



2023

SPONSORSHIP
OPPORTUNITIES

BUILDING INDUSTRY PARTNERSHIPS

Arkansas bankers are looking for products and services that better meet their customers' needs, comply with regulatory requirements, and maintain a healthy bottom line. When your company is featured at one of the Arkansas Bankers Association's premiere Arkansas banking events, you will be front and center with your key audience!



SPONSORSHIP BENEFITS

Some of the benefits of event sponsorships include:

- Logo & listing on brochures and other event materials (subject to print date)
- Recognition in *The Arkansas Banker* magazine
- Verbal recognition at the event
- Recognition on ABA website
- Sponsor ribbon for onsite representative
- Recognition on social media

CONTACT US

Interested in sponsoring an ABA event? Contact Whitney Horton at whitney.horton@arkbankers.org or by phone at 501.978.3613.

Got a creative sponsorship idea you'd like to try? Let us know! We love new ideas and suggestions.

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. Should an in-person event become a virtual event, your dollars will be allocated towards a sponsorship of equal value.

ANNUAL SPONSORSHIPS

Hotel Keycards

From check-in to check-out, put your company's logo in the hands of every hotel guest throughout every major event! Includes a one-time printing of 500 cards. Additional cards may be ordered at sponsor expense.

Keycard Sponsor \$6,000

Lanyards

Have your logo around the neck of every attendee at every major event throughout the year. (Available for 2023-2024 major events).

Lanyard Sponsor* **SOLD**

Mobile Charging Stations

Your company signage is prominently placed at 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 or schools.

Event Coffee Sponsor* **SOLD**

School Coffee 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**

Notepads

Put your company logo on all the conference notepads as attendees take notes throughout our events.

Notepad Sponsor* **SOLD**

Candy Basket

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

Candy Basket Sponsor* **SOLD**

*sponsor responsible for item at their expense

SPONSOR REGISTRATION

Sponsor Company: _____

Billing Contact Name: _____ Title: _____

Billing Contact Phone: _____ Email: _____

Address: _____ City, State, Zip: _____

CONFERENCE SPONSORSHIPS

Annual Convention

April 2023

- Web Page Banner Ad (6 available) ..\$7,000
- WiFi.....\$5,000
- Elevator Wrap*.....\$3,000
- Grand Prize Giveaway**.....**SOLD**
- Networking Break (2 available).....\$1,000
- Opening Reception.....**1 SOLD**
- Breakfast (1 available).....**SOLD**
- Lunch (1 available).....**SOLD**
- Chairmans Reception.....**SOLD**
- Dinner.....**SOLD**
- Social Media Sponsor.....\$5,000
- A/V Sponsor.....\$5,000

Mega Conference

September 2023

- Web Page Banner Ad (5 available) ..\$1,000
- WiFi.....\$5,000
- Elevator Wrap*.....\$3,000
- Registration Gift.....**SOLD**
- Grand Prize Giveaway**.....**SOLD**
- Networking Break (3 available).....\$1,000
- Day 1 Breakfast.....\$3,500
- Day 1 Lunch.....\$5,000
- Reception.....\$3,500
- Day 2 Breakfast.....**SOLD**
- Day 2 Lunch.....\$5,000
- Social Media Sponsor.....\$5,000
- A/V Sponsor.....\$5,000
- Exhibitor Booth..\$1,750 (Endorsed Vendor)
\$2,000 (Member)

Emerging Leaders Section Leadership Conference

October 2023

- Web Page Banner Ad (5 available) ..\$1,000
- Registration Gift.....**SOLD**
- Grand Prize Giveaway**.....\$1,000
- Networking Break.....\$1,000
- Opening Reception.....**SOLD**
- Breakfast.....\$2,000
- Lunch.....\$3,000
- Social Media Sponsor.....\$2,500
- A/V Sponsor.....\$3,000

