual Report
-

**SIGNATURE**

Pursuant to the requirement of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

*Sun Life Financial Inc.*

(Registrant)

Date: March 30, 2010

By */s/ Thomas A. Bogart*

Thomas A. Bogart,

Executive Vice-President, Business

Development and General Counsel