



ALABAMA BANKERS ASSOCIATION

2018 Sponsorship Opportunities

What's the easiest and most economical way to increase your name recognition among ABA's member banks while advertising your products and services? Event sponsorships! Inside are descriptions of ABA's events and sponsorship opportunities. Each event presents different advantages and opportunities.

Planning to be a multiple event sponsor and advertise in our publications?

Then you might qualify for a significant discount through our **Sponsorship & Ad Package Program!**

Send your sponsorship commitment today to **Shelley Hildebrand** at shildebrand@alabamabankers.com! **QUESTIONS?** Call her at (334) 386-5743.

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4	February 27-28 Bank Operations & Management Summit <i>Hyatt Regency Birmingham - The Wynfrey • Birmingham</i>
3	April 23-27 Advanced BSA Academy <i>Sandestin Golf & Beach Resort • Destin, Fla.</i>
5	June 3-6 125th Annual Convention & Trade Show <i>Fairmont Southampton • Southampton, Bermuda</i>
6	July 12-14 B2L Summer Leadership Conference <i>Sandestin Golf & Beach Resort • Destin, Fla.</i>
7	July 15-20 Alabama Banking School <i>University of South Alabama • Mobile</i>
8	August 1 Alabama Bank Counsel Conference <i>The Grand Hotel • Point Clear</i>
9	August 2-4 CEO, Bank Exec & Directors' Conference <i>The Grand Hotel • Point Clear</i>
10	September TBD 75th Annual Continuing Education Trust Seminar <i>Birmingham</i>
3	September 17-21 Advanced Compliance College <i>Sandestin Golf & Beach Resort • Destin, Fla.</i>
3	October 22-26 Advanced Lending Institute <i>Sandestin Golf & Beach Resort • Destin, Fla.</i>

EDUCATIONAL OPPORTUNITIES **ABA Performance Programs**

Meeting Format: These week-long programs provide in-depth training for bank personnel

ABA Performance Programs include:

Advanced BSA Academy *April 23-27 • Destin, Fla.*

Audience: BSA officers, vice presidents, marketing, branch managers, compliance officers, CFOs, COOs, EVPs, security officers, human resources, training officers and operations

Previous Attendance: 60 people, 42 banks

Advanced Compliance College *September 17-21 • Destin, Fla.*

Audience: BSA officers, VPS, SVPs, branch managers, compliance officers, CFOs, COOs, EVPs, training officers, operations, accounting, lending, Internet banking, cashier

Previous Attendance: 70 people, 52 banks

Advanced Lending Institute *October 22-26 • Destin, Fla.*

Audience: senior loan officers, lenders, loan review officer, mortgage services, accounting, consumer loan officers, branch managers, compliance officers, VPs, COOs, EVPs, training officers, operations personnel

Previous Attendance: 50 people, 30 banks

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Company listed as sponsor on *Weekly News Byte* on emails prior to the event
- Sponsor ribbon for name badge
- Recognition on promotional brochure

SPONSORSHIP FEES*

Signature Sponsors • \$2,500

Sponsors at this level will be allowed to join the group for breakfast or lunch and make a five-minute presentation to the group either before a meal or session.

- Breakfast (all week)
- Lunch (all week)
- Attendee Gift

General Sponsor • \$750

- Candy Basket

SINGLE DAY SEMINAR SPONSORS

Seminar dates and topics for education are located on the ABA web site at www.alabamabankers.com. Sponsorship fee is \$2,000 per seminar and includes a table-top exhibit next to the registration desk and exclusive sponsorship of a continental breakfast as well as morning and afternoon breaks.

