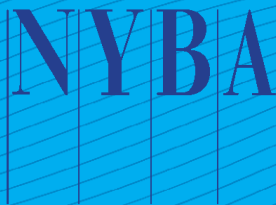




New York
Bankers
Association



LEADERSHIP 360

WOMEN IN LEADERSHIP • EMERGING LEADERS • DEI MATTERS SYMPOSIUM



Renaissance Albany Hotel
Albany Capital Center
Albany, New York



SPONSORSHIP OPPORTUNITIES

MAY 2-3, 2023

NYBA

NYBA LEADERSHIP 360

In 2022, NYBA combined its popular Women in Leadership Summit with our annual Albany legislative program, which gave 200+ women banking leaders and emerging leaders an opportunity to see the workings of the State Capitol firsthand – and to learn how policy issues directly drive the economic and banking decisions that impact our communities. Given the overwhelmingly positive response last year, NYBA is bringing back the women’s leadership event, combined with the Albany Visit, and is even expanding it with special tracks for emerging leaders and a program exclusively focused on the state of Diversity, Equity and Inclusion in our industry. NYBA is encouraging its member banks to send their current and future banking leaders to this program as a way to enhance their engagement in public and Association matters, as management’s vote of confidence in their career potential, as a reward for their great work and dedication to excellence at their financial institutions.

The sponsorship opportunities for this event have been designed to maximize brand awareness, and amplify your organization’s support for leadership development initiatives, DEI goals for the industry, and community engagement.

ACHIEVE GEM-LEVEL STATUS












































BECOME A SPONSOR OF LEADERSHIP 360

Leadership 360 offers a wide variety of opportunities to engage attendees, build relationships and expand brand awareness.

LEADERSHIP
360

NYBA Gem-Level Sponsor Opportunities Leadership 360

ONLY ONE PRESENTING SPONSOR OPPORTUNITY AVAILABLE

	PRESENTING SPONSOR \$15,000	DIAMOND \$10,000	EMERALD \$7,500	RUBY \$5,000	SAPPHIRE \$4,000
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)					
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) \$15,000

- Logo recognition on all marketing materials
- Three Registrations
- 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 \$10,000

- Two Registrations
- 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 \$7,500

- 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 \$5,000

- 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 \$4,000

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

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 Sponsorship

- DEI Symposium Sponsor \$3,500
Company is given the opportunity to introduce the session (script provided)

Networking Sponsorships

- Welcome Reception and Dinner \$7,500
- Breakfast Sponsor \$5,000
- Lunch Sponsor \$5,000
- Community Service Project \$5,000
- Refreshments \$3,500
- Registration Hospitality Sponsor \$2,500

Technology Sponsorship

- Hotel Key Cards Sponsor \$3,500

Leadership 360 Materials (only available to Non-Bank Members)

- Welcome Bag Sponsor \$5,000
- Name Badge Lanyard Sponsor \$3,000
- Notebook with logo \$2,500
- Pen with logo \$1,500

Advertising

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

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

NYBA



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 Wednesday, April 19, 2023 to events@nyba.com.



NYBA SPONSORSHIP LEADERSHIP 360

GEM-LEVEL SPONSORSHIPS

- Presenting Sponsor \$15,000
- Diamond Sponsorship \$10,000
- Emerald Sponsorship \$7,500
- Ruby Sponsorship \$5,000
- Sapphire Sponsorship \$4,000

GEM-LEVEL SPONSORSHIPS TOTAL:

SELECT PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Education Sponsorships

- DEI Symposium Sponsor \$3,500

EDUCATION SPONSORSHIPS TOTAL:

Networking Sponsorships

- Welcome Reception and Dinner \$7,500
- Breakfast Sponsor \$5,000
- Lunch Sponsor \$5,000
- Community Service Project \$5,000
- Refreshments \$3,500
- Registration Hospitality Sponsor \$2,500

