



NEW YORK
BANKERS
ASSOCIATION **NYBA**

FINANCIAL SERVICES FORUM

The Ritz-Carlton
Amelia Island, Florida



SPONSORSHIP OPPORTUNITIES

NOVEMBER 4-6, 2024



NYBA

FINANCIAL SERVICES FORUM

NYBA's annual Financial Services Forum is the premier event on the Association's calendar. It offers both an in-depth exploration of the trends and challenges for banking and the economy, as well as a celebration of our industry's achievements.

POSITION YOUR BRAND AT THE FOREFRONT OF INDUSTRY EXCELLENCE!

Attendees will learn from industry partners, bank leaders, peers, and national experts on solutions to current challenges, as well as the innovations that are moving our industry forward. Many New York banks make the Forum an annual destination for officers and directors.

This is a gathering of banking decision-makers and thought-leaders from across the State of New York and beyond – making this the perfect opportunity to expose your brand to the bank's C-suite and network in a most collegial environment.

For sponsors, the Forum is your gateway to engage with over 300 leading bankers and provides several opportunities to make an impact with a key audience for your business.

"I have attended dozens of state banking conferences over the years and this is one of the most substantive I've ever attended. Great speakers and great participants!!"

**— Eric Kracov, Counsel
Kilpatrick Townsend &
Stockton LLP**













































ACHIEVE GEM-LEVEL STATUS

BECOME A SPONSOR OF THE FINANCIAL SERVICES FORUM

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

FINANCIAL
SERVICES
FORUM

NYBA Gem-Level Sponsor Opportunities Financial Services Forum

ONLY ONE PRESENTING SPONSOR OPPORTUNITY AVAILABLE	PRESENTING SPONSOR	DIAMOND	EMERALD	RUBY	SAPPHIRE
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
Logo recognition on all marketing materials					
Recognition in General Session					
Recognition in Program Book					
Recognition as a Sponsor on website					
Recognition in on-site signage					
One company provided promo item included in welcome bag					
Full page ad in Program Book					
Logo included on name badge as Sponsor					
Social Media recognition					
Included Registration(s) Does not include Directors/Trustees workshop					
Logo included in the "Know Before You Go" Forum email					
10 NYBA Daily* Banner Ads					
8 NYBA Daily* Banner Ads					
5 NYBA Daily* Banner Ads					
3 NYBA Daily* Banner Ads					
1 NYBA Daily* Banner Ad					

*NYBA Daily is distributed every weekday and read by thousands of banking professionals.

SPONSOR BENEFITS

ALL GEM-LEVEL SPONSORSHIPS RECEIVE RECOGNITION

- During general session, program book
- Registration/Lobby/Welcome Area Signage
- As a sponsor on our website with link to your site

Presenting Sponsor (only 1 available) **SOLD**

- Logo recognition on all marketing materials
- Three Registrations (Does not include Directors/Trustees workshop)
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" Forum email
- One company provided promo item included in welcome bag
- Recognition in all meeting rooms as Wi-Fi Sponsor
- 10 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Diamond Sponsorship \$15,000

- Two Registrations (Does not include Directors/Trustees workshop)
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" Forum email
- One company provided promo item included in welcome bag
- Company is given the opportunity to introduce an education session (script provided)
- 8 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Emerald Sponsorship \$10,000

- One Registration (Does not include Directors/Trustees workshop)
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" Forum email
- One company provided promo item included in welcome bag
- 5 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Ruby Sponsorship \$7,500

- Full page Company Ad in on-site program book
- One company provided promo item included in welcome bag
- 3 Free NYBA Daily* Banner Advertisements

This level receives these benefits along with all of the benefits listed in GEM-LEVEL SPONSORSHIPS

Sapphire Sponsorship \$5,000

- One company provided promo item included in welcome bag
- 1 Free NYBA Daily* 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

Networking Sponsorships

• Chair's Reception (includes branded napkins)	\$10,000
• NYBA @ NIGHT (includes branded napkins)	\$10,000
• Breakfast Sponsor (includes branded disposable coffee cups and napkins)	\$10,000
• Community Service Project Sponsor	\$5,000
• Director/Trustee Workshop Lunch Sponsor	\$5,000
• Early Arrivals Welcome Reception	\$5,000
• Registration Hospitality Sponsor (3 available)	\$3,500
• Director/Trustee Workshop Refreshments	\$2,500
• Spouse & Guest Breakfast	\$2,500
• Entertainment (2 available)	\$2,500
• Sunrise Yoga Sponsor	\$1,000

