

NEW YORK
BANKERS
ASSOCIATION



SPONSORSHIP OPPORTUNITIES

2026



POSITION YOUR
BRAND AT THE
FOREFRONT OF
NEW YORK'S
BANKING
COMMUNITY

AMPLIFY YOUR BRAND WITH THE POWER OF NYBA

For more than a century, the **New York Bankers Association (NYBA)** has stood at the forefront of the financial services industry, representing institutions that drive New York's economy. As the **unified voice of community, regional, and large banks**, NYBA's members employ nearly 150,000 New Yorkers, across over 4,000 branches and offices, safeguarding \$2.6 trillion in deposits, and extending **\$100 billion in home and small business loans**. Together, our commitment goes beyond banking—through **\$200 million+ in charitable donations and 500,000+ volunteer hours**, NYBA members strengthen the very communities they serve.

Since 1894, NYBA has been the state's preeminent advocate for the banking industry, expanding its mission to **include education, public relations, political action, and member services** that elevate both profitability and influence. This expansive reach makes NYBA a **powerful platform** for organizations looking to engage **top decision-makers in the financial sector**.

Through **strategic advertising and exclusive sponsorship opportunities**, your brand can connect directly with **New York's banking leaders**—from C-suite executives to key industry influencers. Whether through **high-impact digital advertising or event sponsorships**, NYBA provides unmatched access to a highly engaged and influential audience.

WHY PARTNER WITH NYBA?

- ▶ Special access to decision-makers in New York's banking industry
- ▶ Highly engaged membership and event attendees
- ▶ Exclusive branding opportunities in a trusted industry association
- ▶ Unique thought leadership sharing opportunities
- ▶ Insights into banker's priorities and pain points



DISCOVER **HOW NYBA**
CAN HELP YOU EXPAND
YOUR REACH AND IMPACT.

STRATEGIC PARTNERSHIPS THAT DRIVE VISIBILITY AND IMPACT

DIGITAL ADVERTISING

NYBA's digital platforms provide direct, high-impact access to banking executives, government relations professionals, and financial industry leaders across New York. With targeted website placements, high-engagement email campaigns, and strategic email advertisements, your brand can effectively reach key decision-makers where they seek industry insights and stay connected.

EVENT SPONSORSHIPS & ADVERTISING

NYBA's events offer unparalleled access to C-level banking executives and key decision-makers from across New York's financial sector. These exclusive gatherings provide sponsors with high-visibility branding, direct engagement opportunities, and premium networking access to influential leaders shaping the industry.



DIGITAL ADVERTISING OPPORTUNITIES

SPONSORED EBLAST

Reach 5,600 banking professionals directly in their inboxes with a dedicated email blast featuring your subject line, body copy, and images. Our team will work with you to optimize content and formatting to ensure maximum visibility and engagement. A test copy will be provided for your review before deployment, ensuring seamless execution and impact.

Sponsored Eblast

MEMBER PRICE

NON-MEMBER PRICE

\$3,000

\$3,600

Sponsor a NYBA Publication

"The Daily" or
"The Advance"

\$2,000 for 1 week

(max 1 week per month)

\$2,400 for 1 week

(max 1 week per month)

Banner Advertisements

1000 x 300 px
with URL

The Daily:

4 Weeks: \$1,000

12 Weeks: \$3,000

24 Weeks: \$4,000

48 Weeks: \$6,000

4 Weeks: \$1,200

12 Weeks: \$3,600

24 Weeks: \$4,800

48 Weeks: \$7,200

Friday's News:

\$750 per Month

\$900 per Month

The Advance:

\$750 per Quarter

\$900 per Quarter

Web Advertisements

SOLD OUT

Waitlist Only



PUBLICATION SPONSORSHIP: THE DAILY & THE ADVANCE

Gain premier visibility among New York's banking leaders by sponsoring NYBA's flagship publications, *The Daily* and *The Advance*. These trusted industry updates provide direct access to highly engaged financial professionals, making them an ideal platform for brand exposure.

