



NEW YORK  
BANKERS  
ASSOCIATION **NYBA**

# FINANCIAL SERVICES FORUM

The Breakers  
Palm Beach, FL



# SPONSORSHIP OPPORTUNITIES

NOV 7-10, 2023

# NYBA

## FINANCIAL SERVICES FORUM

NYBA's annual Financial Services Forum is the premier event on the Association's calendar. It offers both an in-depth exploration of the trends and challenges for the industry and economy – and a celebration of an industry's achievements.

The Forum opens with first-class director and trustee education programming provided by the industry's top consultants. Each day begins with a wide variety of breakfast sessions featuring the timeliest topics presented by well-known and highly regarded practitioners. General sessions from the "main stage" will focus on the economic outlook, the political landscape, technology and innovation, and as always – "A View from the C-Suite" – a perennial highlight. Following last year's success and popularity, the Forum will also feature a service project – celebrating our commitment to community as an industry.

Many New York banks make the Forum an annual destination for officers and directors. This is a gathering of banking decision-makers and thought-leaders from across the State of New York and beyond – making this the perfect opportunity to expose your brand to the bank's C-suite and network in a most collegial environment.

# ACHIEVE GEM-LEVEL STATUS












































BECOME A SPONSOR OF THE FINANCIAL SERVICES FORUM

The Forum offers a wide variety of opportunities to engage attendees, build relationships and expand brand awareness.

FINANCIAL SERVICES FORUM

## NYBA Gem-Level Sponsor Opportunities Financial Services Forum

ONLY ONE PRESENTING SPONSOR OPPORTUNITY AVAILABLE

	PRESENTING SPONSOR	DIAMOND	EMERALD	RUBY	SAPPHIRE
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
Logo recognition on all marketing materials					
Recognition in General Session					
Recognition in Program Book					
Recognition as a Sponsor on website					
Recognition in on-site signage					
One company provided promo item included in welcome bag					
Full page ad in Program Book					
Logo included on name badge as Sponsor					
Social Media recognition					
Included Registration(s) Does not include director/trustee workshop					
Logo included in the "Before You Go" Email					
10 NYBA Daily* Banner Ads					
8 NYBA Daily* Banner Ads					
5 NYBA Daily* Banner Ads					
3 NYBA Daily* Banner Ads					
1 NYBA Daily* Banner Ad					

\*NYBA Daily is distributed every weekday and read by thousands of banking professionals.

# SPONSOR BENEFITS

## ALL GEM-LEVEL SPONSORSHIPS RECEIVE RECOGNITION

- During general session, program book
- Registration/Lobby/Welcome Area Signage
- As a sponsor on our website with link to your site

### Presenting Sponsor (only 1 available) **SOLD OUT**

- Logo recognition on all marketing materials
- Three Registrations (Does not include director/trustee workshop)
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Before You Go" Email
- One company provided promo item included in welcome bag
- Recognition in all meeting rooms as Wi-Fi Sponsor
- 10 Free NYBA Daily\* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

### Diamond Sponsorship \$15,000

- Two Registrations (Does not include director/trustee workshop)
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Before You Go" Forum Email
- One company provided promo item included in welcome bag
- Company is given the opportunity to introduce an education session (script provided)
- 8 Free NYBA Daily\* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

### Emerald Sponsorship \$10,000

- One Registration
- Full page Company Ad in on-site program book
- Logo included in the "Before You Go" Forum Email
- One company provided promo item included in welcome bag
- 5 Free NYBA Daily\* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

### Ruby Sponsorship \$7,500

- Full page Company Ad in on-site program book
- One company provided promo item included in welcome bag
- 3 Free NYBA Daily\* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

### Sapphire Sponsorship \$5,000

- One company provided promo item included in welcome bag
- 1 Free NYBA Daily\* Banner Advertisement

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

\* NYBA's daily email, read by thousands of banking professionals each morning.

