



CUNA Marketing & Business Development Council Sponsor Information

We appreciate your interest in sponsoring. You can decide which level fits your needs and budget.

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What is Included

- Two complimentary conference registrations for sponsorships of \$7,500 and greater; one complimentary registration for all other sponsor levels. Additional registrations may be purchased at the \$999 sponsor rate.
- Attractive display signage posted at the sponsored event.
- Inclusion in the sponsorship listing of the conference APP used throughout the conference.
- Public recognition at several of the conference general sessions.
- A link to your website from the conference website before and at the conclusion of the conference.
- Ability to attend all functions associated with the conference.
- Access to attendee contact information.
- Ability to speak for 1-2 minutes at the beginning of your sponsored breakout or general session.
- Endless networking opportunities.
- First chance to sponsor the same activity for the subsequent conference.

Sponsorship Levels

Contact CUNA Councils to see what sponsorships are still available at sponsorships@cuna.coop or (800)356-9655, ext. 4018. We offer four levels, plus an advertise only option (see below).

ADVERTISE ONLY OPTIONS – only for vendors not able to attend the conference

Advertise Only (\$1,500)

Your company description, logo and link will appear on the conference website and APP.

Advertise Only + Attendee Roster (\$2,500)

Your company description, logo and link will appear on the conference website and APP. You will also receive a roster that includes attendee names, job title, address, and email.



PLATINUM LEVEL (\$10,000)

Keynote Address (\$10,000; one opportunity)

Sponsor introduces the keynote speaker at this premiere event. Sponsor receives exclusive signage, podium time, and the opportunity to distribute promotional literature.

Welcome Reception (\$10,000; one opportunity or \$4,750 each (Silver Level); two opportunities)

The initial gathering point for conference attendees. Complimentary beverages, plus plenty of appetizers to help generate enthusiasm for the conference. Sponsors receive exclusive signage and the opportunity to distribute promotional literature.

GOLD LEVEL (\$7,500)

General Sessions (\$7,500 each; two opportunities)

The sponsor for these popular general sessions will receive exclusive signage, podium time, along with an opportunity to distribute promotional literature.

Membership Luncheon (\$7,500; one opportunity)

A plated luncheon followed by a membership meeting. As a sponsor, you will receive respective signage, podium time, and the opportunity to distribute promotional literature.

Networking Luncheon (\$7,500; one opportunity)

A buffet or box luncheon during the height of the conference. As a sponsor, you will receive respective signage and the opportunity to distribute promotional literature.

SILVER LEVEL (\$4,750)

Awards Dinner Co-Sponsorship (\$4,750 each; three opportunities)

The ultimate event of the conference. This professional-attire event includes dinner and recognition of the most coveted awards presented by the CUNA Marketing & Business Development Council. Sponsors receive exclusive signage, podium time, and the opportunity to distribute promotional literature.



Welcome Reception Co-Sponsorship (\$4,750 each; two opportunities)

The initial gathering point for conference attendees. Complimentary beverages, plus plenty of appetizers to help generate enthusiasm for the conference. Sponsors receive exclusive signage and the opportunity to distribute promotional literature.

Wireless Internet (\$4,750; one opportunity)

Wireless internet service for conference attendees in the Welcome Center and all conference session rooms. Sponsor will select the passcode for the Wi-Fi.

Cocktail Reception Prior to Awards Dinner (\$4,750; one opportunity)

Always a very popular gathering point for the hour or so before the doors open for dinner. Complimentary and at-cost refreshments are available. Sponsors receive exclusive signage, announced recognition, and the opportunity to distribute promotional literature.

Conference Giveaway (\$4,750; one opportunity)

Your company's logo and website, along with the Council logo and website, will appear on the item chosen to give to all participants.

Conference APP Co-Sponsorship (\$4,750 each; two opportunities)

The mobile app gives all conference participants mobile access to educational sessions, conference schedules and alerts, personal agendas, messaging capabilities, exhibitor directory, and more on their smartphones and tablets. The co-sponsorship includes a rotating banner ad provided by your company.

Charging Station (\$4,750 each)

A common inconvenience attendees face when they spend all day at a conference is that their cell phone's battery dies. Keep attendees on site by allowing them to charge their cell phones in the Registration Area. Each sponsorship covers one station for the entire conference and includes signage, full branding and a variety of charging capabilities for phones and other hand-held electronics.

Hydration Station (\$4,750 each)

Conference attendees will thank you for quenching their thirst with water stations located in several areas of the Welcome Center and in the corridors of the conference sessions. Each sponsorship covers one station for the entire conference and includes signage placed in the station area.

Badge Lanyards (\$4,750; one opportunity)

Badge holders and accompanying lanyards are one of the most visible parts of a conference. Your company logo will appear, alongside the M&BD Council logo, on each lanyard. This sponsorship will reinforce your company's commitment to the Council as attendees wear their lanyard each day.



Pocket Agenda (\$4,750; one opportunity)

Your company's color ad will appear on the back cover. This pocket agenda will be used throughout the week by all conference participants.