- **The Daily** – Reaches 3,500+ subscribers every morning, keeping them informed on critical industry news. Sponsorships are available in weekly packages for maximum visibility.
- **The Advance** – A monthly publication with 3,000+ subscribers, offering in-depth insights into NYBA's Professional Development offerings. Sponsorships are available per quarter for optimal impact.

Publication Sponsors receive top billing recognition, with options for a banner ad or a "Message from Our Sponsor" feature, ensuring maximum exposure to a highly targeted audience.

BANNER ADVERTISING OPPORTUNITIES

Increase your brand's visibility and impact with a banner ad in NYBA's widely read publications: *The Daily*, *Friday's News*, and *The Advance*. These high-engagement newsletters provide direct access to top banking professionals, government relations experts, and financial industry leaders across New York.

AVAILABLE PLACEMENTS & PACKAGES:

- **The Daily** – Reaches 3,500+ subscribers each morning. Banner ads are available in 4-week, 12-week, 24-week, or 48-week packages for sustained exposure.
- **Friday's News** – Delivered every Friday to nearly 2,000 subscribers. Banner ad packages are available on a monthly basis.
- **The Advance** – A monthly publication with nearly 3,000 subscribers. Banner ad placements are available by the quarter.

Banner ad slots are limited and available on a first-come, first-served basis with sponsors. Contact John Mangini at 212-297-1697 or JMangini@nyba.com today to confirm availability and secure your spot!

EVENT SPONSORSHIP & ADVERTISING OPPORTUNITIES

GEM-LEVEL SPONSORSHIP

Strategic Exposure & Targeted Engagement

NYBA's **GEM-Level Sponsorships** provide your brand with **high-impact exposure** across our **signature events** throughout the calendar year, each tailored to specific audiences within the banking industry.

GEM-LEVEL SPONSORSHIP BENEFITS

ALL GEM-LEVEL SPONSORS RECEIVE:

- **Recognition during general sessions** at their sponsored event(s)
- **Prominent branding in event program books**
- **Logo placement on registration, lobby, and welcome area signage**
- **Strategic touchpoints for direct engagement** with banking professionals and industry leaders

By sponsoring **one or more of these key events**, your brand will gain **targeted visibility** among the most relevant banking professionals, from **C-suite executives to industry influencers**. GEM-Level sponsorships ensure your brand remains **top of mind** through **strategic touchpoints before, during, and after each event**.

Whether you're looking to **build brand authority, connect with decision-makers, or showcase thought leadership**, GEM-Level sponsorships provide a **high-value platform** to achieve your goals.

EXPLORE NYBA'S SIGNATURE EVENTS

PARTNER WITH NYBA AND POSITION YOUR BRAND AT THE FOREFRONT OF NEW YORK'S BANKING COMMUNITY. ALIGN YOUR BRAND WITH THE MOST INFLUENTIAL BANKING EVENTS IN NEW YORK AND GAIN DIRECT ACCESS TO THE PROFESSIONALS SHAPING THE INDUSTRY'S FUTURE.

LEADERSHIP360

Leadership360 empowers leaders at all levels with **actionable insights and strategies** tailored to New York's banking industry. Bringing together **150+ professionals from diverse financial institutions**, this dynamic forum fosters **networking, idea sharing, and industry innovation**, while sponsorship opportunities offer a **powerful platform to elevate brand visibility, champion leadership development, and drive meaningful inclusion initiatives**.

WHO ATTENDS: Early and mid-career bank officers, Bank Leaders, Retail banking teams, Relationship Bankers, Human Resource departments, Gov Relations teams.