Technology Sponsorship

• Hotel Key Cards Sponsor	\$7,500
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Forum Materials (only available to Non-Bank Members)

• Welcome Bag Sponsor	\$10,000
• Name Badge Lanyard Sponsor	\$5,000
• Notebook with logo	\$5,000
• Coasters (placed on tables in General Session)	\$3,500
• Pen with logo	\$3,500

Golf Tournament Sponsorships

• Golf Tournament Presenting Sponsor	\$5,000
• Golf Lunch Sponsor	\$3,500
• Golf Tournament Beverage Sponsor	\$3,000

Advertising

Place an advertisement in the Forum program book that will be distributed to all attendees on-site at registration.

Outside Back Cover	\$4,000
Inside Front Cover	SOLD
Inside Back Cover	\$2,500
Full Page	\$1,000



NEW YORK
BANKERS
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NYBA



FINANCIAL
SERVICES
FORUM



WHO ATTENDS

CEOs, CFOs, senior officers,
members of bank executive
management teams and
directors\trustees from
across NY State
and beyond.



LOGO AND ADVERTISEMENT SUBMISSION GUIDELINES

All logos and advertisements must be submitted in high resolution. Ads should be 300 dpi hires PDF with cropmarks and .25" bleed to all sides. Please send vector files (.eps or .ai) for logos.

Submit logos and ads no later than Wednesday, October 2, 2024 to events@nyba.com.



NYBA SPONSORSHIP FINANCIAL SERVICES FORUM

FINANCIAL
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GEM-LEVEL SPONSORSHIPS

<input type="radio"/> Presenting Sponsor	\$25,000
<input type="radio"/> Diamond Sponsorship	\$15,000
<input type="radio"/> Emerald Sponsorship	\$10,000
<input type="radio"/> Ruby Sponsorship	\$7,500
<input type="radio"/> Sapphire Sponsorship	\$5,000

GEM-LEVEL SPONSORSHIPS TOTAL:

SELECT PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Networking Sponsorships

<input type="radio"/> Chair's Reception (includes branded napkins)	\$10,000
<input type="radio"/> NYBA @ NIGHT (includes branded napkins)	\$10,000
<input type="radio"/> Breakfast Sponsor (includes branded disposable coffee cups and napkins)	\$10,000
<input type="radio"/> Community Service Project Sponsor	\$5,000
<input type="radio"/> Directors/Trustees Workshop Lunch Sponsor	\$5,000
<input type="radio"/> Early Arrivals Welcome Reception	\$5,000
<input type="radio"/> Registration Hospitality Sponsor (3 available)	\$3,500
<input type="radio"/> Directors/Trustees Workshop Refreshments	\$2,500
<input type="radio"/> Spouse & Guest Breakfast	\$2,500
<input type="radio"/> Entertainment (2 available)	\$2,500
<input type="radio"/> Sunrise Yoga Sponsor	\$1,000

NETWORKING SPONSORSHIPS TOTAL:

Technology Sponsorships

<input type="radio"/> Hotel Key Cards Sponsor	\$7,500
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TECHNOLOGY SPONSORSHIPS TOTAL:

Forum Materials

(only available to Non-Bank Members)

<input type="radio"/> Welcome Bag Sponsor	\$10,000
<input type="radio"/> Name Badge Lanyard Sponsor	\$5,000
<input type="radio"/> Notebook with logo	\$5,000
<input type="radio"/> Coasters (placed on tables in General Session)	\$3,500
<input type="radio"/> Pen with logo	\$3,500

FORUM MATERIALS TOTAL:

Golf Tournament Sponsorships

<input type="radio"/> Golf Tournament Presenting Sponsor	\$5,000
<input type="radio"/> Golf Lunch Sponsor	\$3,500
<input type="radio"/> Golf Tournament Beverage Sponsor	\$3,000

GOLF TOURNAMENT SPONSORSHIPS TOTAL:

Advertisements in Program Book

<input type="radio"/> Outside Back Cover	\$4,000
<input type="radio"/> Inside Front Cover	\$3,000
<input type="radio"/> Inside Back Cover	\$2,500
<input type="radio"/> 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, Suite 1700, New York, NY 10016
nyba.com | 212.297.1600

Questions? Email: events@nyba.com

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COMMITMENT TO COMMUNITY

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