CUNA Lending 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

- **Diamond Level** ($15,000) – 3 comp conference passes; ability to purchase up to 4 more at the $1,099 sponsor rate.
- **Platinum Level** ($10,000) – 2 comp conference passes; ability to purchase up to 3 more at the $1,099 sponsor rate.
- **Gold Level** ($7,500) – 1 comp conference pass; ability to purchase up to 3 more at the $1,099 sponsor rate.
- **Silver Level** ($4,750) – 1 comp conference pass; ability to purchase 1 more at the $1,099 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 a 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:
### DIAMOND LEVEL ($15,000)

**Conference “Welcome” Reception ($15,000; one opportunity)**
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.

### PLATINUM LEVEL ($10,000)

**Awards Luncheon ($10,000; one opportunity)**
A plated luncheon followed by an awards celebration that includes the Rising Star Award, Excellence in Lending Awards and presentation of the Phil Greer Lifetime Achievement Award. As a sponsor, you will receive respective signage, podium time, and the opportunity to distribute promotional literature.

**Crash Event ($10,000; one opportunity)**
Sponsorship helps to fund 10 Crashers to the conference. The Crashers will be attending many of the conference sessions and will also be working together as a group throughout the week.

**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.

**Membership Luncheon ($10,000; 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.

### GOLD LEVEL ($7,500)

**Attendee Gift ($7,500; two opportunities)**
Your company's logo and website, along with the Council logo and website, will appear on the item chosen to give to all participants.

**Breakfast ($7,500; three opportunities)**
Includes hot food items, coffee, tea, juices, pastries and fruit. As a sponsor, you will receive respective signage and the opportunity to distribute promotional literature.

**Customized Hotel Key Cards ($7,500; one opportunity)**
Your company’s artwork will appear on all conference attendees’ hotel room key cards.

**General Session ($7,500; three opportunities)**
The sponsor for these popular general sessions will receive exclusive signage, podium time, along with an opportunity to distribute promotional literature.

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CUNA Councils  
5710 Mineral Point Rd, Madison, WI 53705  
[cunacouncils.org](http://cunacouncils.org)
**Charging Station ($7,500; three opportunities)**
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 Exhibit Hall. 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 ($7,500 each; three opportunities)**
Conference attendees will thank you for quenching their thirst with water stations located in several areas of the Exhibit Hall 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.

**Mobile Phone APP ($7,500; one opportunity)**
Multiple in-app sponsorships and ad opportunities to expose attendees to your company before, during and after the conference. Includes a rotating banner ad provided by your company.

**Social Event – Contributing Sponsorships ($7,500; 10 opportunities)**
Attendees and their guests will experience a delightful evening of networking and fun. Sponsors included on signage and public recognition at this event.

**Tote Bags ($7,500; one opportunity)**
Council branded tote bag with your company logo and website.

**Wireless Internet ($7,500; one opportunity)**
Wireless internet service for conference attendees in the Welcome Center and all conference session rooms.

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### SILVER LEVEL ($4,750)

**Badge Lanyards ($4,750; one opportunity)**
Your company's name will appear on the lanyards. Great exposure throughout the conference and beyond.

**Educational Breakout Sessions ($4,750; several opportunities available)**
Signage thanking sponsor, public recognition during the beginning of your sponsored breakout session plus literature distribution at the breakout session.

**First-Time Attendee Reception ($4,750; one opportunity)**
Signage thanking sponsor, public recognition during the beginning of the sponsored reception plus literature distribution at the reception.
Optional 10x10 Booth Space ($3,950)
Vendors who first sponsor an item or event at the Gold Level ($7,500) or higher, have the option of purchasing a 10x10 booth space (for an additional $3,950) to use throughout the conference. Limited space is available.

All conference breakfasts, refreshment breaks, and Welcome Reception will take place in the exhibit hall to provide sponsors with maximum exposure. You will receive a 10-foot booth space with (1) 6-foot draped table and (2) chairs and electrical connection. You will be charged for hard-wired internet access and other services requested.

Optional Tabletop Display Space ($1,750)
Vendors who first sponsor an item or event at the Silver Level ($4,750), have the option of purchasing a tabletop display space (for an additional $1,750) to use throughout the conference. Limited space is available.

All conference breakfasts, refreshment breaks, and Welcome Reception will take place in the exhibit hall to provide sponsors with maximum exposure. You will receive (1) draped highboy table with (2) bar stools in a designated area of the ballroom.
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 $1,099 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 will have to be processed no later than September 18, 2020. Sponsorship is always welcome, but agreements made after that date may not be mentioned in the conference materials. Payment must be made prior to sponsorships being accepted. We do not guarantee the availability of any opportunity until we receive written confirmation of intent and establish its availability. Payment must be made within 15 days of confirmation. It is best to commit and remit payment early.

Enrollment

Please complete the sign-up form and submit payment no later than September 18, 2020. 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 September 18, 2020 to guarantee placement in the conference materials. 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 Lending Council Executive Committee approval.

Updated 1/20/2020