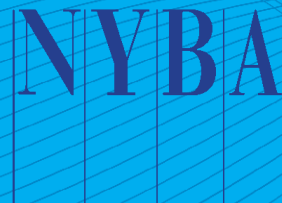




New York Bankers Association



# FINANCIAL SERVICES FORUM

The Ritz-Carlton  
Naples  
Naples, FL



# SPONSORSHIP OPPORTUNITIES

OCT 30-NOV 2, 2022





# WELCOME FROM 2022 BOARD CHAIR AND NYBA PRESIDENT & CEO



NYBA conferences are so much more than just a chance to travel and meet your peers from across the State – they are a chance for you to shine by demonstrating your personal commitment to career advancement and your desire to play a role in making our industry better for our customers and the communities we serve.

## **THELMA FERGUSON**

**Vice Chairman of JPMorgan Chase Commercial Banking  
Chair, New York Bankers Association**



We are very excited to welcome you to our annual opportunity to showcase and celebrate our great industry and the amazing contributions banking makes in every community across the State of New York. In addition, this Forum will have new events just perfect for fostering collegiality and networking in a fun and relaxed setting. Of course, there will be plenty of information and knowledge shared along the way. We can't wait to see you there!

## **CLARE M. CUSACK**

**President & CEO  
New York Bankers Association**

# ABOUT

## FINANCIAL SERVICES FORUM

The New York Bankers Association'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 – but also 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.

But after a morning of educational programming, it is time to enjoy all the Ritz-Carlton, Naples has to offer at its world-class resort. In the evening, it will be time to gather together for networking opportunities in the most delightful of backdrops – Florida's balmy Gulf Coast.


Whether you make NYBA's Financial Services Forum an annual journey, or you are joining us for the first time, you will not be disappointed! This is a gathering of banking decision-makers and thought-leaders from across the State of New York and beyond. Don't miss it!













































# ACHIEVE GEM-LEVEL STATUS

BECOME A SPONSOR OF THE 2022 FINANCIAL SERVICES FORUM

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

NYBA Gem-Level Sponsor Opportunities Financial Services Forum



	DIAMOND	EMERALD	RUBY	SAPPHIRE	PEARL
	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
Recognition in General Session					
Recognition in Program Book					
Full page ad in Program Book					
Recognition as a Sponsor on website					
Recognition in on-site signage					
Social Media recognition					
One company provided promo material included in welcome bag					
Logo included on name badge as Forum Sponsor					
Included Registration(s)					
Logo included in the "Before You Go" Forum Email					
10 Daily News Digest* Banner Ads					
8 Daily News Digest* Banner Ads					
5 Daily News Digest* Banner Ads					
3 Daily News Digest* Banner Ads					
1 Daily News Digest* Banner Ads					

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

# SPONSOR BENEFITS

## GEM-LEVEL SPONSORSHIPS

Gem-Level Sponsorships will receive the following recognition:

- During general session, presentation slide, program book
- Full page Company Advertisement in on-site program book
- Registration/Lobby/Welcome Area Signage
- As a sponsor on our website with link to your company website

### Diamond Sponsorship \$20,000

- Two Registrations
- Logo included on name badge as Forum Sponsor
- Logo included in the "Before You Go" Forum Email
- One company provided promo material included in welcome bag
- 10 Free Daily News Digest\* Banner Advertisements

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

### Emerald Sponsorship \$15,000

- One Registration
- Logo included on name badge as Forum Sponsor
- Logo included in the "Before You Go" Forum Email
- One company provided promo material included in welcome bag
- 8 Free Daily News Digest\* Banner Advertisements

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

### Ruby Sponsorship \$10,000

- One company provided promo material included in welcome bag
- 5 Free Daily News Digest\* Banner Advertisements

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

### Sapphire Sponsorship \$7,500

- 3 Free Daily News Digest\* Banner Advertisements

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

### Pearl Sponsorship \$5,000

- 1 Free Daily News Digest\* 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

### Education Sponsorships

- General Session Sponsor \$3,500
  - Education Session Sponsor \$2,000 6 opportunities
- Company is given the opportunity to introduce the session (script provided)

### Networking Sponsorships

- Chair's Reception \$10,000
- Breakfast Sponsor \$10,000 2 opportunities
- NYBA @ NYGHT \$7,500 sold out
- Director/Trustee Workshop Lunch Sponsor \$5,000 sold out
- Early Arrivals Welcome Reception \$5,000
- Grab and Go Lunch Sponsor \$5,000
- General Session Refreshments \$3,500 2 opportunities
- Director/Trustee Workshop Refreshments \$2,500 2 opportunities
- Spouse & Guest Breakfast \$2,500
- Entertainment \$1,000 4 opportunities
- Sunrise Yoga Sponsor \$1,000 sold out

