

# 2020

ARKANSAS BANKERS ASSOCIATION  
**SPONSORSHIP  
OPPORTUNITIES**

---



Arkansas Bankers Association  
1220 West Third Street  
501.376.3741  
[www.arkbankers.org](http://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 Anna Squire at [anna.squire@arkbankers.org](mailto:anna.squire@arkbankers.org) or by phone at 501.978-3613.

## 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](http://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

## SCHOOL SPONSORSHIPS

### Consumer Lending School

March 10-11, 2020

- Daily Lunch Sponsorships .....\$500
- Dinner.....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
- T-Shirts.....Call for Pricing

### Trust School

May/June 2020

- Daily Lunch Sponsorships .....\$500
- Dinner.....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*	Call for Pricing
Elevator Wrap*	\$3,000
Grand Prize Giveaway	<b>Sold</b>
Networking Break	\$1,000
Opening Reception	<b>Sold</b>
Wednesday Breakfast	\$7,500
Wednesday Lunch	<b>Sold</b>
Milestones in Banking Awards	<b>Sold</b>
Chairman's Reception	<b>Sold</b>
Wednesday Dinner & Celebration	<b>Sold</b>
Thursday Strawberry Breakfast	<b>Sold</b>
Hospitality Suite	<b>Sold</b>

## Mega Conference

September 15-16, 2020

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	<b>Sold</b>
Reception	\$2,500
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)

## Leadership Conference

October 2020

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

December 2020

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

\*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.....	<i>Sold</i>
Awards (3 available).....	\$500
Lane Sponsors .....	\$500

### PAC Skeet Shoot

Fall 2020

Skeet Tournament.....	\$3,500
Lunch Sponsor .....	<i>Sold</i>
1st Prize .....	\$2,000
2nd Prize.....	\$1,500
3rd Prize .....	\$1,000

### Annual Group Meetings

February 2020

Annual Group Meetings.....	<i>Sold</i>
----------------------------	-------------

### 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:

State Chartered Bank	
Contributions to	Contribution
ABA BankPAC State	\$5,000
ABA BankPAC Federal	Prohibited

Nationally Chartered Bank	
Contributions to	Contribution
ABA BankPAC State	Prohibited
ABA BankPAC Federal	Prohibited*

Nationally Chartered Bank Holding Company	
Contributions to	Contribution
ABA BankPAC State	\$5,000
ABA BankPAC Federal	Prohibited

Individual	
Contributions to	Contribution
ABA BankPAC State	\$5,000
ABA BankPAC Federal	\$5,000**

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

\*\*Must complete and sign a solicitation form

# ADVERTISING OPPORTUNITIES

## The Arkansas Banker

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:

Size	Member		Non-Member	
	4x	1x	4x	1x
Full Page	\$800	\$1200	\$900	\$1300
1/2 Page	\$550	\$800	\$650	\$900
1/3 Page	\$350	\$550	\$450	\$650
1/4 Page	\$250	\$375	\$350	\$475

### 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!

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 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:

- |  |   |
|--|---|
| <input type="checkbox"/> Routing Numbers                 | <input type="checkbox"/> ABA Gold Associate Members                 |
| <input type="checkbox"/> Arkansas Financial Institutions | <input type="checkbox"/> ABA Associate Members                      |
| <input type="checkbox"/> Arkansas Holding Companies      | <input type="checkbox"/> Government Agencies & Banking Associations |
| <input type="checkbox"/> ABA Endorsed Vendors            | <input type="checkbox"/> 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 **Sold**       Inside Back Cover       Outside Back Cover **Sold**

### 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](mailto:mike.spigner@arkbankers.org) or by phone at 501.978.3603.

# SPONSORSHIP REGISTRATION

## SPONSOR INFORMATION

Sponsor Company: \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Attendee #1 Name: \_\_\_\_\_ Title: \_\_\_\_\_

Attendee #1 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Attendee #2 Name: \_\_\_\_\_ Title: \_\_\_\_\_

Attendee Email Address: \_\_\_\_\_

Attendee #2 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Email this completed sponsorship form to [anna.squire@arkbankers.org](mailto:anna.squire@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 Anna Squire at 501.978-3613.

## 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 ..... *Sold*
- 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 ..... \$1,000
- 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 ..... *Sold*
- Reception ..... \$2,500
- 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.*

*\*\*Sponsor is responsible for supplying the prize for the giveaway and cost of item being sponsored.*

## 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



# 2020

## enVISIONing the future



### ARKANSAS BANKERS ASSOCIATION ANNUAL CONVENTION

#### 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*

#### ANNUAL CONVENTION

- Web Page Banner Ad (5 available) ..... \$1,000
- WiFi ..... Call for details
- Elevator Wrap ..... \$3,000
- Grand Prize Giveaway ..... *Sold*
- Networking Break ..... \$1,000
- 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*



#### PAC Bowling Tournament

April 7, 2020

- Bowling Tournament ..... \$5,000
- Lunch Sponsor ..... ???
- Awards (3 available) ..... \$500
- Lane Sponsors (1 Left) ..... \$500



#### Welcome Reception Mini-Golf

April 7, 2020

- Mini-Golf Hole Sponsor ..... *Sold*

### SPONSOR INFORMATION

Sponsor Company: \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Attendee #1 Name: \_\_\_\_\_ Title: \_\_\_\_\_

Attendee #1 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Attendee #2 Name: \_\_\_\_\_ Title: \_\_\_\_\_

Attendee Email Address: \_\_\_\_\_

Attendee #2 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_