



2024  
**SPONSORSHIP  
OPPORTUNITIES**

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# 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](mailto: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 . . . . . **SOLD**

## Lanyards

Have your logo around the neck of every attendee at every major event throughout the year. (Available for 2024-2025 major events).

Lanyard Sponsor\* . . . . . **SOLD**

## Water

Bankers will stay hydrated all year with this annual sponsorship. Your company signage will be prominently placed at tables where bankers will gather during breaks.

Water Sponsor\* . . . . . **SOLD**

## 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.

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 800 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**

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# EVENT SPONSORSHIPS

## Women in Banking

March 7, 2024

- Web Page Banner Ad (3 available) • \$1,000
- Registration Gift\* • \$1,500
- Grand Prize Giveaway\*\* • \$1,000
- Networking Break • **SOLD**
- Breakfast • **SOLD**
- Lunch • **SOLD**
- Furniture • **SOLD**
- Photography • \$1,000
- Decor • \$2,000
- Social Media Sponsor • \$2,500
- A/V Sponsor • \$3,000
- Flower Sponsor • **SOLD**
- Power Women in Banking Award • **SOLD**
- Upgrade\*\*\* • \$500

## Annual Convention

April 8-10, 2024

- Web Page Banner Ad (2 available) • \$1,000
- WiFi • \$5,000
- Elevator Wrap\* • \$3,000
- Registration Gift\* • **SOLD**
- Grand Prize Giveaway\*\* • **SOLD**
- Networking Break • **SOLD**
- Top Golf Reception • **SOLD**
- Top Golf Bay Sponsor \*(11 available) • **SOLD**
- Breakfast • **SOLD**
- Lunch • \$7,500
- Chairman's Reception • **SOLD**
- Social Media Sponsor • \$5,000
- A/V Sponsor • \$5,000
- Milestones in Banking Awards • **SOLD**
- Hospitality Suite • \$5,000
- Exhibitor Booth • **FULL** (Endorsed Vendor \$2,000 (Member))
- Upgrade\*\*\* • \$500

\*\*\*UPGRADE ANY SPONSORSHIP FOR \$500 TO ADD MARKETING MATERIALS TO THE REGISTRATION DESK

### Special Note:

**Hotel Keycard Sponsorship** – Once sponsorship is confirmed, the ABA will provide sponsor with the hotel's contact information and then it is the responsibility of the sponsor to coordinate ordering and the design for the keycards at each of the locations being used.

**Elevator Wrap Sponsorship** – Once sponsorship is confirmed, the ABA will provide sponsor with the hotel's contact information and then it is the responsibility of the sponsor to coordinate with the recommended vendor provided by hotel or one of their choosing to complete design and set-up details.

**Top Golf Bay Sponsorship** – Bay sponsorships only available in conjunction with another Annual Convention sponsorship.

Additional costs for production, design, labor and more for either sponsorship is the sole responsibility of the sponsor.

## Bank Management - Bentonville

August 2024

- Web Page Banner Ad (6 available) • \$1,000
- WiFi • \$5,000
- Registration Gift\* • **SOLD**
- Grand Prize Giveaway\*\* • **SOLD**
- Refreshment Sponsor (1 available) • \$2,000
- Day 1 Breakfast • \$3,500
- Snack Sponsor (2 available) • \$2,000
- Opening Reception • **SOLD**
- Day 2 Breakfast • \$3,500
- Social Media Sponsor • \$5,000
- A/V Sponsor • \$5,000
- Upgrade\*\*\* • \$500

## Emerging Leaders Section Leadership Conference

October 2024

- Web Page Banner Ad (4 available) • \$1,000
- Registration Gift\* • \$1,500
- Grand Prize Giveaway\*\* • \$1,000
- Networking Break (2 available) • \$1,500
- Opening Reception • \$4,000
- Breakfast • **SOLD**
- Lunch • \$3,000
- Social Media Sponsor • \$2,500
- A/V Sponsor • \$3,000
- Upgrade\*\*\* • \$500

\*SPONSOR RESPONSIBLE FOR ITEM AT THEIR EXPENSE

\*\*SPONSOR IS RESPONSIBLE FOR SUPPLYING THE PRIZE

# CONFERENCE SPONSORSHIPS

## Agricultural Lending Conference

2024

- Web Banner Ad (4 available) • \$500
- Registration Gift\* • \$1,000
- Breakfast • \$500
- Lunch • \$1,000
- Booth (includes 1 Attendee - Add'l Attendee \$150) • \$1,000

