



Non-Bank Membership Opportunities

Would you like to deepen your engagement with CBA's membership? The CBA will work with you to determine your objectives and help you choose the best return on investment for your company's marketing budget. We have many opportunities to connect your business offering to California banks and we will work with you to customize a plan that meets your goals. Our mission is to provide resources and innovative solutions that will help our members prosper and grow.

Benefits	Endorsed Partner	Capital Circle	Affiliate Member
Event Registrations	Included with sponsorship; number varies depending upon sponsor option	Included with sponsorship; number varies with sponsor option	10% discount
Website	Featured on Endorsed Partners landing page, detailed company/product description, links to marketing collateral, white papers, etc.	Company/product description on Capital Circle landing page with contact information	Listed by product/service offered
Sponsor/Exhibit	Opportunities at each event; and as outlined in the endorsed partner agreement	Opportunities at each event; event selection determined at annual planning meeting	Opportunities at each event
Webinar	Complimentary product demonstration webinar and priority participation for topical webinars as outlined in endorsed partner agreement	Topics will be considered during annual planning meeting	N/A
Article Promotion	Featured article in the <i>California Banker</i> magazine every 15-18 months and priority consideration for publication in other CBA outlets	Advance consideration for publication depending upon the topic	N/A
Speaking Opportunities	Priority consideration at annual events and education programs	Topics and subject matter experts consideration during annual planning meeting	N/A
Sales Support	Coordinated, strategic sales support, pipeline calls and member referrals	N/A	N/A
Marketing Support	Outlined in-depth within endorsed partner agreement, and include targeted email campaigns, subject matter articles published on website and social media exposure	N/A	N/A

To learn please contact **Julianna Graham**, SVP of Strategic Partners, at jgraham@calbankers.com or 916-438-4448.