NETWORKING SPONSORSHIPS TOTAL:

Technology Sponsorships

- Hotel Key Cards Sponsor \$3,500

TECHNOLOGY SPONSORSHIPS TOTAL:

Leadership 360 Materials

(only available to Non-Bank Members)

- Welcome Bag Sponsor \$5,000
- Name Badge Lanyard Sponsor \$3,000
- Notebook with logo \$2,500
- Pen with logo \$1,500

LEADERSHIP 360 MATERIALS 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 _____

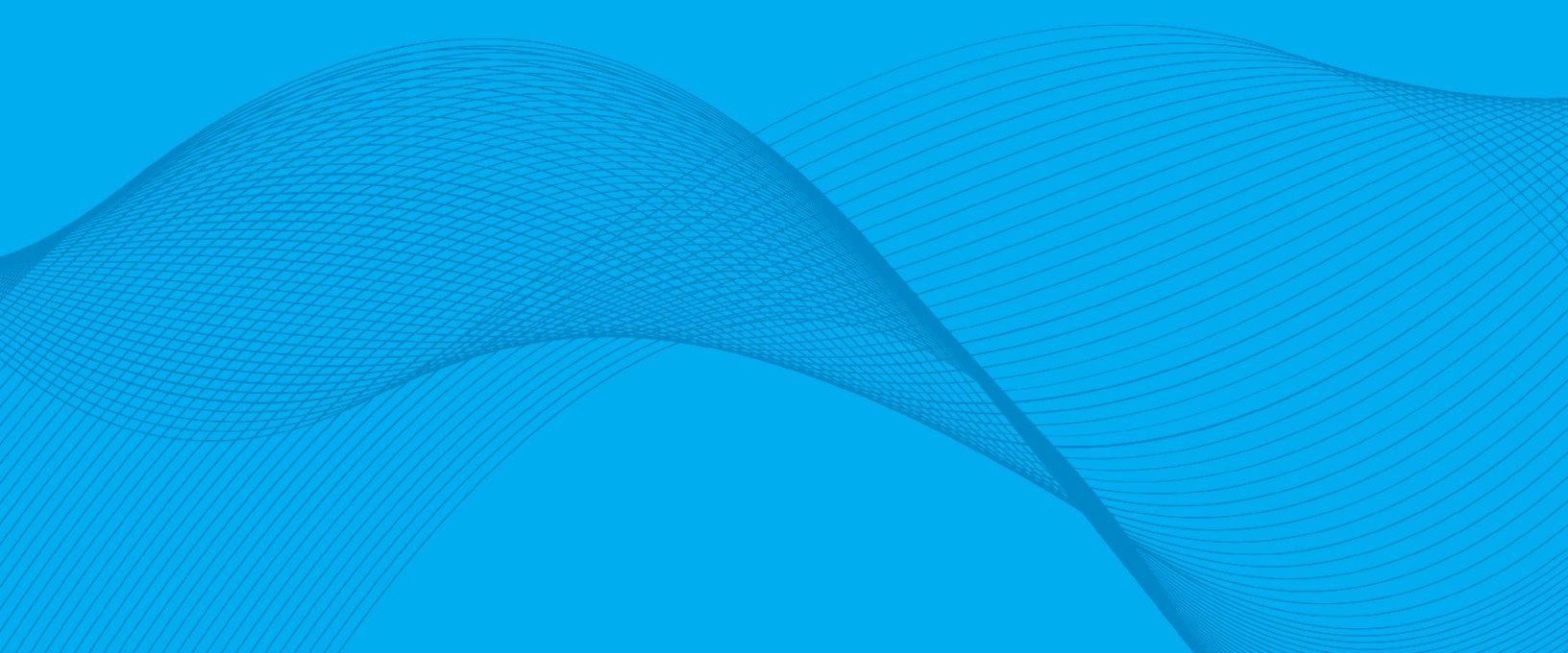
Card Number _____

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



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