



Bank Presidents Seminar 2018

Sponsorship Opportunities

January 10-12, 2018

The Four Seasons Biltmore
Santa Barbara, California



Bank Presidents Seminar 2018

The only California Bankers Association program exclusively for CBA member bank presidents and CEOs.

Senior leaders of California banks are invited to attend and share in informative sessions discussing the ever-changing landscape of the financial services arena. Held at the Four Seasons Biltmore in Santa Barbara, this event presents the best opportunity to network with California's senior bank executives.

WHY SPONSOR:

- Meet with CBA member banks and institutions in an exclusive environment
- Maximize your company's brand awareness and increase your market position
- Elevate your business profile above your competitors
- Learn about the issues confronting today's financial service leaders and gain valuable insight into potential solutions
- Shape a positive perception of your company with California's bank executives
- Support the California Bankers Association, the largest non-profit banking organization serving the California financial services industry

ALL SPONSORSHIPS INCLUDE:

- Company name or logo included on all conference marketing materials
- Company description included on the conference mobile app
- Company name or logo published in the conference direct-mail brochure, if applicable
- List of attendee names, titles, firms and postal mail addresses two weeks prior to the conference
- Access to the conference mobile app for each full-conference registration
- Company logo included on signage in CBA registration area, acknowledging all sponsors

HOW TO SECURE YOUR SPONSORSHIP:

- Sponsorships are not limited to the offerings in this brochure. CBA will consider custom sponsorship proposals. If you have any questions or to secure your sponsorship, contact:

Rosemary Mignano, Manager, Sponsors, Exhibitors and Member Development
(916) 438-4435 or rmignano@calbankers.com.

Sponsorship Opportunities

DIAMOND SPONSORSHIPS

WEDNESDAY EVENING CBA AND BANKER BENEFITS BOARD OF DIRECTORS RECEPTION AND DINNER (\$25,000)

Network with CBA and Banker Benefits board members during this exclusive evening

- Four full-conference registrations
- Four additional 'function' passes for the reception and dinner (may be used for spouses)
- Custom menus branded with company logo at each place setting
- Signage promoting the sponsorship with company logo displayed at function entrance

THURSDAY EVENING DINNER (\$25,000)

Meet your fellow attendees and network with bankers with the backdrop of the Pacific Ocean

- Four full-conference registrations
- Four additional 'function' passes for the dinner (may be used for spouses)
- Cocktail napkins with company logo
- Signage promoting the sponsorship with your company logo displayed at bar
- Company branded cocktail served to attendees during the reception with signage displayed

PLATINUM SPONSORSHIPS

THURSDAY AWARDS LUNCHEON SPONSORSHIP (\$15,000)

Sponsor the luncheon where we will honor our Distinguished Banker of the Year — this is an opportunity for maximum exposure and recognition

- Two full-conference registrations
- Two additional 'function' passes for the luncheon
- One reserved table for ten, prominently located in the ballroom
- Custom menus branded with company logo at each place setting
- Signage promoting the sponsorship with company logo displayed at function entrance



GOLD SPONSORSHIPS

WEDNESDAY EVENING BOARD MEMBER NIGHTCAP RECEPTION (\$10,000)

Indulge in specialty cocktails and desserts with board members following the board of directors' dinner

- Two full-conference registrations
- A company branded cocktail served to guests
- Company branded cocktail napkins
- Signage at the front entrance to the nightcap reception

OPENING KEYNOTE SPEAKER (\$10,000)

Sponsor the Thursday morning keynote speaker

- Two full-conference registrations
- Podium recognition during the introduction of the keynote speaker
- Signage at the front entrance to the function

CLOSING KEYNOTE SPEAKER (\$10,000)

Sponsor the Friday morning keynote speaker

- Two full-conference registrations
- Podium recognition during the introduction of the keynote speaker
- Signage at the front entrance to the function

MEETING SPACE WI-FI (\$10,000)

Keep attendees connected during the conference

- Two full-conference registrations
- Company name used as the Wi-Fi password during the conference

THURSDAY EVENING RECEPTION (\$10,000)

Sponsor the conference's only formal reception

- Two full-conference registrations
- Two additional 'function' passes for the reception (may be used for spouses)
- Cocktail napkins with company logo distributed at the bar
- Signage promoting the sponsorship with company logo displayed at entrance