### Technology Sponsorships

- On-site Technology Sponsor \$7,500
- Hotel Key Cards Sponsor \$5,000 sold out
- Meeting Room Wi-Fi Sponsor (one day) \$5,000 2 opportunities

### Forum Materials/Gift Sponsorships

- Forum Bag Sponsor \$7,500 sold out
- Name Badge Lanyard Sponsor \$5,000 sold out
- Water Bottle Sponsor \$5,000 (co-branded with NYBA)
- On-site Program Book Printing Sponsor \$2,500
- Registration Hospitality Sponsor \$2,500 sold out

### Golf Tournament Sponsorships

- Golf Tournament Presenting Sponsor \$5,000 sold out
- Golf Lunch Sponsor \$3,000 sold out
- Golf Tournament Beverage Sponsor \$3,000
- Golf Tournament Prize Sponsor \$2,000
- Golf Hole Sponsor \$500

### Advertising

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

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



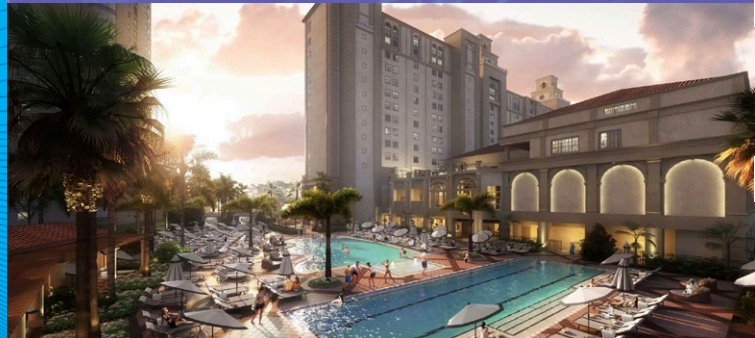
NYBA



## LOGO AND ADVERTISEMENT SUBMISSION GUIDELINES

All logos and advertisements must be submitted as a high resolution PDF. Vector files preferred for logos.

Submit logos and ads no later than Friday, September 23, 2022 to [events@nyba.com](mailto:events@nyba.com) and in the subject line enter: 2022 Financial Services Forum.



# NYBA SPONSORSHIP 2022 FINANCIAL SERVICES FORUM

## GEM-LEVEL SPONSORSHIPS

<input type="radio"/> Diamond Sponsorship	\$20,000
<input type="radio"/> Emerald Sponsorship	\$15,000
<input type="radio"/> Ruby Sponsorship	\$10,000
<input type="radio"/> Sapphire Sponsorship	\$7,500
<input type="radio"/> Pearl Sponsorship	\$5,000

### GEM-LEVEL SPONSORSHIPS TOTAL:

## SELECT PROMOTIONAL SPONSORSHIP OPPORTUNITIES

### Education Sponsorships

<input type="radio"/> General Session Sponsor	\$3,500
<input type="radio"/> Education Session Sponsor	\$2,000

### EDUCATION SPONSORSHIPS TOTAL:

### Networking Sponsorships

<input type="radio"/> Chair's Reception	\$10,000
<input type="radio"/> Breakfast Sponsor	\$10,000
<input type="radio"/> NYBA @ NYGHT	\$7,500 <b>sold out</b>
<input type="radio"/> Director/Trustee Workshop Lunch Sponsor	\$5,000 <b>sold out</b>
<input type="radio"/> Early Arrivals Welcome Reception	\$5,000
<input type="radio"/> Grab and Go Lunch Sponsor	\$5,000
<input type="radio"/> General Session Refreshments	\$3,500
<input type="radio"/> Director/Trustee Workshop Refreshments	\$2,500
<input type="radio"/> Spouse & Guest Breakfast	\$2,500
<input type="radio"/> Entertainment	\$1,000
<input type="radio"/> Sunrise Yoga Sponsor	\$1,000 <b>sold out</b>

### NETWORKING SPONSORSHIPS TOTAL:

### Technology Sponsorships

<input type="radio"/> On-site Technology Sponsor	\$7,500
<input type="radio"/> Hotel Key Cards Sponsor	\$5,000 <b>sold out</b>
<input type="radio"/> Meeting Room Wi-Fi Sponsor	\$5,000

### TECHNOLOGY SPONSORSHIPS TOTAL:

### Forum Materials/Gift Sponsorships

<input type="radio"/> Forum Bag Sponsor	\$7,500 <b>sold out</b>
<input type="radio"/> Name Badge Lanyard Sponsor	\$5,000 <b>sold out</b>
<input type="radio"/> Water Bottle Sponsor	\$5,000
<input type="radio"/> On-site Program Book Printing Sponsor	\$2,500
<input type="radio"/> Registration Hospitality Sponsor	\$2,500 <b>sold out</b>

