2020
ARKANSAS BANKERS ASSOCIATION
SPONSORSHIP OPPORTUNITIES
Arkansas Bankers Association
1220 West Third Street
501.376.3741
www.arkbankers.org
BUILDING INDUSTRY PARTNERSHIPS

Arkansas bankers are looking for products and services to better meet their customers’ needs, comply with regulatory requirements, and maintain a healthy bottom line. Have your company featured at one of the premiere Arkansas banking events of the year by sponsoring an ABA conference, seminar, school, or our annual convention. The benefits of being a sponsor are better than ever!

If you are interested in sponsoring any of the events, please contact us at businessdevelopment@arkbankers.org or by phone at 501.376.3741.

ANNUAL SPONSORSHIPS

**Hotel Keycards**
This sponsorship means that your company’s logo will be in the hands of attendees throughout the conference — from check-in to check-out!

Keycard Sponsor ................................................................. Sold

**Lanyards**
Have your logo on 2,000 lanyards that will be used at events throughout the year including Convention and Mega Conference. *Single color only, multiple colors increase price of sponsorship.*

Lanyard Sponsor ................................................................. Sold

**Mobile charging station**
With the rising use of mobile devices at our events comes the need for charging stations. When your company sponsors the mobile charging station, your signage is prominently placed at the tables where bankers will gather to plug in their devices.

Charging Station Sponsor .................................................. $6,000

**Coffee**
Keep our bankers caffeinated all year long with this sponsorship. Your signage will be displayed near the coffee station at each of our main events, along with branded napkins and stir-sticks.

Coffee Sponsor ................................................................. $4,000

**Candy Basket**
Give our bankers a sweet treat throughout the year with this sponsorship! Your signage will accompany a well-stocked candy basket at our registration table, along with bags printed with your logo.

Candy Basket Sponsor ........................................................ Sold

**Pens**
Put your company’s logo in every banker’s hand with this sponsorship. Your logo and the ABA’s logo will be on over 500 pens at every seminar, school, and major event!

Pens Sponsor ................................................................. Sold

**Pocket Agendas**
Guide bankers through the event with this sponsorship. Your company’s logo will be displayed on every printed pocket agenda at our major events.

Pocket Agenda Sponsor ........................................................ Sold

*Sponsorship benefits vary based on program size and attendant offering. All information in this brochure, including anticipated attendance figures is intended for planning purposes only and is not guaranteed.*
SEMINAR SPONSORSHIPS

Choose seminar dates and topics from the professional development section of the ABA website at www.arkbankers.org that best fit your company. Sponsoring a seminar includes: includes a table-top exhibit next to the registration desk, exclusive sponsorship of the food for the entire day, and your logo on the brochure. Sponsoring a seminar will give you 10 minutes to talk to your desired audience during lunch.

- Lunch Sponsorship .................................................. $1,000

SCHOOLS SPONSORSHIPS

Consumer Lending School
March 10-11, 2020
- Daily Lunch Sponsorships ............................................. $500
- Dinner ........................................................................ Call for Pricing
- Coffee Cups ............................................................... Call for Pricing
- T-Shirts ........................................................................ Call for Pricing

Commercial Lending School
April 20-24, 2020
- Daily Lunch Sponsorships (3 left) ..................................... $500
- Dinner ........................................................................ Call for Pricing
- Coffee Cups ............................................................... Call for Pricing
- T-Shirts ........................................................................ Call for Pricing

Trust School
May/June 2020
- Daily Lunch Sponsorships ............................................. $500
- Dinner ........................................................................ Call for Pricing
- Coffee Cups ............................................................... Call for Pricing
- T-Shirts ........................................................................ Call for Pricing

Shirt sponsorship includes: Logo on shirt and may have one attendee present the day the shirts are handed out to students.