Women in Banking

January 2024

- Web Page Banner Ad (5 available) ..\$1,000
- Registration Gift.....\$1,000
- Grand Prize Giveaway**.....\$1,000
- Networking Break.....\$1,000
- Opening Reception.....\$2,500
- Breakfast.....**SOLD**
- Lunch.....\$3,000
- Social Media Sponsor.....\$2,500
- A/V Sponsor.....\$3,000

*sponsor responsible for item at their expense
**sponsor is responsible for supplying the prize

SEMINAR SPONSORSHIPS

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

- Seminar Sponsor.....\$1,750

SCHOOL SPONSORSHIPS

Sponsor a day during one of our schools and get 10 minutes to talk to your target audience during lunch and a table-top exhibit at the entrance to our Professional Development Center.

Consumer Lending School

Spring 2023

- Daily Lunch Sponsorships.....\$500
3 available

Trust School

Spring 2023

- Daily Lunch Sponsorships.....\$500

Commercial Lending School

Fall 2023

- Daily Lunch Sponsorships.....\$500
- Networking Dinner.....\$1,500



SPONSOR REGISTRATION

Sponsor Company: _____

Billing Contact Name: _____ Title: _____

Billing Contact Phone: _____ Email: _____

Address: _____ City, State, Zip: _____

SPONSOR REGISTRATION

Sponsor Company: _____

Billing Contact Name: _____ Title: _____

Billing Contact Phone: _____ Email: _____

Address: _____ City, State, Zip: _____



PAC Bowling Tournament

TBD

- Bowling Tournament\$3,500
- Lunch Sponsor\$2,500
- Awards (3 available) \$500
- Lane Sponsors \$500

PAC Skeet Shoot

TBD

- Skeet Tournament\$3,500
- Lunch Sponsor\$2,500
- 1st Prize\$2,000
- 2nd Prize\$1,500
- 3rd Prize\$1,000

Annual Group Meetings

Winter 2023

- Annual Group Meetings **SOLD**

SPONSOR REGISTRATION

Sponsor Company: _____

Billing Contact Name: _____ Title: _____

Billing Contact Phone: _____ Email: _____

Address: _____ City, State, Zip: _____

The Arkansas Banker

The Arkansas Banker is the official quarterly 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	Members			Non Members		
	4x	2x	1x	4x	2x	1x
Full page	\$800 (ea)	\$950 (ea)	\$1200	\$900 (ea)	\$1050 (ea)	\$1300
2/3 Page	\$725 (ea)	\$850 (ea)	\$950	\$825 (ea)	\$950 (ea)	\$1050
1/2 Page	\$550 (ea)	\$700 (ea)	\$800	\$650 (ea)	\$800 (ea)	\$900
1/3 Page	\$350 (ea)	\$425 (ea)	\$550	\$450 (ea)	\$525 (ea)	\$650

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

ABA Bank Directory

The ABA Bank Directory is the complete listing of Arkansas banks, bank holding companies, and other financial institutions in the state. There are several options:

Divider Tab: Advertise your business with a full color ad on a tabbed divider. (\$850)

Cover: Advertise your business with a full color ad on a cover page. (\$1,300)

Yellow Pages: List your company information in the Financial Services Yellow Pages (\$200)
Add a border for only \$25 more

- Yes, I would like more information on advertising in the ABA Bank Directory

eNews

Advertise your business with a monthly ad in the ABA Weekly E-Update.

- Yes, I would like my business to stand out with an ad for \$500 for 4 weeks.

Bundle and Save with the Media Package

Advertise your business with two 1/2 page ads in *The Arkansas Banker* (you decide which two issues), 3 months of eNews, AND a web banner at a major event!

- Yes, I would like to take advantage of the media package for \$3,000.
Up to \$1,100 in savings!

ADVERTISER REGISTRATION

Sponsor Company: _____

Billing Contact Name: _____ Title: _____

Billing Contact Phone: _____ Email: _____

Address: _____ City, State, Zip: _____



GET IN TOUCH

Whitney Horton
Fundraising and Member Services Associate
P: 501.978.3613
E: whitney.horton@arkbankers.org