



2020 SPONSORSHIP OPPORTUNITIES

NCBA
EVENTS
DRAW
30-50%
OF OUR
MEMBER
BANKS



NCBANKERS
NORTH CAROLINA BANKERS ASSOCIATION

Why Sponsor NCBA Events?

If you work with financial institutions then North Carolina is the place to be. Some of the nation's largest banks have made their homes here, and community banks have continued to carve themselves new niches in the competitive financial services market. If you want to turn these groups into customers, consider a sponsorship with the **North Carolina Bankers Association**.

84 BANKS HAVE BRANCHES IN NC

47 BANKS ARE HEADQUARTERED IN NC

NC-HEADQUARTERED BANKS HAVE COMBINED TOTAL ASSETS AMOUNTING TO:

\$2,079,900,000,000

The **North Carolina Bankers Association** conducts several conferences throughout the year that attract top decision-makers within our state's banking community. A variety of sponsorship opportunities are offered to NCBA regular and affiliate members at some of the largest of these events. What does a sponsorship get your business? Take a look at the list of benefits available at each sponsorship level below.

	Silver	Gold	Platinum	Premier
Pricing				
Cost of Sponsorship/Package	\$3,000 -\$4,999	\$5,000 -\$9,999	\$10,000 -\$14,999	\$15,000+
Branding				
Company name/logo included in marketing materials	✓	✓	✓	✓
Company name/logo included in event signage	✓	✓	✓	✓
Verbal recognition from the podium	✓	✓	✓	✓
Company logo on slideshow during the event	✓	✓	✓	✓
Company listed as sponsor with logo in our digital publication, the <i>Weekly Bulletin</i> (Distribution: 4,000+)	✓	✓	✓	✓
Company listed as sponsor with logo in our print publication, the <i>Carolina Banker</i> (Distribution: 4,500+)	✓	✓	✓	✓
Company name, logo and description included in the event app with link to company website	✓	✓	✓	✓
Interaction				
Delegate registration at banker rate	✓	✓	✓	✓
Advanced list of attendees with contact information	✓	✓	✓	✓
Ability to provide a speaker		✓	✓	✓
Complimentary exhibitor booth			✓	✓
Complimentary delegate registrations	1	2	3	4

Sponsorships are not limited to the offerings in this brochure. The NCBA will consider your ideas and will do our best to implement them. Please contact **Blair Jernigan** to secure your 2020 sponsorships or with any questions about upcoming events: blair@ncbankers.org or **800.662.7044**.

BANK DIRECTORS ASSEMBLY

March 9-10 | Raleigh Crabtree Marriott | Raleigh

Anticipated Attendees: 125+ | Banks Represented : 30+ | Banker/Sponsor Fee: \$475/\$575

CEOs and Bank Directors must be well-informed and up-to-date with industry trends in order to adequately perform their jobs and contribute to the success of the bank. This comprehensive training will help each bank director in attendance to become and remain an expert in the financial industry.

Target Audience: CEOs, Bank Directors, CFOs, Management Team

Day One Sponsorships

Registration Refreshments	\$1,500
Afternoon Networking Break in the Marketplace.....	\$1,500
Board of Directors Luncheon.....	\$1,500
Reception in the Marketplace.....	\$3,000
Dinner	\$5,000

Day Two Sponsorships

Carolina Country Breakfast	\$3,000
Morning Networking Break in the Marketplace.....	\$1,500

Branded Promotional Products

<i>Sponsor provides products unless otherwise noted. Other product suggestions welcome.</i>	\$1,500
Highlighters	\$1,500
Hotel Key Card Sleeve.....	\$2,000
Lanyards.....	\$1,500
Note Pads	\$1,500
Pens	\$1,500

Additional Opportunities

Candy Basket	\$1,500
Event Mobile App Banner Ads (3 available)	\$1,500
Name Badges.....	\$2,500
Profitability Bell	\$1,500
Wellness Basket.....	\$1,500
Wi-Fi Service.....	\$3,000
Charging Station.....	\$1,500



YOUNG BANKERS CONFERENCE

Feb. 23-25 | Embassy Suites Historic District | Charleston, S.C.

Anticipated Attendees: 75+ | Banks Represented: 30+ | Banker & Sponsor Fee: \$375/\$475

Banks send their best and brightest to the NC Young Bankers Conference, where the next generation of banking leaders will expand their professional networks and develop the skills they need to succeed in the industry.

Target Audience: Various members of the NC Young Bankers Division which includes many members who are already a part of the banks management team.

Day One Sponsorships

Registration Refreshments \$500

Day Two Sponsorships

Morning Break \$500

Luncheon..... \$1,500

Reception..... \$2,500

Day Three Sponsorships

Morning Break..... \$500

Branded Promotional Products

Sponsor provides products unless otherwise noted. Other product suggestions welcome.

Highlighters \$500

Hotel Key Card Sleeve..... \$1,000

Lanyards..... \$500

Note Pads \$500

Pens \$500

Additional Opportunities

Candy Basket \$500

Charging Station..... \$1,000

Event Mobile App Banner Ads (3 available) \$1,000

Name Badges..... \$1,500

Profitability Bell..... \$500

Wellness Basket..... \$500

Wi-Fi Service..... \$1,500



124TH ANNUAL CONVENTION

June 14-17 | The Breakers | Palm Beach, FL

Anticipated Attendees: 215+ | Banks Represented: 30+ | Banker/Sponsor Fee: \$700/800

The 124th Annual Convention at the The Breakers resort will serve as another chance for bankers to gather and celebrate the industry. Founded on the sands of Palm Beach in 1896, this classy resort is the perfect venue to continue our time-honored traditions and discover more about our ever-evolving industry.

