

NC Bankers

2022 Annual Sponsorship Opportunities

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 AMMOUNTING TO:

\$2,079,900,000,000

Due to the impact of the coronavirus, we have revised our opportunities to add more value of our long-term partners and offer new opportunities for those who have partnered with us more recently. In addition to event-by-event sponsorships the NCBA will continue to offer annual sponsorships for the 2022 calendar year, allowing your business to be promoted at all of our in-person or virtual conferences, as well as our professional development programs.

Upcoming Conferences:

In addition to annual sponsorships, event-by-event sponsorships will be available for \$2,000.

Bank Directors Assembly - Anticipated Attendees: 125+ | Anticipated Banks Represented: 30+

The Bank Directors Assembly provides the necessary training to keep bank directors up-to-date with industry trends so that they can better perform their jobs and contribute to the success of the bank. We suggest banks bring their entire board!

126th Annual Convention - Anticipated Attendees: 215+ | Anticipated Banks Represented: 30+

This traditional NCBA conference brings together North Carolina's bankers for a chance to celebrate and learn about our ever-evolving industry. This year's event will be hosted at the Ponte Vedra Inn & Club, so join us at this classic resort.

Fusion Forum - Anticipated Attendees: 175+ | Anticipated Banks Represented: 31+

At our annual Fusion Forum, attendees will have the chance to hear from experts in their own field and industry-wide sessions over the course of this three-day event. This conference is relevant to anyone who contributes to the bank management team, including CEOs, CFOs, Credit Officers, Security Officers, COOs, CAOs, HR and those that support these roles.

Women in Finance Forum - Anticipated Attendees: 150+ | Anticipated Banks Represented: 30+

The Women in Finance Forum is designed to inspire, empower and educate women who hold, or aspire to hold, leadership positions in North Carolina's finance industry.

NC Young Bankers Conference - Anticipated Attendees: 100+ | Anticipated Banks Represented: 30+

Banks send their best and brightest to the 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.

Certain sponsor levels will also receive recognition during our professional development programs. These programs attract bankers in various roles including compliance, accounting, branch management, security, credit and more. Visit ncbankers.org/calendar-of-events to view the calendar online!

2022 Annual Sponsorship Packages

Our annual sponsorship packages cover the following events: Annual Convention, Bank Directors Assembly, Fusion Forum, NC Young Bankers Conference and Women in Finance Forum. If you are interested in sponsoring the American Mortgage Conference, please contact Blair Jernigan (blair@ncbankers.org).

Sponsorship Perks	Silver	Gold	Platinum	Premier	Single Event
Cost of Sponsorship/Package	\$4,000	\$7,500	\$10,000	\$15,000	\$2,000
Your business listed as a sponsor at the Annual Convention, Bank Directors Assembly, Fusion Forum, NC Young Bankers Conference and Women in Finance Forum*	✓	✓	✓	✓	✓* (one event)
Company name/logo included in marketing materials	✓	✓	✓	✓	✓
Company name/logo included in event signage	✓	✓	✓	✓	✓
Verbal recognition from the podium	✓	✓	✓	✓	✓
Company promoted in audio/visual 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 digital and print publication, the <i>Carolina Banker</i> (Distribution: 5,000+)	✓	✓	✓	✓	✓
Company name, logo and description included in the event app or program	✓	✓	✓	✓	✓
Reserve a seat at limited seating in-person conferences	✓	✓	✓	✓	✓
Advanced list of attendees with contact information	✓	✓	✓	✓	✓
Company promoted as a sponsor on social media		✓	✓	✓	
Company listed as an NCBA event sponsor on the event registration website		✓	✓	✓	
Ability to provide a speaker		✓	✓	✓	
One article included in one edition of the <i>Carolina Banker</i>			✓	✓	
One educational article included in the <i>Weekly Bulletin</i>			✓	✓	
Company webinars promoted once a quarter in the <i>Weekly Bulletin</i>			✓	✓	
Company listed as a sponsor for <i>In the Vault with NCBA</i>			✓	✓	
Introduction of a conference speaker with the opportunity for a 30 second elevator pitch about your company				✓	
Complimentary exhibitor booth				1	
Complimentary delegate registrations for one event		2	3	4	

Branding at Professional Development Events

Company listed as sponsor on meeting web page				✓	
Company listed as sponsor in meeting AV				✓	
Company verbally mentioned as sponsor at program				✓	
Attendee list provided to sponsor main contact				✓	
Company logo included on all program communication				✓	

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 (blair@ncbankers.org) to secure your 2022 sponsorships or with any questions about upcoming events.

Additional Sponsorship Opportunities



In the Vault with NCBA is a brand-new industry podcast focused on North Carolina's banking community. Every two weeks, host Peter Gwaltney, president and CEO of the North Carolina Bankers Association, tackles banking hot topics, interviews industry experts, and opens the vault on developing news in the financial services sector.

In the Vault with NCBA is available for download on the following platforms:



In the Vault with NCBA reaches a wide audience all throughout North Carolina and beyond. Available for download in the most popular listening apps, the podcast is promoted on social media and through our online publications. If you would like to reach these listeners, consider a sponsorship! Sponsorships can be purchased for \$500 and include the following benefits:

- the ability to suggest a speaker or topic
- your company's name and logo included as a sponsor on social media promotion
- your company's name and logo included as a sponsor in our digital publications

To learn more about the podcast, visit www.ncbankers.org/in-the-vault/.



Every Wednesday, the **Weekly Bulletin** reaches the inboxes of over 3,800 members of North Carolina's banking community. In addition, we share the web version of this digital newsletter with over 3,000 followers on social media every week. This digital newsletter covers all things banking, including regulatory news, industry updates, NCBA announcements and more.

Sponsorships for the **Weekly Bulletin** can be purchased for \$500 per issue and include the following benefits:

- contribute a story to that week's newsletter
- your company's name and logo included as a sponsor on social media promotions
- your company's custom banner included in the newsletter

To learn more about these opportunities or purchase a sponsorship, contact Blair Jernigan (blair@ncbankers.org).