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.

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.

<table>
<thead>
<tr>
<th>Pricing</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Sponsorship/Package</td>
<td>$3,000-$4,999</td>
<td>$5,000-$9,999</td>
<td>$10,000-$14,999</td>
<td>$15,000+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Branding</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name/logo included in marketing materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company name/logo included in event signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal recognition from the podium</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on slideshow during the event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company listed as sponsor with logo in our digital publication, the Weekly Bulletin (Distribution: 4,000+)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company listed as sponsor with logo in our print publication, the Carolina Banker (Distribution: 4,500+)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company name, logo and description included in the event app with link to company website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate registration at banker rate</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advanced list of attendees with contact information</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ability to provide a speaker</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary exhibitor booth</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary delegate registrations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

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.
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
- **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
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 bank's 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
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

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Refreshments</td>
<td>$1,500</td>
</tr>
<tr>
<td>Welcoming Reception</td>
<td>$10,000</td>
</tr>
<tr>
<td>Turndown Service (plus cost of turn down item)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Board of Directors Dinner</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### Day Two Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continental Breakfast</td>
<td>$3,000</td>
</tr>
<tr>
<td>Morning Break in the Marketplace</td>
<td>$2,500</td>
</tr>
<tr>
<td>Spouses Social</td>
<td>$1,500</td>
</tr>
<tr>
<td>Group Golf Outing</td>
<td>$2,500</td>
</tr>
<tr>
<td>Group Golf Outing Boxed Lunches</td>
<td>$2,500</td>
</tr>
<tr>
<td>Turndown Service (plus cost of turn down item)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

### Day Three Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continental Breakfast</td>
<td>$3,000</td>
</tr>
<tr>
<td>Morning Break in the Marketplace</td>
<td>$2,500</td>
</tr>
<tr>
<td>Family Social</td>
<td>$1,500</td>
</tr>
<tr>
<td>Group Tennis Outing</td>
<td>$1,500</td>
</tr>
<tr>
<td>Chairman’s Reception</td>
<td>$10,000</td>
</tr>
<tr>
<td>Banquet</td>
<td>$10,000</td>
</tr>
<tr>
<td>Banquet Entertainment</td>
<td>$10,000</td>
</tr>
<tr>
<td>Turndown Service (plus cost of turn down item)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

### Branded Promotional Products

<table>
<thead>
<tr>
<th>Product</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach Towels</td>
<td>$1,500</td>
</tr>
<tr>
<td>Highlighters</td>
<td>$1,500</td>
</tr>
<tr>
<td>Hotel Key Cards (includes product)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$1,500</td>
</tr>
<tr>
<td>Note Pads</td>
<td>$1,500</td>
</tr>
<tr>
<td>Pens</td>
<td>$1,500</td>
</tr>
<tr>
<td>Beach Bags</td>
<td>$1,500</td>
</tr>
<tr>
<td>Sunscreen</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*Continued on next page…*
Branded Promotional Products (Continued)

Hats ......................................................................................................................................................................................... $1,500
Water Bottles .................................................................................................................................................................  $1,500
Welcome Amenity ......................................................................................................................................................... $1,500

Additional Opportunities

Candy Basket ................................................................................................................................................................ $1,500
Carolina Banker ............................................................................................................................................................ $1,500
Charging Station ........................................................................................................................................................... $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 ................................................................................................................................................................. $2,500
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: Highlighters, Lanyards, Note Pads, Pens ................................................................. $1,500

### 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
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.

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**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