BUSINESS OF BANKING

Business of Banking is a **comprehensive, multi-track conference** designed to **break down silos and align banking operations with strategic goals** across **Retail & Small Business, Trust & Investment Management, Compliance, and Risk Management**. With attendees from across banking departments, this event offers **valuable insights for every banker** and provides sponsors with **prime visibility and engagement opportunities across the financial industry**.

WHO ATTENDS: Senior to mid-level officers responsible for retail strategy and distribution; branch administration; retail sales management; retail marketing; small business relationship managers. Chief Risk Officers, CFOs, CISOs, Compliance Officers, Auditors, IT/MIS Managers, Trust Department management, Chief Fiduciary Officers, Investment Officers.

FINANCIAL SERVICES

Financial Services Forum is NYBA's **premier annual event**, bringing together **300+ banking decision-makers** to explore industry trends, challenges, and innovations while celebrating the sector's achievements. With a **highly engaged C-suite audience**, this forum offers sponsors a **powerful platform to elevate brand visibility, connect with industry leaders, and position themselves at the forefront of banking excellence**.

WHO ATTENDS: CEOs, CFOs, senior officers, members of banks executive management team and directors/trustees from across NY State and beyond.



LEADERSHIP 360

GEM LEVEL SPONSORSHIP BENEFITS



ALL GEM LEVEL SPONSORS RECEIVE:	PRESENTING SPONSOR	DIAMOND SPONSOR	EMERALD SPONSOR	RUBY SPONSOR	SAPPHIRE SPONSOR
<ul style="list-style-type: none"> Recognition during general sessions at their sponsored event(s) Prominent branding in event Program Books Logo placement on NYBA.com, registration, lobby, and welcome area signage Strategic touchpoints for direct engagement with banking professionals and industry leaders 	\$15,000 MEMBER PRICE	\$10,000 MEMBER PRICE	\$7,500 MEMBER PRICE	\$5,000 MEMBER PRICE	\$4,000 MEMBER PRICE
	\$18,000 NON-MEMBER PRICE	\$12,000 NON-MEMBER PRICE	\$9,000 NON-MEMBER PRICE	\$6,000 NON-MEMBER PRICE	\$4,800 NON-MEMBER PRICE
Logo recognition on all marketing materials					
Recognition in General Sessions					
Recognition in Event Program					
Recognition on Event Web Page					
Recognition on Event Signage					
Complimentary registrations	3	2	1		
Logo on name badge					
Digital event billboard ad					
Logo included in Know Before You Go email					
Company provided promo item in welcome bag (subject to NYBA approval)					
Opportunity to introduce an education session (script provided)					
Complimentary NYBA Daily* Banner Ads	10	8	5	3	1

ONLY ONE AVAILABLE

*Banner ads scheduled at the sponsor's discretion, subject to NYBA's content availability



LEADERSHIP360 SELECT PROMOTIONAL OPPORTUNITIES

All Select Promotional Sponsorships will receive recognition of specific sponsorship in program book, website and signage at select opportunity



SPONSORSHIP	MEMBER COST	NON-MEMBER COST	NUMBER AVAILABLE
EDUCATION SPONSORS			
HR Roundtable Sponsor	\$3,500	\$4,200	1
Personal Brand Accelerator Sponsor	\$3,500	\$4,200	1
TECHNOLOGY SPONSOR			
Wi-Fi Sponsor	\$5,000	\$6,000	1
NETWORKING SPONSORS			
May 5th Welcome Networking Reception and Dinner	\$8,500	\$10,200	1
Community Service Project	\$2,500	\$3,000	1
May 6th Networking Breakfast Sponsor	\$5,500	\$6,600	2
May 6th Networking Lunch Sponsor	\$5,500	\$6,600	2
May 6th Networking Break Sponsor	\$3,500	\$4,200	2
Registration Hospitality Sponsor	\$3,000	\$3,600	2
LEADERSHIP 360 EVENT MATERIALS			
Welcome Bag Sponsor	\$5,000	\$6,000	1
Padfolio Sponsor	\$4,500	\$5,400	1
Name Badge Lanyard Sponsor	\$3,000	\$3,600	1
Leadership 360 Event Survival Kit*	\$2,000	\$2,400	1
ADVERTISING			
Outside Back Cover	\$3,200	\$3,840	1
Inside Front Cover	\$3,000	\$3,600	1
Inside Back Cover	\$2,500	\$3,000	1
Digital Event Billboard Ad	\$2,000	\$2,400	N/A

*Branded kit containing items such as a Tide stick, Purell wipes, a charging cord and other necessary items.

