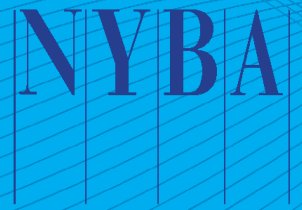




New York Bankers Association



COMBINED RETAIL & SMALL BUSINESS + TRUST & INVESTMENT CONFERENCE

The Sagamore
Bolton Landing
New York



SPONSORSHIP OPPORTUNITIES

SEPT 14-16, 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**



NYBA is carrying the themes learned during the pandemic forward into our 2022 events with connection and engagement as the most important of these. They are what our members said they wanted the most and is why this conference presents the perfect opportunity to showcase your company and show your support for the Association.

CLARE M. CUSACK

**President & CEO
New York Bankers Association**

ABOUT

COMBINED RETAIL & SMALL BUSINESS + TRUST & INVESTMENT **CONFERENCE**


The Combined Retail & Small Business + Trust & Investment Conference features valuable insights on emerging issues and challenges facing retail and trust professionals in New York today. Attendees will continue their exploration of the wealth continuum, which touches every aspect of the bank throughout the customer's lifelong financial journey. More than 100 attendees from all levels within financial institutions across New York State attend this annual conference to network with colleagues, share ideas, find solutions, and learn about what's new in the industry. They also hear from CEOs discussing topics from career advancement to community involvement. Because of the collaborative nature of the program and the many networking sessions, this conference offers meaningful opportunities to showcase your firm.













































ACHIEVE GEM-LEVEL STATUS

BECOME A SPONSOR OF THE 2022 COMBINED RETAIL & SMALL BUSINESS + TRUST & INVESTMENT CONFERENCE

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

NYBA Gem-Level Sponsor Opportunities Combined Retail & Small Business + Trust & Investment Conference



	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 Conference Sponsor					
Included Registration(s)					
Logo included in the "Before You Go" Conference 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 Conference Sponsor
- Logo included in the "Before You Go" Conference 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 Conference Sponsor
- Logo included in the "Before You Go" Conference 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

- | | | |
|-----------------------------------|---------|------------------|
| • Opening General Session Sponsor | \$3,500 | |
| • General Session Sponsor | \$2,500 | |
| • Education Session Sponsor | \$2,000 | 12 opportunities |
- Company is given the opportunity to introduce the session (script provided)

Networking Sponsorships

- | | | |
|-------------------------------------|---------|-----------------|
| • Reception | \$5,000 | 2 opportunities |
| • Lunch Sponsor | \$5,000 | (sold out) |
| • Grab and Go Lunch Sponsor | \$3,500 | (sold out) |
| • Breakfast Sponsor | \$2,500 | (sold out) |
| • Coffee Break Sponsor | \$2,500 | 2 opportunities |
| • Reception or Dinner Entertainment | \$1,000 | 4 opportunities |

Technology Sponsorships

- | | | |
|--|---------|-----------------|
| • On-site Technology Sponsor | \$5,000 | |
| • Meeting Room Wi-Fi Sponsor (one day) | \$2,500 | 2 opportunities |

Conference Materials/Gift Sponsorships

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

Advertising

Place an advertisement in the conference 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 as a high resolution PDF. Vector files preferred for logos.

Submit logos and ads no later than Friday, August 19, 2022 to events@nyba.com and in the subject line enter: 2022 Combined RSTI Conference Exhibits.



NYBA SPONSORSHIP 2022 COMBINED RETAIL & SMALL BUSINESS + TRUST & INVESTMENT CONFERENCE

GEM-LEVEL SPONSORSHIPS

- Diamond Sponsorship \$20,000
- Emerald Sponsorship \$15,000
- Ruby Sponsorship \$10,000
- Sapphire Sponsorship \$7,500
- Pearl Sponsorship \$5,000

GEM-LEVEL SPONSORSHIPS TOTAL:

SELECT PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Education Sponsorships

- Opening General Session Sponsor \$3,500
- General Session Sponsor \$2,500
- Education Session Sponsor \$2,000

EDUCATION SPONSORSHIPS TOTAL:

Networking Sponsorships

- Reception \$5,000
- Lunch Sponsor \$5,000 sold out
- Grab and Go Lunch Sponsor \$3,500 sold out
- Breakfast Sponsor \$2,500 sold out
- Coffee Break Sponsor \$2,500
- Reception or Dinner Entertainment \$1,000

NETWORKING SPONSORSHIPS TOTAL:

Technology Sponsorships

- Onsite Technology Sponsor \$5,000
- Meeting Room Wi-Fi Sponsor \$2,500

TECHNOLOGY SPONSORSHIPS TOTAL:

Conference Materials/Gift Sponsorships

- Conference Bag Sponsor \$5,000
- Name Badge Lanyard Sponsor \$5,000
- On-site Program Book Printing Sponsor \$2,500
- Water Bottle Sponsor \$2,500 sold out
- Registration Hospitality Sponsor \$2,500

CONFERENCE/GIFT 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

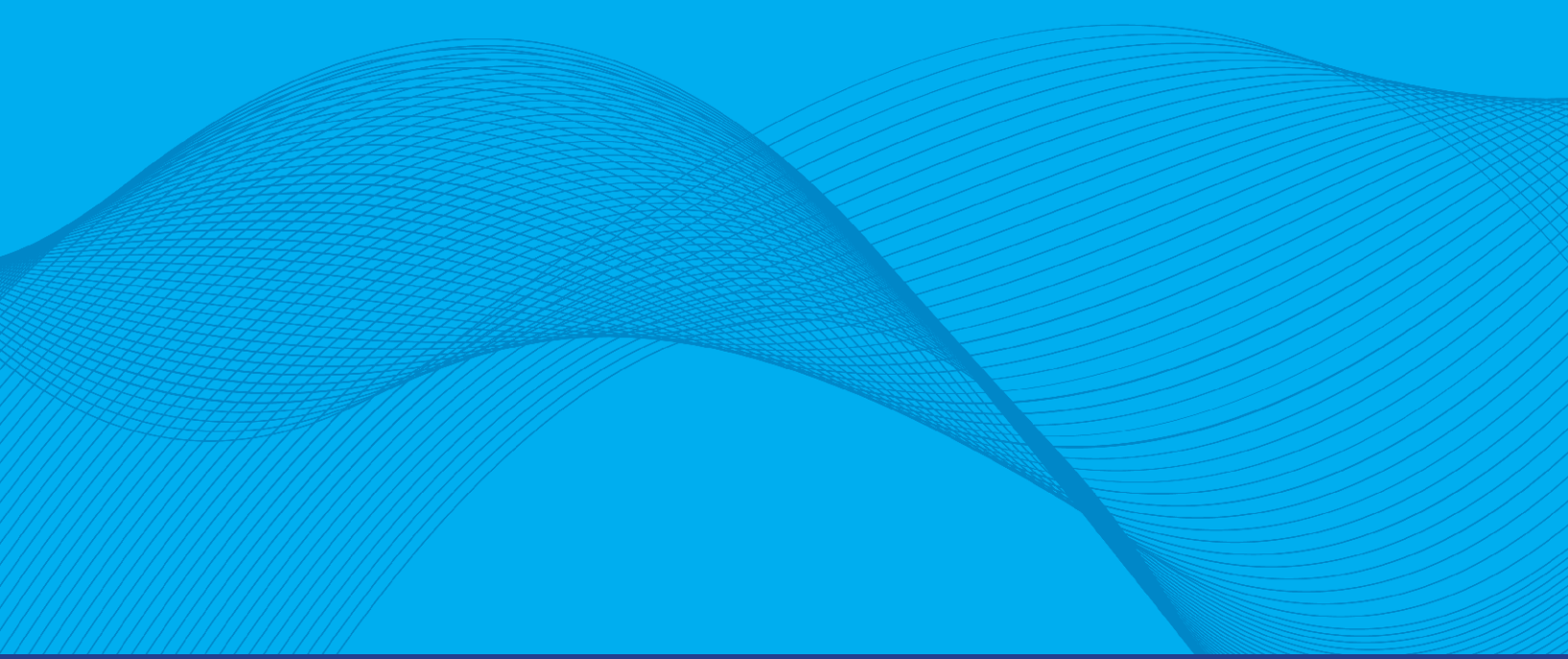
Card Number

Exp. Date Sec Code

Signature

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

Questions? Email: events@nyba.com



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