SPONSORSHIP BENEFITS

Some of the benefits of event sponsorship include:
- Logo and listing on brochures and other event materials
- Recognition in The Arkansas Banker magazine
- Verbal recognition at the event
- Recognition on ABA website
- Sponsor ribbon for onsite representative
CONFERENCE SPONSORSHIPS

Annual Convention
April 7-9, 2020
Web Page Banner Ad (3 available) ........................................ $1,000
WiFi* .............................................................................. Sold
Elevator Wrap* ................................................................. Sold
Grand Prize Giveaway ..................................................... Sold
Networking Break ............................................................. Sold
Opening Reception ............................................................ Sold
Wednesday Breakfast ....................................................... $7,500
Wednesday Lunch ............................................................... Sold
Milestones in Banking Awards ........................................... Sold
Chairman’s Reception ........................................................ Sold
Wednesday Dinner & Celebration ..................................... Sold
Thursday Strawberry Breakfast ........................................ Sold
Hospitality Suite ............................................................... Sold

Mega Conference
September 15-16, 2020
Web Page Banner Ad (5 available) .................................... $1,000
WiFi* .............................................................................. Sold
Elevator Wrap* ................................................................. Sold
Registration Gift ............................................................... Sold
Grand Prize Giveaway ..................................................... $2,000
Networking Break ............................................................. $1,000
Day 1 Breakfast ................................................................. $2,500
Day 1 Lunch .................................................................... $3,500
Reception .......................................................................... $2,500
Day 2 Breakfast ................................................................. $2,500
Day 2 Lunch .................................................................... $3,500
Hospitality Suite ............................................................... Sold
Exhibitor Booth ............................................................... $1,750 (Endorsed Vendor)
$2,000 (Member)
$2,500 (Non Member)

Leadership Conference
October 2020
Web Page Banner Ad (5 available) .................................... $1,000
WiFi* .............................................................................. Sold
Elevator Wrap* ................................................................. Sold
Registration Gift ............................................................... $1,000
Grand Prize Giveaway ..................................................... $1,000
Networking Break ............................................................. $1,000
Opening Reception ........................................................... $2,500
Breakfast ....................................................................... $2,000
Lunch ............................................................................. $3,000
T-Shirts .......................................................................... $1,500

Women in Banking Conference
December 2020
Web Page Banner Ad (5 available) .................................... $1,000
WiFi* .............................................................................. Sold
Registration Gift ............................................................... $1,000
Grand Prize Giveaway ..................................................... $1,000
Networking Break ............................................................. $2,500
Opening Reception ........................................................... $2,500
Breakfast ....................................................................... $3,000
Centerpieces ................................................................. Call for Pricing
T-Shirts .......................................................................... $1,500

*T-Shirts

*WiFi and elevator wrap sponsorship dependent on event venue. **Sponsor is responsible for supplying the prize for the giveaway.
GOVERNMENT RELATIONS

Each year the ABA hosts several government relations events to raise funds for the ABA BankPAC, the bipartisan political action committee created to support candidates who advocate a free and competitive marketplace. The ABA BankPAC is the Political Action Committee (PAC). ABA BankPAC is nonpartisan and is comprised of a state and a federal PAC. One hundred percent of the funds raised for ABA BankPAC are used for political contributions.

GOVERNMENT RELATIONS SPONSORSHIPS

PAC Bowling Tournament
April 7, 2020
Bowling Tournament..............................................$3,500
Lunch Sponsor..........................................................Sold
Awards (3 available)...............................................$500
Lane Sponsors..........................................................$500

Emerging Leaders Day with the Regulators
Spring 2020
Emerging Leaders Day with the Regulators ...............$2,500

Other Government Relations activities happen throughout the year and vary from year to year. Call for more information. Checks must be made out to ABA State PAC or ABA PAC for any of these events.