### FORUM/GIFT SPONSORSHIPS TOTAL:

### Golf Tournament Sponsorships

<input type="radio"/> Golf Tournament Presenting Sponsor	\$5,000 <b>sold out</b>
<input type="radio"/> Golf Lunch Sponsor	\$3,000 <b>sold out</b>
<input type="radio"/> Golf Tournament Beverage Sponsor	\$3,000
<input type="radio"/> Golf Tournament Prize Sponsor	\$2,000
<input type="radio"/> Golf Hole Sponsor	\$500

### GOLF SPONSORSHIPS TOTAL:

### Advertisements in Program Book

<input type="radio"/> Inside Front Cover	\$3,000 <b>sold out</b>
<input type="radio"/> Inside Back Cover	\$2,500 <b>sold out</b>
<input type="radio"/> 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 \_\_\_\_\_

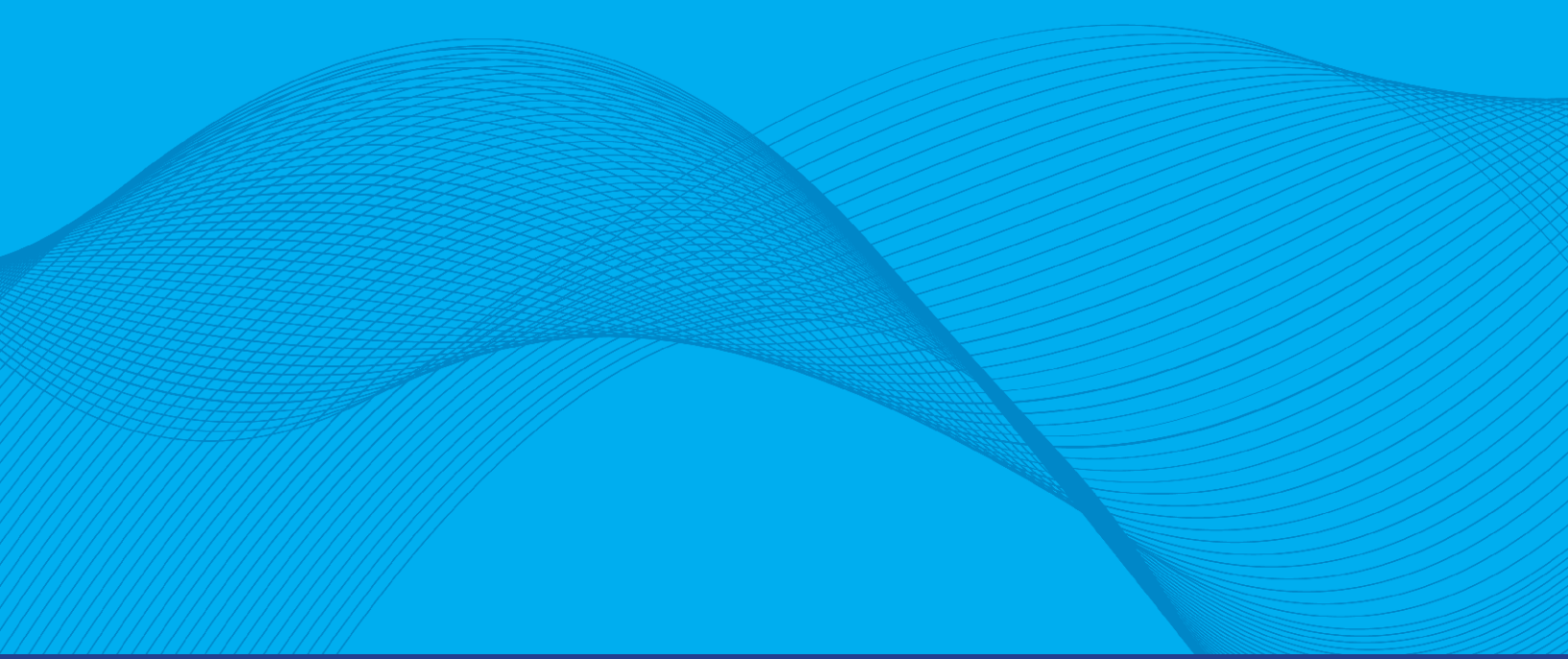
Card Number \_\_\_\_\_

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

Signature \_\_\_\_\_

Please make all checks payable to New York Bankers Association  
99 Park Avenue, 4th Floor, New York, NY 10016  
nyba.com | 212.297.1600

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



# NYBA

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New York, NY 10016 | [nyba.com](http://nyba.com) | 212.297.1600