BUSINESS OF BANKING

GEM LEVEL SPONSORSHIP BENEFITS



ALL GEM LEVEL SPONSORS RECEIVE:	PRESENTING SPONSOR	DIAMOND SPONSOR	EMERALD SPONSOR	RUBY SPONSOR	SAPPHIRE SPONSOR	
	<ul style="list-style-type: none"> Recognition during general sessions at their sponsored event(s) Prominent branding in event Program Books Logo placement on NYBA.com, registration, lobby, and welcome area signage Strategic touchpoints for direct engagement with banking professionals and industry leaders 	\$15,000 MEMBER PRICE	\$10,000 MEMBER PRICE	\$7,500 MEMBER PRICE	\$5,000 MEMBER PRICE	\$4,000 MEMBER PRICE
	\$18,000 NON-MEMBER PRICE	\$12,000 NON-MEMBER PRICE	\$9,000 NON-MEMBER PRICE	\$6,000 NON-MEMBER PRICE	\$4,800 NON-MEMBER PRICE	
Logo recognition on all marketing materials						
Recognition in General Sessions						
Recognition in Event Program						
Recognition on Event Web Page						
Recognition on Event Signage						
Complimentary registrations	3	2	1			
Logo on name badge						
Digital event billboard ad						
Logo included in Know Before You Go email						
Company provided promo item in welcome bag (subject to NYBA approval)						
Opportunity to introduce an education session (script provided)						
Complimentary NYBA Daily* Banner Ads	10	8	5	3	1	

ONLY ONE AVAILABLE

*Banner ads scheduled at the sponsor's discretion, subject to NYBA's content availability



BUSINESS OF BANKING SELECT PROMOTIONAL OPPORTUNITIES

All Select Promotional Sponsorships will receive recognition of specific sponsorship in program book, website and signage at select opportunity



SPONSORSHIP	MEMBER COST	NON-MEMBER COST	NUMBER AVAILABLE
NETWORKING SPONSORS			
Reception & Dinner	\$7,800	\$9,360	1
Evening Outing	\$5,300	\$6,360	1
Community Service Project	\$5,300	\$6,360	1
Lunch	\$5,300	\$6,360	1
Refreshment Break	\$3,800	\$4,560	3
Entertainment	\$3,300	\$3,960	1
Breakfast	\$2,800	\$3,360	2
Registration Hospitality	\$3,500	\$4,200	2
BUSINESS OF BANKING MATERIALS			
Welcome Bag Sponsor	\$5,300	\$6,360	1
Name Badge Lanyard Sponsor	\$3,300	\$3,960	1
General Session Coasters	\$2,800	\$3,360	1
Padfolio Sponsor	\$4,500	\$5,400	1
Business of Banking Survival Kit*	\$2,000	\$2,400	1
ADVERTISING			
Outside Back Cover	\$4,000	\$4,800	1
Inside Front Cover	\$3,800	\$4,560	1
Inside Back Cover	\$2,800	\$3,360	1
Full Page	\$1,300	\$1,560	

*Branded kit containing items such as a Tide stick, Purell wipes, a charging cord and other necessary items.