Contribution Information
Legally allowed contribution maximums:

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<th>State Chartered Bank</th>
<th>Contributions to</th>
<th>Contribution</th>
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<td>ABA BankPAC State</td>
<td>$5,000</td>
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<tr>
<td>ABA BankPAC Federal</td>
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<table>
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<th>Nationally Chartered Bank</th>
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<td>ABA BankPAC Federal</td>
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<th>individually</th>
<th>Contributions to</th>
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<tr>
<td>ABA BankPAC State</td>
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<td></td>
</tr>
<tr>
<td>ABA BankPAC Federal</td>
<td>$5,000**</td>
<td></td>
</tr>
</tbody>
</table>

*Contributions may be made from one PAC to another PAC or from the bank holding company

**Must complete and sign a solicitation form
The Arkansas Banker is the official publication of the Arkansas Bankers Association. If you want your message to reach the top decision-makers within Arkansas' financial services community, this is an excellent option.

**Standard advertising pricing is as follows:**

<table>
<thead>
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<th>Size</th>
<th>Member 4x</th>
<th>1x</th>
<th>Non-Member 4x</th>
<th>1x</th>
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<tr>
<td>Full Page</td>
<td>$800</td>
<td>$1200</td>
<td>$900</td>
<td>$1300</td>
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<td>1/2 Page</td>
<td>$550</td>
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<td>$900</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$350</td>
<td>$550</td>
<td>$450</td>
<td>$650</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$250</td>
<td>$375</td>
<td>$350</td>
<td>$475</td>
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**Premium Position Rates**

Add 15% to space rate for the following premium positions: Inside Front Cover, Back Cover, Inside Back Cover.

**Classified Advertising**

You can advertise in our Classifieds section for a flat rate of $75 per ad! Make your ad stand out with a border for only $25 more!

Select the options that apply:

- ☐ Yes, I would like more information on advertising in *The Arkansas Banker*

**eNews**

Advertise your business with a quarterly ad in the ABA Weekly E-Update. Ads must be sent 2 weeks prior to run time and must be 800px x 150px.

- ☐ Yes, I would like my business to stand out with a quarterly banner ad for $500 for 13 weeks.

**Media Package (Save Money!) $2,400**

Advertise your business with two ads in *The Arkansas Bankers* quarterly magazine (you decide which two issues), 13 weeks of eNews, AND a web banner at a major event! This package can be customized to fit your needs.

- ☐ Yes, I would like to take advantage of the media package for $2,400.

**ABA Bank Directory**

The ABA Bank Directory is the most complete listing of Arkansas banks, bank holding companies, and other financial institutions in the state. It includes information on officers, board members, committees, group officials, and the staff of the Arkansas Bankers Association and sits on the desk of more than 900 bankers and other financial services professionals throughout the state.

**Divider Tab Advertising**

Advertise your business with a full color ad on a tabbed divider page and receive a free Standard Yellow Pages Listing.

- ☐ Yes, I would like my business to stand out with a full color ad on a divider page! ($850) Please specify your preference:
  - [ ] Routing Numbers
  - [ ] Arkansas Financial Institutions
  - [ ] Arkansas Holding Companies
  - [ ] ABA Endorsed Vendors
  - [ ] ABA Gold Associate Members
  - [ ] ABA Associate Members
  - [ ] Government Agencies & Banking Associations
  - [ ] Financial Services Yellow Pages

**Cover Advertising**

Advertise your business with a full color ad on a cover page. This ad includes a free Standard Yellow Pages Listing.

- ☐ Yes, I would like to feature my business with a full color ad on a cover page! ($1,300)

  Please specify your preference:
  - [ ] Inside Front Cover
  - [ ] Inside Back Cover
  - [ ] Outside Back Cover

**Yellow Pages Advertising**

- ☐ Yes, I would like to list my business in the Arkansas Bank Directory Financial Services Yellow Pages.

  - ☐ Standard Yellow Pages Listing ($200)
  - ☐ Standard Yellow Pages Listing with border ($225)

For advertising opportunities, contact Mike Spigner by email at mike.spigner@arkbankers.org or by phone at 501.978.3603.
Email this completed sponsorship form to businessdevelopment@arkbankers.org or fax to 501.376.9243. Both sides must be filled out before it will be considered complete.

To ensure you get recognition for your sponsorship on event materials, this form and invoice must be finalized four weeks prior to the event.