## SELECT PROMOTIONAL OPPORTUNITIES

All Select Promotional Sponsorships will receive the following:

- Recognition of specific sponsorship in program book, website and signage at select opportunity

### Networking Sponsorships

- Chair's Reception **SOLD OUT**  
(includes branded napkins)
- NYBA @ NIGHT **SOLD OUT**  
(includes branded napkins)
- Breakfast Sponsor **SOLD OUT**  
(includes branded disposable coffee cups and napkins)
- Community Service Project Sponsor **SOLD OUT**
- Director/Trustee Workshop Lunch Sponsor \$5,000
- Early Arrivals Welcome Reception \$5,000
- Registration Hospitality Sponsor \$3,500  
(3 available)
- Director/Trustee Workshop Refreshments \$2,500
- Spouse & Guest Breakfast **SOLD OUT**
- Entertainment **SOLD OUT**
- Sunrise Yoga Sponsor **SOLD OUT**

### Technology Sponsorship

- Hotel Key Cards Sponsor **SOLD OUT**

### Forum Materials (only available to Non-Bank Members)

- Welcome Bag Sponsor **SOLD OUT**
- Name Badge Lanyard Sponsor \$5,000
- Notebook with logo **SOLD OUT**
- Pen with logo **SOLD OUT**

### Golf Tournament Sponsorships

- Golf Tournament Presenting Sponsor \$5,000
- Golf Lunch Sponsor **SOLD OUT**
- Golf Tournament Beverage Sponsor \$3,000

### Advertising

Place an advertisement in the forum program book that will be distributed to all attendees on-site at registration.

- Inside Front Cover **SOLD OUT**
- Inside Back Cover **SOLD OUT**
- Full Page \$1,000

FINANCIAL  
SERVICES  
FORUM

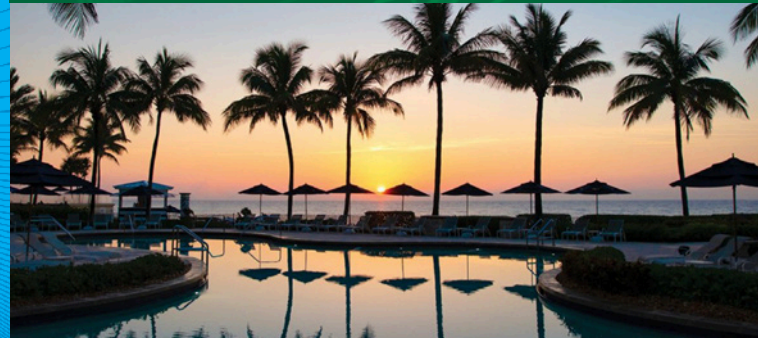
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## LOGO AND ADVERTISEMENT SUBMISSION GUIDELINES

All logos and advertisements must be submitted in high resolution. Ads should be 300 dpi hires PDF with cropmarks and .25" bleed to all sides. Please send vector files (.eps or .ai) for logos.

Submit logos and ads no later than Thursday, September 21, 2023 to [events@nyba.com](mailto:events@nyba.com).



# NYBA SPONSORSHIP FINANCIAL SERVICES FORUM



## GEM-LEVEL SPONSORSHIPS

- Presenting Sponsor \$25,000
- Diamond Sponsorship \$15,000
- Emerald Sponsorship \$10,000
- Ruby Sponsorship \$7,500
- Sapphire Sponsorship \$5,000

### GEM-LEVEL SPONSORSHIPS TOTAL:

## SELECT PROMOTIONAL SPONSORSHIP OPPORTUNITIES

### Networking Sponsorships

- Chair's Reception (includes branded napkins) \$10,000
- NYBA @ NIGHT (includes branded napkins) \$10,000
- Breakfast Sponsor (includes branded disposable coffee cups and napkins) \$10,000
- Community Service Project Sponsor \$5,000
- Director/Trustee Workshop Lunch Sponsor \$5,000
- Early Arrivals Welcome Reception \$5,000
- Registration Hospitality Sponsor (3 available) \$3,500
- Director/Trustee Workshop Refreshments \$2,500
- Spouse & Guest Breakfast \$2,500
- Entertainment (2 available) \$2,500
- Sunrise Yoga Sponsor \$1,000

### NETWORKING SPONSORSHIPS TOTAL:

### Technology Sponsorships

- Hotel Key Cards Sponsor \$7,500

### TECHNOLOGY SPONSORSHIPS TOTAL:

### Forum Materials

(only available to Non-Bank Members)

- Welcome Bag Sponsor \$10,000
- Name Badge Lanyard Sponsor \$5,000
- Notebook with logo \$5,000
- Coasters (placed on tables in General Session) \$3,500
- Pen with logo \$3,500

### FORUM MATERIALS TOTAL:

### Golf Tournament Sponsorships

- Golf Tournament Presenting Sponsor \$5,000
- Golf Lunch Sponsor \$3,500
- Golf Tournament Beverage Sponsor \$3,000

