

NC Bankers

2020 Revised 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

The **North Carolina Bankers Association** understands that due to the impact of the novel coronavirus, 2020 is not a normal year. We have revised our partnership opportunities to add more value to our long-term partners and offer new opportunities for those who have partnered with us more recently. Instead of event-by-event sponsorships, the NCBA will offer annual sponsorships for the 2020 calendar year in which your company can be promoted at all of our in-person or virtual conferences and professional development programs.

Upcoming NCBA Conferences:

Fusion Forum 2020 - Oct. 27-29, 2020 @ Virtual Program (Online)

Anticipated Attendees: 175+ | Banks Represented in 2019: 31+

In accordance with the latest guidance from the CDC, the 2020 Fusion Forum has been moved to a virtual platform. 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 Banking Virtual Series - Sept. 15, 2020 - Feb. 1, 2021 @ Virtual Series (Online)

Anticipated Attendees: 100+ | Banks Represented in 2019: 29+

The Women in Banking Virtual Series: Conversations and Connections for Empowerment is a series of six virtual sessions held live each month beginning on September 15, 2020. Brought to you by the Georgia Bankers Association and the North Carolina Bankers Association, this series is intended to inform you, enlighten you, and re-energize you.

Certain sponsor levels will also now receive recognition during our professional development programs. The NCBA will host approximately 15-20 professional development programs in the remainder of 2020. These programs attract bankers in various roles including compliance, accounting, branch management, security, credit and more. **Click here** to view the calendar online!

2020 Revised Sponsorship Packages

What does a sponsorship get your business? Take a look at the list of benefits for each sponsor level below:

Sponsorship Perks	Silver	Gold	Platinum	Premier
Cost of Sponsorship/Package	\$3,000	\$5,000	\$7,500	\$12,000
Your business listed as a sponsor at the Annual Convention, Fusion Forum and Women in Finance Forum	✓	✓	✓	✓
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	✓	✓	✓	✓
Delegate registration at banker rate	✓	✓	✓	✓
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>			✓	✓
Introduction of a conference speaker with the opportunity for a 30 second elevator pitch about your company			✓	✓
Complimentary exhibitor booth			✓	✓
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** to secure your 2020 sponsorships or with any questions about upcoming events at blair@ncbankers.org.