Have an idea that’s outside the box?
If you have a creative sponsorship idea that you would like to try, let us know... we are always open to new ideas and suggestions! Call 501.376.3741.
ANNUAL SPONSORSHIPS
- Keycard Sponsor ........................................... Sold
- Lanyard Sponsor ........................................... Sold
- Charging Station Sponsor .......................... $6,000
- Coffee Sponsor ............................................ $4,000
- Candy Basket Sponsor ................................. Sold
- Pens Sponsor .............................................. Sold
- Pocket Agenda Sponsor ............................... Sold

SEMINAR SPONSORSHIPS
- Lunch Sponsorship ................................. $1,000

SCHOOL SPONSORSHIPS
- Daily Lunch Sponsorships .......................... $500
- Dinner ..................................................... Call for Pricing
- Coffee Cups .............................................. Call for Pricing
- T-Shirts ..................................................... Call for Pricing

*Multiple schools throughout the year

ANNUAL CONVENTION
- Web Page Banner Ad (5 available) ...................... $1,000
- WiFi* ..................................................... Call for Pricing
- Elevator Wrap* ........................................ Sold
- Grand Prize Giveaway ................................ Sold
- Networking Break ...................................... Sold
- Opening Reception .................................... Sold
- Wednesday Breakfast ................................ $7,500
- Wednesday Lunch ..................................... Sold
- Milestones in Banking Awards ....................... Sold
- Chairman’s Reception ................................ Sold
- Wednesday Dinner & Celebration .................. Sold
- Thursday Strawberry Breakfast ..................... Sold
- Hospitality Suite ....................................... Sold

MEGA CONFERENCE
- Web Page Banner Ad (5 available) ...................... $1,000
- WiFi* ..................................................... Call for Pricing
- Elevator Wrap* ........................................ $3,000
- Registration Gift ....................................... Call for Pricing
- Grand Prize Giveaway ................................ $2,000*
- Networking Break ...................................... $1,000
- Day 1 Breakfast ......................................... $2,500
- Day 1 Lunch ............................................. $3,500
- Day 2 Breakfast ......................................... $2,500
- Day 2 Lunch ............................................. $3,500
- Hospitality Suite ....................................... Call for Pricing
- Exhibitor Booth ...................................... $1,750 (Endorsed Vendor)
  - $2,000 (Member)
  - $2,500 (Non Member)

*WiFi and elevator wrap sponsorship dependent on event venue.

LEADERSHIP CONFERENCE
- Web Page Banner Ad (5 available) ...................... $1,000
- WiFi* ..................................................... Call for Pricing
- Elevator Wrap* ........................................ $3,000
- Registration Gift ....................................... $1,000
- Grand Prize Giveaway ................................ $1,000**
- Networking Break ...................................... $1,000
- Opening Reception ..................................... $2,500
- Breakfast ................................................ $2,000
- Lunch ..................................................... $3,000
- T-Shirts ................................................... $1,500

WOMEN IN BANKING CONFERENCE
- Web Page Banner Ad (5 available) ...................... $1,000
- WiFi* ..................................................... Call for Pricing
- Elevator Wrap* ........................................ $3,000
- Registration Gift ....................................... $1,000
- Grand Prize Giveaway ................................ $1,000**
- Networking Break ...................................... $1,000
- Opening Reception ..................................... $2,500
- Breakfast ................................................ $2,000
- Lunch ..................................................... $3,000
- Centerpieces ......................................... Call for Pricing
- T-Shirts ................................................... $1,500

GOVERNMENT RELATIONS
- PAC Bowling Tournament .............................. $3,500
  - Lunch Sponsor ....................................... Sold
- Awards (3 available) .................................... $500
- Lane Sponsors ......................................... $500
- PAC Skeet Tournament ................................ Sold
- Lunch Sponsor ......................................... Sold
- 1st Prize ................................................ $2,000
- 2nd Prize .............................................. $1,500
- 3rd Prize .............................................. $1,000
- Annual Group Meetings .............................. $1,000 each (3 available)
- Emerging Leaders Day with the Regulators .... $2,500