BRONZE LEVEL (\$3,250)

Refreshments during Registration (\$3,250; one opportunity)

Iced tea, lemonade and snacks will be provided to conference attendees as they register onsite.

Breakfast Co-Sponsorships (\$3,250 each; six opportunities)

Sponsors receive signage and the opportunity to network with members. Distribution of promotional literature is also allowed during the breakfast.

Pre-Conference Workshops (\$3,250 each; two opportunities)

The workshops will occur on Wednesday. Each workshop is two hours in length. Sponsors receive signage, the opportunity to distribute promotional literature and announced recognition.

Educational Breakout Sessions (\$3,250 each; multiple opportunities available)

Signage thanking sponsor, public recognition at the beginning of your sponsored breakout session plus literature distribution.

Small Giveaway Item (\$3,250; one opportunity)

Your company's logo and website, along with the Council logo and website, will appear on the item chosen to give to all participants.

Refreshment/Networking Break Co-Sponsorships (\$3,250 each; four opportunities)

Includes coffee, soft drinks and a treat. Sponsors receive signage and the opportunity to network with members. Distribution of promotional literature is also allowed during the networking break.

Conference Scholarship for a Credit Union Attendee (\$3,250 each)

Sponsorship includes one credit union scholarship for attendance at the conference. Recognition will be through signage, announcement at the membership lunch and conference APP and website. We don't reveal the names of the scholarship recipients, but they are made aware of the sponsors who contribute to the scholarship fund and make it possible for them to attend.

Optional Tabletop Display Space or 10x10 Booth Space

Vendors who first sponsor an item or event have the opportunity to purchase a tabletop display space in the "welcome center" of the conference for \$1,650 or 10x10 booth space for \$3,500 where they can display their products and services throughout the conference. All conference breakfasts, refreshment breaks, Welcome Reception, and Diamond Award winner kiosks take place in the welcome center to



provide sponsors with maximum exposure. You will receive a 6-foot draped table or 10-foot booth space, and will be charged for internet access, electrical connection, and other services requested.

- 6' Tabletop Display Space with two chairs (\$1,650)
- Booth Space includes 10x10 area, 6' draped display table and two chairs (\$3,500)

Vendor Representative Information

Our sponsorship program allows sponsors to attend all educational sessions, meal functions and networking events along with the credit union attendees. Over the years, past attendees from both the credit union side and supplier side have cited the value of vendor representatives as a part of the whole conference, not just those limited "welcome center opportunities." For that reason, we don't offer a pass for "non-session attendees" who simply wish to staff your display. Additional registrants beyond the number of complimentary registrations included with your sponsorship are at the rate of \$999 each.

Additional participants from the same firm (not affiliates) may also attend based on the sponsorship level in which you commit.

Sponsor Deadlines

In order to get your name in the conference materials, sponsorship payment in full must be received no later than **February 8, 2019**. We do not guarantee the availability of any opportunity until we receive written confirmation of intent and establish its availability. Deposit must be made within 15 days of receiving confirmation and invoice. It is best to commit and remit payment early.

Enrollment

Please [complete the sign-up form](#) and submit no later than **February 8, 2019**. A confirmation email and invoice will be sent out when your sponsorship sign-up form is received, along with further details.

Payment Terms

A \$750 non-refundable deposit is required to reserve sponsorship. Payment in full must be received by **February 8, 2019** to guarantee placement in the Conference APP. If payment is not received by final due date, space may be released to other sponsors.

Cancellation Policy

Cancellations by a sponsor less than 60 days prior to the event will result in an administrative fee of 25% of the sponsorship package price being retained by CUNA. Additional funds already committed by CUNA are non-refundable unless CUNA can obtain an approved alternate sponsor. Any cancellation request must be in writing and sent via email to sponsorships@cuna.coop. Should an event be cancelled by CUNA, your sponsorship package price may be applied directly to another CUNA event,



or will be refunded. Sponsorships for printed items will be processed as soon as practicable by CUNA. Sponsorships for items already imprinted are not refundable.

Activity Guidelines

The purpose of the Sponsorship Program is to provide vendors with the opportunity to support the annual conference and in return receive considerable name recognition and direct networking opportunities. We request that our Sponsors use good judgment and business practices while interacting with our attendees. Activities or behaviors considered less than productive jeopardize the value of the conference for our attendees and may result in termination of the Sponsor relationship.

No activities may be scheduled at any time that will draw participants away from sessions or other conference activities.

Attendee emails will be shared with you solely for your use as a sponsor for this event. You may not use those emails for other purposes, or share them with any third parties.

Any activity not sanctioned by the CUNA Councils may not be advertised as part of the Sponsorship Program. The Council reserves the right to prohibit distribution of non-sanctioned materials within the designated conference areas of the hotel.

Additional participants from the same firm (not affiliates) may also attend based on the sponsorship level in which you commit.

Participation in the Sponsorship Program should not be viewed as an endorsement by the Council.

Contact Information

If you have any questions, or if you already know what category/event you would like to sponsor, contact CUNA, at 1-800-356-9655, ext. 4018 or sponsorships@cuna.coop. All participation will be subject to CUNA Marketing & Business Development Council Executive Committee approval.

Updated 10/9/2018