FINANCIAL SERVICES FORUM

GEM LEVEL SPONSORSHIP BENEFITS



ALL GEM LEVEL SPONSORS RECEIVE: <ul style="list-style-type: none"> Recognition during general sessions at their sponsored event(s) Prominent branding in event Program Books Logo placement on NYBA.com, registration, lobby, and welcome area signage Strategic touchpoints for direct engagement with banking professionals and industry leaders 	PRESENTING SPONSOR	DIAMOND SPONSOR	EMERALD SPONSOR	RUBY SPONSOR	SAPPHIRE SPONSOR	
		\$25,000 MEMBER PRICE	\$15,000 MEMBER PRICE	\$10,000 MEMBER PRICE	\$7,500 MEMBER PRICE	\$4,000 MEMBER PRICE
		\$30,000 NON-MEMBER PRICE	\$18,000 NON-MEMBER PRICE	\$12,000 NON-MEMBER PRICE	\$9,000 NON-MEMBER PRICE	\$4,800 NON-MEMBER PRICE
Logo recognition on all marketing materials						
Recognition in General Sessions						
Recognition in Event Program						
Recognition on Event Web Page						
Recognition on Event Signage						
Complimentary registrations (Does not include Directors/Trustees Workshop)	3	2	1			
Logo on name badge						
Digital event billboard ad						
Logo included in Know Before You Go email						
Company provided promo item in welcome bag (subject to NYBA approval)						
Opportunity to introduce an education session (script provided)						
Complimentary NYBA Daily* Banner Ads	10	8	5	3	1	

*Banner ads scheduled at the sponsor's discretion, subject to NYBA's content availability



FINANCIAL SERVICES FORUM SELECT PROMOTIONAL OPPORTUNITIES

All Select Promotional Sponsorships will receive recognition of specific sponsorship in program book, website and signage at select opportunity



SPONSORSHIP	MEMBER COST	NON-MEMBER COST	NUMBER AVAILABLE
NETWORKING SPONSORS			
Chair's Reception (includes branded napkins)	\$10,300	\$12,360	1
NYBA @ Night (includes branded napkins)	\$10,300	\$12,360	1
Breakfast Sponsor (includes branded disposable coffee cups and napkins)	\$10,300	\$12,360	1
Community Service Project Sponsor	\$5,300	\$6,360	2
Director/Trustees Workshop Lunch Sponsor	\$5,300	\$6,360	1
Director/Trustees Workshop Refreshments Sponsor	\$2,800	\$3,360	1
Early Arrivals Welcome Reception	\$5,300	\$6,360	1
Registration Hospitality Sponsor	\$7,500	\$9,000	1
Spouse & Guest Breakfast Sponsor	\$2,000	\$2,400	1
Entertainment Sponsor	\$2,800	\$3,360	3
Sunrise Yoga Sponsor	\$1,300	\$1,560	1
EDUCATION SPONSOR			
Introduce a Breakfast Workshop	\$2,500	\$3,000	3
FORUM MATERIALS			
Welcome Bag Sponsor	\$10,300	\$12,360	1
Name Badge Lanyard Sponsor	\$5,300	\$6,360	1
General Session Coasters	\$3,600	\$4,320	1
Padfolio	\$4,500	\$5,400	1
Branded Hand Held Fans	\$4,500	\$5,400	1
Branded Beach Towels	\$5,000	\$6,000	1
Branded Sunglasses	\$2,000	\$2,400	1
Financial Services Forum Survival Kit	\$3,000	\$3,600	
GOLF TOURNAMENT SPONSORS			
Tournament Presenting Sponsor	\$5,300	\$6,360	1
Tournament Lunch Sponsor	\$3,000	\$3,600	1
Tournament Beverage Sponsor	\$3,300	\$3,960	1
In-Cart GPS Sponsor	\$4,500	\$5,400	1
ADVERTISING			
Outside Back Cover	\$4,300	\$5,160	1
Inside Front Cover	\$3,300	\$3,960	1
Inside Back Cover	\$2,800	\$3,360	1
Full Page	\$1,300	\$1,560	N/A