**Non-members should add \$500 to each of the fees above.*

Bank Operations & Management Summit

Audience: HR, IT, operations, PR and marketing personnel

Previous Attendance: 203 people, 43 banks

FEB. 27-28

Hyatt Regency

Birmingham -

The Wynfrey

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Advanced attendee roster
- Company listing on event program
- Company listing on the mobile app
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Company listed as sponsor on *Weekly News Byte* on emails prior to the event
- Sponsor ribbon for name badge
- Recognition on promotional brochure

SPONSORSHIP FEES*

Signature Level • \$2,500

Sponsors at this level receive two complimentary registrations

Options include:

- Reconnect Reception (Tuesday)
- Mobile App

Deluxe Level • \$2,000

Sponsors at this level receive two complimentary registrations

Options include:

- Tote Bag / Charging Station / Folios & Pens
- Money Grab Booth / Name Badge Holder / WiFi

Executive • \$1,500

Sponsors at this level receive one complimentary registration

Options include:

- Lanyard
- Lunch
- Money Grab Booth

Premium • \$1,000

Sponsors at this level receive one complimentary registration

Options include:

- Attendee List / Break / Candy Basket at Registration Table
- Continental Breakfast / Name Badges

General • \$500

Annual Convention & Trade Show

Audience: CEOs, Executive Management, Directors

Previous Attendance: 475 people, 67 banks

JUNE 3-6

*Fairmont Southampton,
Bermuda*

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Advanced attendee roster
- Listing on daily convention newsletter to be published on Monday, Tuesday and Wednesday of the event
- Company listing on agenda-at-a-glance distributed at the event
- Company listing on the mobile app
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Company listed as sponsor on *Weekly News Byte* on emails prior to the event
- Sponsor ribbon for name badge
- Recognition on promotional brochure

SPONSORSHIP FEES*

Director's Club • \$10,000

Options include:

Welcome Reception / Monday Evening Dinner / Wednesday Evening Dinner

Traditions Club • \$7,500

Options include:

Cocktail Party / Keynote Speaker

Executive • \$5,000

Options include:

Breakfast Buffet / Dessert / Event Entertainment / Lanyard
Name Badges / Souvenir Photos / WiFi / Golf Tournament

Deluxe • \$3,000

Options include:

Candy Basket at Registration Table / Refreshment Break
Registration Materials Folder / Wine Pairing

Premium • \$1,500

General • \$750

**Non-members should add \$500 to each of the fees above.*

Summer Leadership Conference

Audience: Attendees at this event may not always be the decision-makers at their bank but are definitely the influencers. B2L is designed for bank professionals who want to advance their career and pursue a leadership track within their bank.

Previous Attendance: 300 people, 47 banks

JULY 12-14

*Sandestin Golf
and Beach Resort
in Destin, Florida*

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Listing on daily conference newsletter to be published on Friday and Saturday of the event
- Advanced attendee roster
- Company listing on conference program
- Company listing on the mobile app
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Company listed as sponsor on *Weekly News Byte* on emails prior to the event
- Sponsor ribbon for name badge
- Recognition on promotional brochure

SPONSORSHIP FEES*

Bank Executive Leadership Certification Program Graduation Sponsor • \$2,500

Sponsors at this level receive one complimentary family registration and may bring cocktail napkins with company logo for the reception.

Event Sponsor • \$2,000

Sponsors at this level receive one complimentary associate member registration

Options include:

- Welcome to the Beach Bucket / Lanyard and Name Badge Holder
- Workshop Speaker / Candy Bar / Breakfast Buffet / Refreshment Break
- Thursday Bites and Brews / Friday Beach Party

Deluxe Sponsor • \$1,000

Sponsors at this level will be listed on the thank you email that goes out to attendees after the event and may link either their website or social media

General Sponsor • \$750

Alabama Banking School

Audience: ABS students are on campus one week each year for the three sessions they attend. During each session, students spend a minimum of 40 hours in the classroom and work on case studies in the evenings. Founded in 1975, thousands of bankers have graduated from this program.

