

NEW YORK BANKERS ASSOCIATION

FINANCIAL SERVICES FORUM

SPONSORSHIP OPPORTUNITIES

JOIN THE BIG CELEBRATION!

NYBA's 125th Anniversary year culminates with our Financial Services Forum, so your sponsorship will help create a special and memorable experience for our attendees. Our program offers unique opportunities, at a wide range of price points, to strengthen and amplify your company's bond of friendship with the leaders of New York's banking industry.

As always, our partnership means ample and frequent recognition of your sponsorship throughout Forum materials, including NYBA's website, on-site program, conference app, and signage. Sponsorships of \$5,000 or more automatically receive a free full-page ad in the on-site program. Sponsors at the \$10,000 level will be recognized atop NYBA's widely-read Daily News Digest.

We are excited to celebrate this milestone with you! To discuss sponsorship and advertising opportunities, please contact Kerry Carney at 212-297-1675 or kcarney@nyba.com



FINANCIAL SERVICES FORUM

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ADVERTISING

A 100-plus page Program will be distributed to all attendees. The publication serves as a reference guide providing general information, program schedules, attendees list, and much more.

Inside front cover: \$3,000 **Inside back cover:** \$2,500 **Full page:** \$1,000 **Half page:** \$600

All rates are gross rates. Preferred materials are .pdf, .tif, and .png with all fonts and images supplied. Only the inside front cover and inside and outside back covers are color. All other ads are black & white.

Size: Ads should measure 7.5" x 10" for a full page and 7.5" x 4.5" for a half page.

Space deadline is October 7. Copy deadline is October 14. Submit ad copy to dmccausland@nyba.com.

Questions? Call Kerry Carney at (212) 297-1675.

Company Contact:

125th Anniversary Chairman's Reception Sponsors *(multiple sponsors)*

- Gold Sponsor: \$15,000
- Silver Sponsor: \$10,000
- Bronze Sponsor: \$7,500
- Patron Sponsor: \$5,000

Wednesday | Directors Workshop Sponsors

- Morning Refreshments: \$3,000
- Afternoon Refreshments: \$3,000
- Lunch: \$6,000 SOLD

Activity Sponsors

- Golf Tournament Lunch: \$5,000
- Golf Refreshments: \$3,000
- Golf Tournament Prizes: \$2,000 SOLD
- Sunrise Yoga: \$1,000 SOLD
- Golf Holes: \$500 each

Thursday | Friday Program Sponsors

- Breakfast Workshops Thurs: \$10,000* SOLD
- Breakfast Workshops Fri \$10,000*
- Refreshment Service Thurs: \$6,000*
- Refreshment Service Fri: \$6,000*
- On-site Technology Thurs: \$6,000*
- On-Site Technology Fri: \$6,000*

*open to co-sponsorship

Forum Sponsors

- Hotel Key Cards: \$7,000 SOLD
- Welcome Gift: \$7,000
- Meeting Room WiFi: \$7,000
- Door Prize: \$6,000 SOLD
- Conference App: \$8,000
- Program Book Printing: \$5,000
- Name Badges: \$5,000
- Registration Hospitality: \$3,000 SOLD
- 125 Years of NYBA Digital Display: \$3,500
- Early Arrivals Reception: \$5,000

<p>Chairman's Gold Sponsorship</p> <ul style="list-style-type: none"> • One Complimentary Company Representative Registration Fee • Company name recognition as a Chairman's Reception and Keynote Speaker sponsor in the Forum General Session, Program Book and Conference App • 15 Free Daily News Digest Banner Advertisements • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$15,000</p>
<p>Chairman's Silver Sponsor</p> <ul style="list-style-type: none"> • Company name recognition as a Chairman's Reception and Keynote Speaker sponsor in the Forum General Session, Program Book and Conference App • 10 Free Daily News Digest Banner Advertisements • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$10,000</p>
<p>Chairman's Bronze Sponsor</p> <ul style="list-style-type: none"> • Company name recognition as a Chairman's Reception and Keynote Speaker sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$7,500</p>
<p>Chairman's Patron Sponsor</p> <ul style="list-style-type: none"> • Company name recognition as a Chairman's Reception sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$5,000</p>
<p>Director / Trustee Workshop AM Refreshments</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Directors Workshop General Session, Program Book and Forum Conference App • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$3,000</p>
<p>Director / Trustee Workshop PM Refreshments</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Directors Workshop General Session, Program Book and Forum Conference App • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$3,000</p>

<p>Director / Trustee Workshop Lunch SOLD</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Directors Workshop General Session, Program Book and Forum Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$6,000</p>
<p>Breakfast Workshop Thursday* SOLD</p> <ul style="list-style-type: none"> • 5 Free Daily News Digest Banner Advertisements • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$10,000</p>
<p>Breakfast Workshop Friday*</p> <ul style="list-style-type: none"> • 5 Free Daily News Digest Banner Advertisements • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$10,000</p>
<p>Refreshment Services Thursday*</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$6,000</p>
<p>Refreshment Services Friday*</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$6,000</p>
<p>Onsite Technology Thursday*</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	<p>\$6,000</p>

<p>Onsite Technology Friday*</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$6,000
<p>Hotel Key Cards SOLD</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$7,000
<p>Welcome Gifts</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$7,000
<p>Meeting Room WiFi*</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$7,000
<p>Door Prize SOLD</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$6,000
<p>Conference App</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Recognition on app information emails and in app engagement prize • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$8,000

<p>Program Book Printing</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$5,000
<p>Name Badges</p> <ul style="list-style-type: none"> • Company Name Imprint on Conference Name Badge Lanyards • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$5,000
<p>Registration Hospitality SOLD</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$3,000
<p>125 Years of NYBA Digital Display</p> <ul style="list-style-type: none"> • Special Anniversary sponsorship - your company logo mounted to Registration Area display playing a animated timeline of NYBA history • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$3,500
<p>Early Arrivals Reception* - co-sponsor still available</p> <ul style="list-style-type: none"> • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$5,000
<p>Golf Tournament Lunch</p> <ul style="list-style-type: none"> • Two Complimentary Company Representative Golf Registration Fee • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free tee sign w/ company logo • Free Full Page Company Advertisement in Forum On-Site Program Book • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	\$5,000

Golf Tournament Refreshments	\$3,000
<ul style="list-style-type: none"> • One Complimentary Company Representative Golf Registration Fee • Company name recognition as sponsor in the Forum General Session, Program Book and Conference App • Free tee sign w/ company logo • Company name recognition in on-site signage. • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	
Golf Tournament Prizes SOLD	\$2,000
<ul style="list-style-type: none"> • Free tee sign w/ company logo • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	
Sunrise Yoga SOLD	\$1,000
<ul style="list-style-type: none"> • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	
Golf Hole - limited number available	\$500
<ul style="list-style-type: none"> • Tee sign w/ company logo • Identification as a Forum Sponsor on Name Badge • Recognition as a Forum Sponsor on www.nyba.com 	

*open to co-sponsorship

Advertisement	Cost
Inside Front Cover SOLD	\$3,000
Inside Back Cover	\$2,500
Full Page	\$1,000
Half Page	\$600