ANNUAL GOLF OUTING & DINNER

GEM LEVEL BENEFITS AND OTHER SPONSORSHIP OPPORTUNITIES



18 AVAILABLE

ALL GEM LEVEL SPONSORS RECEIVE:

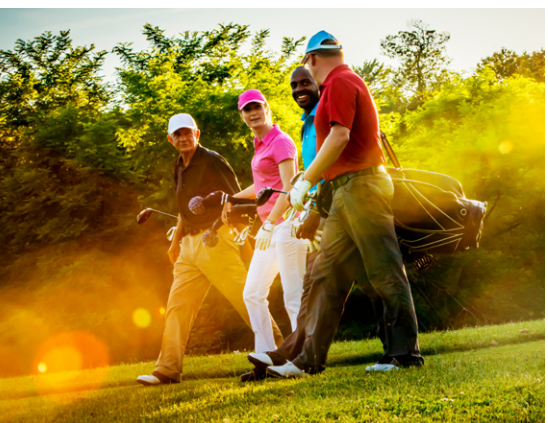
- Recognition during general sessions at their sponsored event(s)
- Prominent branding in event Program Books
- Logo placement on NYBA.com, registration, lobby, and welcome area signage
- Strategic touchpoints for direct engagement with banking professionals and industry leaders

ONLY ONE AVAILABLE

	PRESENTING SPONSOR	DIAMOND SPONSOR	RECEPTION SPONSOR	BEVERAGE CART SPONSOR	LUNCH SPONSOR	IN-CART GPS SPONSOR	BREAKFAST SPONSOR	PUTTING CONTEST SPONSOR	GOLF HOLE SPONSOR
	\$8,000 MEMBER PRICE	\$7,000 MEMBER PRICE	\$6,000 MEMBER PRICE	\$5,500 MEMBER PRICE	\$5,000 MEMBER PRICE	\$4,500 MEMBER PRICE	\$3,500 MEMBER PRICE	\$3,500 MEMBER PRICE	\$1,000 MEMBER PRICE
	\$9,600 NON-MEMBER PRICE	\$8,400 NON-MEMBER PRICE	\$7,200 NON-MEMBER PRICE	\$6,600 NON-MEMBER PRICE	\$6,000 NON-MEMBER PRICE	\$5,400 NON-MEMBER PRICE	\$4,200 NON-MEMBER PRICE	\$4,200 NON-MEMBER PRICE	\$1,200 NON-MEMBER PRICE
Logo recognition on all marketing materials									
Recognition on Event Web Page									
Recognition on Event Signage									
Complimentary Foursome	2	1							
Logo included in Know Before You Go email									
Ability to have your company logo displayed on all in-cart GPS units throughout the outing									
Ability to brand beverage carts**									
Recognition from podium at dinner									
Product showcase onsite and company provided promo item in welcome bag (subject to NYBA approval)									
Complimentary NYBA Daily* Banner Ads	5	3	1	1	1	1			

*Banner ads scheduled at the sponsor's discretion, subject to NYBA's content availability

**Company to provide assets, must be to specs provided by NYBA



NYBA offers a range of **high-impact sponsorship and advertising opportunities** designed to connect your brand with **key decision-makers in New York's banking industry.**

In addition to the options outlined in this media kit, we can discuss **customizable promotional opportunities** to ensure **optimal exposure** across our **events, digital channels, and publications.** We are happy to **collaborate with our partners** to create tailored solutions that **maximize brand visibility, enhance engagement, and add value for our membership.**

LET'S WORK TOGETHER TO MAKE A LASTING IMPACT—CONTACT US TODAY TO EXPLORE THE BEST OPPORTUNITIES FOR YOUR ORGANIZATION.

FOR RATES, CUSTOM PACKAGES, AND AVAILABILITY, CONTACT:

John Mangini

Vice President, Communications

212-297-1697

JMangini@nyba.com NYBA.com

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