Target Audience: CEOs, Presidents, Bank Directors, Management Team

Day One Sponsorships

Registration Refreshments	\$1,500
Welcoming Reception	\$10,000
Turndown Service (plus cost of turn down item).....	\$1,500
Board of Directors Dinner	\$5,000

Day Two Sponsorships

Continental Breakfast	\$3,000
Morning Break in the Marketplace	\$2,500
Spouses Social.....	\$1,500
Group Golf Outing.....	\$2,500
Group Golf Outing Boxed Lunches.....	\$2,500
Turndown Service (plus cost of turn down item).....	\$1,500

Day Three Sponsorships

Continental Breakfast	\$3,000
Morning Break in the Marketplace	\$2,500
Family Social.....	\$1,500
Group Tennis Outing	\$1,500
Chairman's Reception	\$10,000
Banquet	\$10,000
Banquet Entertainment	\$10,000
Turndown Service (plus cost of turn down item).....	\$1,500

Branded Promotional Products

<i>Sponsor provides products unless otherwise noted. Other product suggestions welcome.</i>	\$1,500
Beach Towels.....	\$1,500
Highlighters.....	\$1,500
Hotel Key Cards (includes product)	\$3,500
Lanyards.....	\$1,500
Note Pads.....	\$1,500
Pens.....	\$1,500
Beach Bags	\$1,500
Sunscreen	\$1,500

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Branded Promotional Products (Continued)

<i>Hats</i>	\$1,500
<i>Water Bottles</i>	\$1,500
<i>Welcome Amenity</i>	\$1,500

Additional Opportunities

<i>Candy Basket</i>	\$1,500
<i>Carolina Banker</i>	\$1,500
<i>Charging Station</i>	\$1,500
<i>Event Mobile App Banner Ads (3 available)</i>	\$1,500
<i>Name Badges</i>	\$2,500
<i>Profitability Bell</i>	\$1,500
<i>Wellness Basket</i>	\$1,500
<i>Wi-Fi Service</i>	\$2,500

FUSION FORUM

Fall 2020 | Dates and Locations are TBD

Anticipated Attendees: 175+ | Banks Represented: 35+ | Banker & Sponsor Fee: \$525/\$625

This conference is a fusion of our traditional CFO Symposium, Management Team Conference, Credit Conference and Security Summit. Attendees will have the opportunity to hear from experts in their specific field as well as general financial industry updates. Registrations will be available for specific tracks as well as the full forum which will allow you to select your sessions.

Target Audience: CEOs, CFOs, Security Officers, Credit Officers, Loan Officers, Controllers, Management Team

Day One – CFO Track and Credit Track

Registration Refreshments	\$1,500
Morning Networking Break in the Marketplace.....	\$1,500
Afternoon Networking Break in the Marketplace	\$1,500
Reception in the Marketplace	\$5,000

Day Two – CFO Track and Credit Track/Security Track and Management Team Track

Continental Breakfast.....	\$2,500
Morning Networking Break in the Marketplace.....	\$2,000
Luncheon (includes participants from all tracks)	\$5,000
Afternoon Networking Break in the Marketplace	\$2,000
Reception in the Marketplace	\$5,000

Day Three – Security Track and Management Team Track

Continental Breakfast.....	\$2,500
Morning Networking Break in the Marketplace.....	\$1,500

Branded Promotional Products

Day 1 – CFO Track and Credit Track	\$1,500
Day 2 – CFO Track and Credit Track/Security Track and Management Team Track	\$2,500
Day 3 – Security Track and Management Team Track.....	\$1,500
Sponsor provides products unless otherwise noted. Suggested items include but are not limited to:	\$1,500

- Highlighters
- Lanyards
- Note Pads
- Pens

Additional Opportunities

Carolina Banker Magazine.....	\$1,500
Candy Basket	\$2,000
Event Mobile App Banner Ads (3 available)	\$1,000
Name Badges.....	\$3,000
Profitability Bell	\$2,000
Wellness Basket	\$2,000
Wi-Fi Service.....	\$3,500



WOMEN IN FINANCE FORUM

Fall 2020 | Dates and Locations are TBD

Banker & Sponsor Fee: \$175/\$225

The Women in Finance Forum is designed to inspire, empower and educate women—as well as their male peers—within the financial services industry.

Target Audience: Bankers from all levels from various areas of the bank.

Conference Breaks

Continental Breakfast.....	\$500
Morning Break.....	\$250
Luncheon.....	\$1,000
Afternoon Break.....	\$250

Branded Promotional Products

Sponsor provides products unless otherwise noted. Other product suggestions welcome.

Highlighters.....	\$300
Lanyards.....	\$300
Note Pads.....	\$300
Pens.....	\$300

Additional Opportunities

Candy Basket	\$500
Name Badges.....	\$750
Profitability Bell	\$500
Wellness Basket.....	\$500
Wi-Fi Service.....	\$750