



EXPOSURE / BRAND RECOGNITION / DRIVE SALES

If building stronger relationships with Kentucky's financial institutions is valuable to your business, then sponsoring one of the KBA's many events is invaluable to your success!

ANNUAL KBA MARQUEE EVENTS

Spring Conference*

April 23-25, 2023

French Lick Resort & Casino

French Lick, Indiana

175-200 attendees:

President/CEOs, C-Suite

Golf Tournament

Sponsorship & Exhibiting opportunities

Annual Convention*

September 23-26, 2023

The Broadmoor

Colorado Springs, Colorado

400-450 attendees:

Directors, President/CEOs, C-Suite

Golf Tournament

Sponsorship & Exhibiting opportunities

**Participation at KBA's annual events is exclusive to KBA Associate Members only. If you're not a member, please contact Selina Parish, KBA Director of Membership sparrish@kybanks.com to discuss membership. Sponsorship is required for all Associate Members to be eligible to attend Spring Conference and/or Annual Convention.*

KBA SPONSORSHIPS / FOR MORE INFORMATION CONTACT

Nina Gottes / ngottes@kybanks.com / 513-293-2467 / kbasponsorship.com

SPONSORSHIP PACKAGES

COMMONWEALTH \$3500 - attend both events

Spring Conference

1 complimentary registration

Annual Convention

1 complimentary registration

Commonwealth benefits include recognition in promotional materials for the event(s), company name listing in the on-site program, identification as sponsor on name badge, advance attendee list, logo displayed on the sponsor slide show, and 5% discount on 2023 print ads in KENTUCKY BANKER magazine.

BLUEGRASS SPONSORS – attend one event

BLUEGRASS \$5000 (SC)

Spring Conference only

1 complimentary registration

1 Exhibit Booth

1 golf tournament registration

BLUEGRASS \$6000 (AC)

Annual Convention only

1 complimentary registration

1 Exhibit Booth

1 golf tournament registration

Bluegrass benefits include all the Commonwealth benefits PLUS company logo displayed on the sponsor slide show, 10% discount on 2023 print ads in KENTUCKY BANKER magazine.

THOROUGHBRED \$9000 - attend both events

Spring Conference

1 complimentary registration

1 Exhibit Booth

1 golf tournament registration

Annual Convention

1 complimentary registration

1 Exhibit Booth

1 golf tournament registration

Thoroughbred benefits include all Bluegrass benefits PLUS golf hole sponsorship sign at one event, 2 LinkedIn posts per calendar year, 15 % discount on 2023 print ads in KENTUCKY BANKER magazine.

COLONEL \$12000 – attend both events

Spring Conference

2 complimentary registrations

1 Exhibit Booth

2 golf tournament registrations

Annual Convention

2 complimentary registrations

1 Exhibit Booth

2 golf tournament registrations

Colonel benefits include all Thoroughbred benefits PLUS a half-page ad in the convention program, one dedicated email blast prior to convention, 4 LinkedIn posts per calendar year, 20 % discount on 2023 print ads in KENTUCKY BANKER magazine.

*KBAccess Event Pass \$1500

The KBAccess Event Pass is the minimum requirement for vendors not wanting to purchase a 2023 Sponsorship Package outlined below. The Event Pass costs \$1500 and is a one-time charge per calendar year. Registration fees for events are sold separately. No additional benefits are included. This fee is waived for sponsorship packages purchased for Commonwealth and higher.

KBA SPONSORSHIPS / FOR MORE INFORMATION CONTACT

Nina Gottes / ngottes@kybanks.com / 513-293-2467 / kbasponsorship.com

Maximize your company's visibility at each event!

SPRING CONFERENCE

Hotel Key Cards (Exclusive)	\$2,000
Attendee Folders (Exclusive)	\$2,000
Badge Lanyards (Exclusive)	\$2,000
Introduce Speaker	\$1,500
Sunday Reception	\$1,500
Breakfast (2)	\$1,500
Monday Reception	\$1,500
Monday Progressive Dinner Station Sponsor	\$1,500
Candy Basket at Registration Desk (Exclusive)	\$1,000
Notepads with company logo (Exclusive)	\$1,000
Charging Station (Exclusive)	\$1,000
Refreshment Break (2)	\$1,000
Coffee Station (Exclusive)	\$1,000
Company-provided Table Gifts	\$250
Company-provided pens (Exclusive)	\$250
Attendee Folder Insert	\$250
Door prize (Co. provided, \$250 minimum value)	0

CORN HOLE TOURNAMENT

Beverage Cart	\$1,500
---------------	---------

GOLF TOURNAMENT

Beverage Cart	\$1,000
Golf Cart	\$500
On course hole sponsor	\$250
Golf Swag/Prizes	N/A