### GOLF TOURNAMENT SPONSORSHIPS TOTAL:

### Advertisements in Program Book

- Inside Front Cover \$3,000
- Inside Back Cover \$2,500
- Full Page \$1,000

### ADVERTISEMENTS TOTAL:

**GRAND TOTAL:** .....

## CONTACT INFORMATION

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: Office \_\_\_\_\_

Phone: Mobile \_\_\_\_\_

E-mail \_\_\_\_\_

LinkedIn \_\_\_\_\_

## PAYMENT

Enclosed is a check in the amount of \$ \_\_\_\_\_

I/We wish to pay by credit card:  Visa  MC  AMEX  DISC \_\_\_\_\_

Name on card \_\_\_\_\_

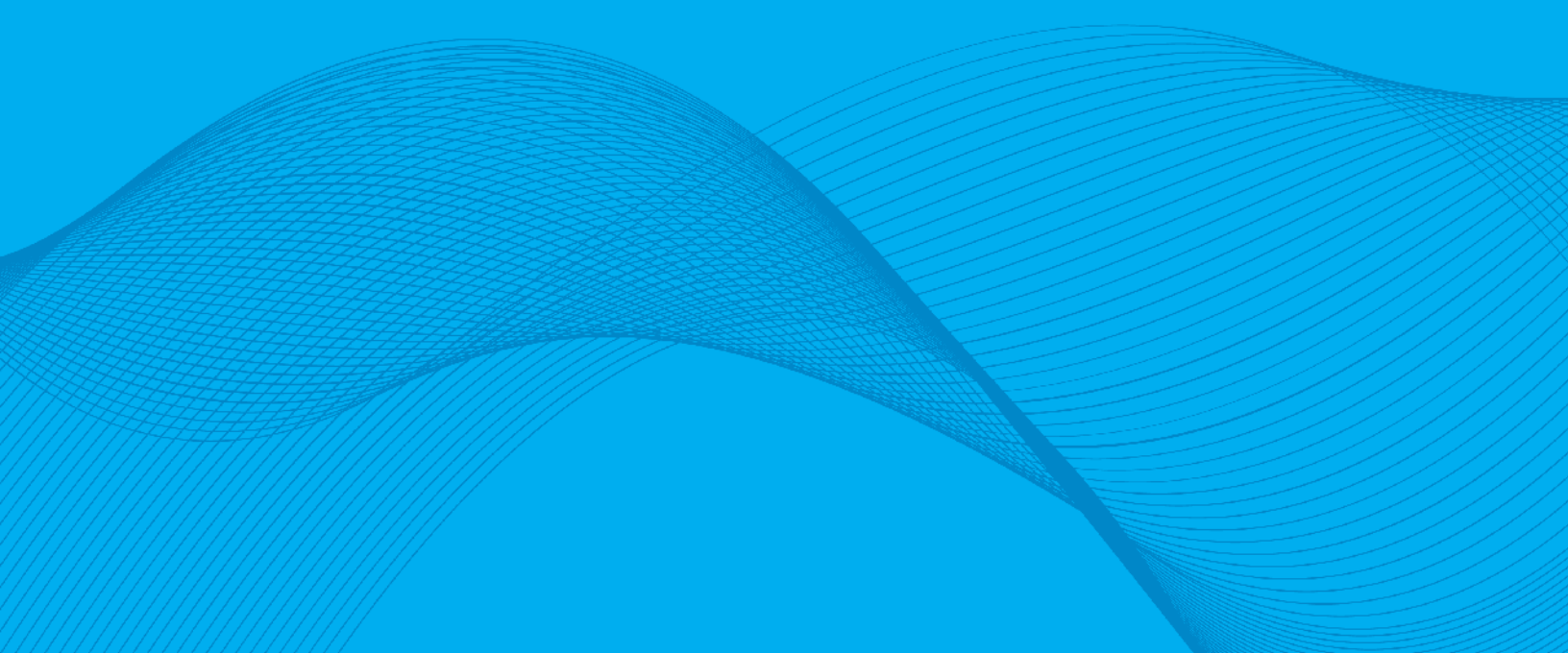
Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Sec Code \_\_\_\_\_

Signature \_\_\_\_\_

Please make all checks payable to New York Bankers Association  
 99 Park Avenue, 17th Floor, New York, NY 10016  
 nyba.com | 212.297.1600

Questions? Email: [events@nyba.com](mailto:events@nyba.com)



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