



NEW YORK
BANKERS
ASSOCIATION **NYBA**

LEADERSHIP 360

WOMEN IN LEADERSHIP • EMERGING LEADERS • DEI MATTERS SYMPOSIUM

Albany Capital Center
Albany, New York



SPONSORSHIP OPPORTUNITIES

MAY 7-8, 2024

NYBA

NYBA LEADERSHIP 360

Leadership 360 delivers an exceptional blend of compelling content and practical wisdom to empower leadership development across all levels. Designed to inspire and support future leaders, Leadership 360 offers valuable insights into industry challenges facing both Women in Leadership and banking professionals who are Emerging Leaders in New York today.

UNLOCK UNPARALLELED EXPOSURE WITH SPONSORSHIP AT LEADERSHIP 360!

With over 150 attendees from diverse financial institutions, Leadership 360 can help your firm make a meaningful impact in a collaborative environment of networking, idea sharing, and industry updates. Explore our various sponsorship opportunities, strategically designed to elevate brand awareness, align with leadership development initiatives, contribute to DEI goals, and promote community engagement and advocacy within the industry.

“Leadership 360 is an outstanding opportunity for leadership development, collaboration, professional and organizational growth. Our team had the privilege of attending and came away with fresh inspiration and a deepened commitment to bringing impactful insights to NBT Bank.”
— Ruth H. Mahoney,
Executive Vice
President, President
of Wealth Management
NBT Bank

ACHIEVE GEM-LEVEL STATUS












































BECOME A SPONSOR OF LEADERSHIP 360

Leadership 360 offers a wide variety of opportunities to engage attendees, build relationships, and expand brand awareness.

LEADERSHIP
360

NYBA Gem-Level Sponsor Opportunities Leadership 360

ONLY ONE PRESENTING SPONSOR
OPPORTUNITY AVAILABLE

| | PRESENTING SPONSOR \$15,000 | DIAMOND \$10,000 | EMERALD \$7,500 | RUBY \$5,000 | SAPPHIRE \$4,000 |
|---|---|---|--|---|---|
| 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) |  |  | | | |
| Logo included in the "Know Before You Go" 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) \$15,000

- Logo recognition on all marketing materials
- Three Registrations
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" 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 \$10,000

- Two Registrations
- Logo included on name badge as Sponsor
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" 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 \$7,500

- One Registration
- Full page Company Ad in on-site program book
- Logo included in the "Know Before You Go" 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 \$5,000

- 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 \$4,000

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

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

Education Sponsorship

- DEI Symposium Sponsor \$3,500
Company is given the opportunity to introduce the session (script provided)

Networking Sponsorships

- Welcome Reception and Dinner \$7,500
- Breakfast Sponsor \$5,000
- Lunch Sponsor \$5,000
- Community Service Project \$5,000
- Refreshments \$3,500
- Registration Hospitality Sponsor \$2,500

Technology Sponsorship

- Hotel Key Cards Sponsor \$3,500

Leadership 360 Materials (only available to Non-Bank Members)

- Welcome Bag Sponsor \$5,000
- Name Badge Lanyard Sponsor \$3,000
- ~~Notebook with logo~~ **SOLD**
- Pen with logo \$1,500

Advertising

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

- Outside Back Cover \$3,000
- Inside Front Cover \$3,000
- Inside Back Cover \$2,500
- Full Page \$1,000

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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, April 17, 2024 to events@nyba.com.



NYBA SPONSORSHIP LEADERSHIP 360

GEM-LEVEL SPONSORSHIPS

| | |
|--|----------|
| <input type="radio"/> Presenting Sponsor | \$15,000 |
| <input type="radio"/> Diamond Sponsorship | \$10,000 |
| <input type="radio"/> Emerald Sponsorship | \$7,500 |
| <input type="radio"/> Ruby Sponsorship | \$5,000 |
| <input type="radio"/> Sapphire Sponsorship | \$4,000 |

GEM-LEVEL SPONSORSHIPS TOTAL:

SELECT PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Education Sponsorships

| | |
|---|---------|
| <input type="radio"/> DEI Symposium Sponsor | \$3,500 |
|---|---------|

EDUCATION SPONSORSHIPS TOTAL:

Networking Sponsorships

| | |
|--|---------|
| <input type="radio"/> Welcome Reception and Dinner | \$7,500 |
| <input type="radio"/> Breakfast Sponsor | \$5,000 |
| <input type="radio"/> Lunch Sponsor | \$5,000 |
| <input type="radio"/> Community Service Project | \$5,000 |
| <input type="radio"/> Refreshments | \$3,500 |
| <input type="radio"/> Registration Hospitality Sponsor | \$2,500 |

NETWORKING SPONSORSHIPS TOTAL:

Technology Sponsorships

| | |
|---|---------|
| <input type="radio"/> Hotel Key Cards Sponsor | \$3,500 |
|---|---------|

TECHNOLOGY SPONSORSHIPS TOTAL:

Leadership 360 Materials

(only available to Non-Bank Members)

| | |
|--|---------|
| <input type="radio"/> Welcome Bag Sponsor | \$5,000 |
| <input type="radio"/> Name Badge Lanyard Sponsor | \$3,000 |
| <input type="radio"/> Notebook with logo | \$2,500 |
| <input type="radio"/> Pen with logo | \$1,500 |

LEADERSHIP 360 MATERIALS TOTAL:

Advertisements in Program Book

| | |
|--|---------|
| <input type="radio"/> Outside Back Cover | \$3,000 |
| <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:

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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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New York, NY 10016 | nyba.com | 212.297.1600