## Security Conference

2024

- Web Banner Ad (4 available) • \$500
- Registration Gift\* • \$1,000
- Breakfast • \$500
- Lunch • **SOLD**
- Booth (includes 1 Attendee - Add'l Attendee \$150) • \$1,000

## Lending & Credit Conference

2024

- Web Banner Ad (4 available) • \$500
- Registration Gift\* • \$1,000
- Breakfast • \$500
- Lunch • **SOLD**
- Booth (includes 1 Attendee - Add'l Attendee \$150) • \$1,000

## Annual Group Meetings

Winter 2024

- Annual Group Meetings • **SOLD**

\*SPONSOR RESPONSIBLE FOR ITEM AT THEIR EXPENSE

## Trust Conference

2024

- Web Banner Ad (4 available) • \$500
- Registration Gift\* • \$1,000
- Breakfast • \$500
- Lunch • \$1,000
- Booth (includes 1 Attendee - Add'l Attendee \$150) • \$1,000

## Technology Conference

2024

- Web Banner Ad (4 available) • \$500
- Registration Gift\* • \$1,000
- Breakfast • \$500
- Lunch • \$1,000
- Booth (includes 1 Attendee - Add'l Attendee \$150) • \$1,000

## Compliance Conference

July 10-11, 2024

- Web Banner Ad (4 available) • \$500
- Registration Gift\* • \$1,000
- Breakfast • \$500
- Lunch • \$1,000
- Booth (includes 1 Attendee - Add'l Attendee \$150) • \$1,000

# SPONSOR REGISTRATION

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We love new ideas and suggestions.

# 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.....\$2,000

## 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 2024

Daily Lunch Sponsorships.....\$750  
(2 available)

### Compliance School

Spring 2024

Presenting Sponsorship..... **SOLD**

### Commercial Lending School

Fall 2024

Breakfast Sponsorship.....**SOLD**

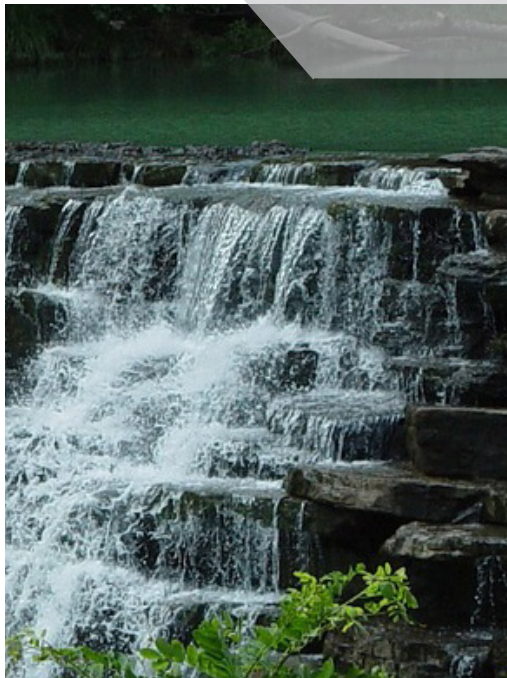
Daily Lunch Sponsorships.....\$750  
(3 available)

Networking Dinner.....\$2,000

### Trust School

Winter 2024

Daily Lunch Sponsorships.....\$750  
(2 available)



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# ADVERTISING SPONSORSHIPS

## 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
<b>Full page</b>	\$800 (ea)	\$950 (ea)	\$1200	\$900 (ea)	\$1050 (ea)	\$1300
<b>2/3 Page</b>	\$725 (ea)	\$850 (ea)	\$950	\$825 (ea)	\$950 (ea)	\$1050
<b>1/2 Page</b>	\$550 (ea)	\$700 (ea)	\$800	\$650 (ea)	\$800 (ea)	\$900
<b>1/3 Page</b>	\$350 (ea)	\$425 (ea)	\$550	\$450 (ea)	\$525 (ea)	\$650

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

## 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.

## Hat Sponsorship

Highlight your organization with a \$500 "hat sponsorship" and ABA President & CEO will dedicate social posts across her channels.

Yes, I would like my organization to be a hat sponsor for \$500.



## 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

Interested in advertising with the ABA? Contact Whitney Horton at whitney.horton@arkbankers.org or by phone at 501.978.3613.

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## GET IN TOUCH

Whitney Horton  
Fundraising and Member Services Associate  
P: 501.978.3613  
E: [whitney.horton@arkbankers.org](mailto:whitney.horton@arkbankers.org)