Previous Attendance: 171 people, 67 banks

JULY 15-20

**University of South
Alabama, Mobile**

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Company listing on *Non-Cents* the school's daily newsletter
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Company listed as sponsor on *Weekly News Byte* on emails prior to the event
- Recognition on promotional brochure

SPONSORSHIP FEES*

Event Sponsor • \$3,500

Options include:

- Opening Banquet on Sunday Evening
- Mardi Gras Museum Dance Party

Deluxe Sponsor • \$2,000

Options include:

- Senior Class Reception
- Class Dinner on Wednesday Evening (three available)
- Kickball Tournament
- Daytime Breaks

General Sponsor • \$750

Alabama Bank Counsel Conference

Audience: Attorneys and bank legal staff

Previous Attendance: 60 people, 35 banks and law firms

AUG. 1

*The Grand Hotel,
Point Clear*

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Advanced attendee roster
- Company listing on conference program
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Company listed as sponsor on *Weekly News Byte* on emails prior to the event
- Sponsor ribbon for name badge
- Recognition on promotional brochure

SPONSORSHIP FEES

Break Sponsor • \$1,500

Sponsors at this level receive one complimentary registration

Event Sponsor • \$2,500

Sponsors at this level receive one complimentary registration

- Networking Luncheon
- Reception

CEO, Bank Exec & Directors' Conference

Audience: CEOs, executive management and directors

Previous Attendance: 812 people, 99 banks

AUG. 2-5

*The Grand Hotel,
Point Clear*

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Listing on daily conference newsletter to be published on Thursday, Friday and Saturday of the event
- Advanced attendee roster
- Company listing on conference program
- Company listing on the mobile app
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Company listed as sponsor on *Weekly News Byte* on emails prior to the event
- Sponsor ribbon for name badge
- Recognition on promotional brochure

SPONSORSHIP FEES*

Keynote Speaker • \$15,000

Sponsors at this level receive three complimentary registrations

The keynote speaker sponsor will also be recognized at the Saturday evening event and will be included in all marketing material advertising keynote speaker. Last year's keynote speaker was Fox News Analyst Dana Perino.

Platinum • \$10,000

Sponsors at this level receive three complimentary registrations

All sponsors at this level are recognized for providing:

- Daily coffee stations
- Saturday evening reception and dinner

Gold • \$6,000

Sponsors at this level receive two complimentary registrations

Silver • \$3,500

*Sponsors at this level receive one complimentary associate member registration
and one complimentary spouse/guest registration*

Bronze • \$2,250

Sponsors at this level receive one complimentary associate member registration

****Only associate members may sponsor this conference.***

ABA D.C. Fly-In

Audience: CEOs and senior management join us in Washington for this three-day event to meet with lawmakers, congressional staff and regulatory agencies.

SEPTEMBER

*The Mayflower,
Washington, D.C.*

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Advanced attendee roster
- Company listing on conference program
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Company listed as sponsor on *Weekly News Byte* on emails prior to the event
- Sponsor ribbon for name badge
- Recognition on promotional brochure

SPONSORSHIP FEES*

Gold Sponsor • \$5,000

Sponsors at this level receive two complimentary registrations

Silver Sponsor • \$2,500

Sponsors at this level receive one complimentary registration

****Only associate members may sponsor this event.***

Continuing Education Trust Seminar

Audience: Trust professionals

Previous Attendance: 117 people

SEPTEMBER

Birmingham

SPONSORSHIP BENEFITS

- Recognition commensurate with sponsorship level
- Advanced attendee roster
- Company listing on conference program
- Signage of sponsorship at various events
- Listing in *Banking Traditions* magazine as a sponsor
- Sponsor ribbon for name badge

SPONSORSHIP FEES*

Platinum Sponsor • \$5,000

Sponsors at this level receive three complimentary registrations

Gold Sponsors • \$3,500

Sponsors at this level receive two complimentary registrations

Silver Sponsors • \$2,500

Sponsors at this level receive two complimentary registrations

Bronze Sponsor • \$1,500

Sponsors at this level receive one complimentary associate member registration.