ATTENDEE TOTE BAG (\$10,000)

Maximize your company's branding throughout the conference

- Two full-conference registrations
- Company logo displayed on the tote bag, distributed upon check-in at the CBA registration desk to all bankers





TECHNOLOGY AND AUDIO VISUAL (\$10,000)

Achieve high visibility in the general session room

- Two full-conference registrations
- Company branded gobo projected in general session room

EVENT MOBILE APP (\$10,000)

Sponsor the go-to app for attendees to keep on schedule and receive the latest updates

- Three full-conference registrations
- Dedicated banner advertisement in the mobile app event pages, for iPhone and Android devices

RECEPTION ENTERTAINMENT (\$10,000)

- Two full-conference registrations
- Signage with company logo displayed near the entertainment

SILVER SPONSORSHIPS

THURSDAY MORNING BOARD OF DIRECTORS MEETING BREAKFAST (\$8,000)

- Two full-conference registrations
- Signage with company logo displayed at entrance

HOTEL ROOM KEYCARD (\$10,000)

- Two full-conference registrations
- Custom hotel room keycards branded with your company logo, distributed to attendees in the CBA group room block by hotel staff during guest check-in

CBA REGISTRATION DESK (\$10,000)

- Two full-conference registrations
- Custom name badge lanyards with company logo distributed to each attendee upon check-in at the CBA registration desk
- Signage at registration desk with company logo

HOTEL ROOM DOOR DROP (\$8,000)

- Two full-conference registrations
- Choice of the *Wall Street Journal*, *New York Times* or *Financial Times* branded with your company logo delivered to each attendee room at the conference hotel

FRIDAY MORNING BREAKFAST (\$7,500)

- Two full-conference registrations
- Signage with company logo displayed at entrance

CONFERENCE PROGRAM GUIDE (\$7,000)

- Two full-conference registrations
- Company logo positioned prominently on the front cover of the conference program guide

WELCOME GIFT (\$7,000; THREE AVAILABLE)

CBA staff will distribute a pre-purchased item of your choice to all bankers upon check-in at the CBA registration desk (Additional requirements apply, contact CBA for details)

- Two full-conference registrations
- Company logo branded on welcome gift distributed to the bankers

THURSDAY MORNING REFRESHMENT BREAK/COFFEE BAR (\$5,000)

- Two full-conference registrations
- Signage with company logo displayed at entrance

FRIDAY LUNCH "ON-THE-GO" (\$5,000)

Sponsor the to-go lunch for conference attendees, offered on Friday as the seminar adjourns

- Two full-conference registrations
- Company logo branded on to-go lunch
- Signage promoting the sponsorship with company logo displayed next to lunch

THURSDAY AFTERNOON REFRESHMENT BREAK (\$5,000)

- Two full-conference registrations
- Signage with company logo displayed at entrance

FRIDAY MORNING REFRESHMENT BREAK (\$5,000)

- Two full-conference registrations
- Signage with company logo displayed at entrance

BRONZE SPONSORSHIPS

EVENT SPONSORS (\$5,000 — ONLY AVAILABLE TO CBA ENDORSED PARTNERS OR AFFILIATE MEMBERS; FIVE AVAILABLE)

The perfect opportunity for first-time sponsors to experience CBA's premier annual event.

- One full-conference registration (maximum of one additional representative at \$995)





CBA Calendar of Events

2017

SEPTEMBER 13-15, 2017

Risk Management Conference

Balboa Bay Resort
Newport Beach, CA

www.calbankers.com/Risk17

OCTOBER 3-6, 2017

39th Annual Regulatory Compliance Conference

Paradise Point Resort & Spa
San Diego, CA

www.calbankers.com/RC17

2018

MARCH 11-14, 2018

31st Annual Lenders and Credit Officers Conference

The Westin Mission Hills Golf Resort & Spa
Rancho Mirage, CA

MAY 2-4, 2018

Annual Convention

Disney's Grand Californian
Anaheim, CA

MAY 24, 2018

Women In Banking

Paradise Point Resort & Spa
San Diego, CA

For more information on upcoming California Bankers Association
conferences, contact:

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