

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 AMOUNTING 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:

124th Annual Convention - June 25, 2020 @ Virtual (Online)

Anticipated Attendees: 100+ | Banks Represented in 2019: 30+

Due to the novel coronavirus the 124th NCBA Annual Convention in-person conference was canceled. We will host a shortened virtual meeting which will feature industry updates and the changing of the guard in its place!

Fusion Forum 2020 - Oct. 5-7, 2020 @ The Grandover (Greensboro)

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

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.

Women in Finance Forum 2020 - Oct. 29, 2020 @ The StateView Hotel (Raleigh)

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

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

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 NCBA 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				✓

*Sponsors will not be listed for any programs that are produced by outside partners or vendors

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.