Exhibitor • \$795

Sponsors at this level receive one complimentary associate member registration

2018 ALABAMA BANKERS ASSOCIATION SPONSORSHIP AGREEMENT

PAYMENT DEADLINES

A deposit of 50 percent of the total cost of your selected sponsorship(s) is required when submitting this sponsorship agreement. The total cost of all sponsorships must be paid in full 30 days prior to the event.

Please mail completed form and payment to: ABA, 445 Dexter Ave., Suite 10025, Montgomery, AL 36104. Or, email it to **Shelley Hildebrand** at shildebrand@alabamabankers.com.
QUESTIONS? Call Shelley at (334) 386-5743.

_____ Name	_____ Company
_____ Address	_____ City, State & Zip
_____ Phone	_____ Email

MARKETING CONTACT (Person responsible for sending ads, logos, and company contact information)

_____ Name	_____ Title
_____ Phone	_____ Email

PAYMENT METHOD

- I have enclosed a check.
- Please charge \$ _____ to the following credit card:
 Visa MasterCard Discover Amex

_____ Credit Card Number	_____ Signature	_____ Exp. Date
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Are you a multiple EVENT SPONSOR and an ADVERTISER?

If so, you qualify for an ad and sponsorship package which includes a significant discount. For more information, contact **Shelley Hildebrand** at (334) 386-5743 or shildebrand@alabamabankers.com.

EDUCATION	<input type="radio"/> All Day Sponsor (\$2,000)
Single Day Seminar	
February 27-28	<input type="radio"/> Signature (\$2,500) <input type="radio"/> Deluxe (\$2,000) <input type="radio"/> Executive (\$1,500) <input type="radio"/> Premium (\$1,000) <input type="radio"/> General (\$750)
Bank Operations & Management Summit	
April 23-27	<input type="radio"/> Signature (\$2,500) <input type="radio"/> General (\$750)
Advanced BSA Academy	
June 3-6	<input type="radio"/> Director's Club (\$10,000) <input type="radio"/> Traditions (\$7,500) <input type="radio"/> Executive (\$5,000) <input type="radio"/> Deluxe (\$3,000) <input type="radio"/> Premium (\$1,500) <input type="radio"/> General (\$750)
125th Annual Convention & Trade Show	
July 12-14	<input type="radio"/> BELCP Graduation (\$2,500) <input type="radio"/> Event (\$2,000) <input type="radio"/> Deluxe (\$1,000) <input type="radio"/> General (\$750)
B2L Summer Leadership Conference	
July 15-20	<input type="radio"/> Event (\$3,500) <input type="radio"/> Deluxe (\$2,000) <input type="radio"/> General (\$750)
Alabama Banking School	
August 1	<input type="radio"/> Break (\$1,500) <input type="radio"/> Event (\$2,500)
Alabama Bank Counsel Conference	
August 2-4	<input type="radio"/> Keynote (\$15,000) <input type="radio"/> Platinum (\$10,000) <input type="radio"/> Gold (\$6,000) <input type="radio"/> Silver (\$3,500) <input type="radio"/> General (\$2,250)
CEO, Bank Exec & Directors' Conference	
September TBD	<input type="radio"/> Gold (\$5,000) <input type="radio"/> Silver (\$2,500)
ABA D.C. Fly-In	
September TBD	<input type="radio"/> Platinum (\$5,000) <input type="radio"/> Gold (\$3,500) <input type="radio"/> Silver (\$2,500) <input type="radio"/> Bronze (\$1,500) <input type="radio"/> Exhibitor (\$795)
75th Annual Continuing Education Trust Seminar	
September 17-21	<input type="radio"/> Signature (\$2,500) <input type="radio"/> General (\$750)
Advanced Compliance College	
October 22-26	<input type="radio"/> Signature (\$2,500) <input type="radio"/> General (\$750)
Advanced Lending Institute	

All conference sponsorships are non-refundable as we will market the names of the sponsors prior to each event.