ANNUAL CONVENTION

Hotel Key Cards (Exclusive)	\$3,000
Attendee Folders (Exclusive)	\$2,500
Badge Lanyards (Exclusive)	\$2,500
Introduce Closing Speaker (2)	\$2,500
60-Second Commercial (6)	\$2,000
Sunday Reception with Exhibitors	\$2,000
Notepads with company logo (Exclusive)	\$1,500
Saturday Welcome Reception	\$1,500
Charging Station (Exclusive)	\$1,500
Meeting Room WiFi (Exclusive)	\$1,500
Breakfast (2)	\$1,500
Refreshment Break (2)	\$1,500
Coffee Station (Exclusive)	\$1,500
Candy Basket at Registration Desk (Exclusive)	\$1,000
Saturday Hotel Room Drop	\$1,000
Company-provided Table Gifts	\$250
Company-provided pens (Exclusive)	\$250
Attendee Folder Insert	\$250
Door prize (Co. provide, \$250 minimum value)	

GOLF TOURNAMENT

Box Lunch Sponsor	\$2,000
Beverage Cart	\$2,000
Golf Cart	\$500
On course hole sponsor	\$250
Golf Swag/Prizes	N/A

The above sponsorship packages are standard options but can be customized. Let's work together to maximize your budget and design a sponsorship package that works for you.

Not seeing what you have in mind? We're delighted to discuss alternative sponsorship ideas.

Sponsorship Deadlines:

In an effort for the KBA and sponsoring organization ample time to execute the full details of the event, the commitment deadline for Spring Conference is March 31st, 2022 and commitment deadline for Annual Convention is August 25, 2022. Commitments received after the deadline date are subject to the Kentucky Bankers' review and discretion of stated deliverable.

KBA SPONSORSHIPS / FOR MORE INFORMATION CONTACT

Nina Gottes / ngottes@kybanks.com / 513-293-2467 / kbasponsorship.com

KBA EDUCATION ALLIANCE

All KBA Education Alliance sponsorship opportunities include A unique opportunity to engage with member banks in an intimate setting, Recognition from podium and prominent signage (where applicable) during the event, and advance list of attendees

LIVE SEMINARS

Hot topics that are presented by thought leaders and subject matter experts in the financial services industry. Approximately 20-25 bankers per event. Note: Events are subject to change and new events may be added throughout the year.

- CFO
- Human Resources
- Marketing
- Regulators Forum – Bowling Green- June 21, 2023 | Lexington- June 23, 2023
- Credit/Lending

Candy/Snack Basket	\$300
Breakfast	\$500
Lunch	\$1,000
Company provided table gift	
Speaking Opportunity	Ask Nina

BANKING SCHOOLS

In-depth training for new and experienced bankers.

- **Foundations of Banking School – December 2023**
Approximately 10-15 banker students
- **Consumer Lending School – May 8-11, 2023**
Approximately 15 banker students
- **General Banking School – June 5-9, 2023**
Approximately 90 banker students
- **Commercial Lending School – September 11-15, 2023**
Approximately 10-15 banker students

Snack Box	\$500
Lunch	\$1,000
Company-provided table gift or brochure	
Company to host “Happy Hour” and/or Dinner	Ask Nina

KBA SPONSORSHIPS / FOR MORE INFORMATION CONTACT

Nina Gottes / ngottes@kybanks.com / 513-293-2467 / kbasponsorship.com



WOMEN IN BANKING August 2023

A unique 2-day conference designed to encourage, support, and inspire women in the workplace across the Commonwealth. *Approximately 100 attendees*

Participating Sponsor (includes exhibit table + 1 attendee)	\$500
Candy Basket	\$500
Introduce Keynote Speaker (includes brief company intro, exhibit table + 1 attendee)	\$1000
Breakfast	\$1000
Lunch	\$1500
Cocktail Reception	\$1500
Company provided a gift for attendee gift bag	N/A



BANKING INNOVATION October 2023

Providing community banks with the latest information on navigating relationships with fintech companies, regulatory guidance, and innovative best practices to modernize the community banking model. *Approximately 75- 100 attendees.*

8-Minute Innovation Showcase Presentation (6 available)	\$1000
Participating Sponsor (includes exhibit table + 1 attendee)	\$500
Refreshment break	\$500
Breakfast	\$1000
Lunch	\$1500
Speaking Opportunity (includes exhibit table + 1 attendee)	Ask Nina

KBA SPONSORSHIPS / FOR MORE INFORMATION CONTACT
 Nina Gottes / ngottes@kybanks.com / 513-293-2467 / kbasponsorship.com



ANNUAL BANKERS DAY IN FRANKFORT (TBD)

Approximately 25-30 attendees

Box Lunch Sponsor

\$1000



WASHINGTON DC TRIP July 16-19, 2023

Approximately 25-30 attendees

Sunday Dinner

\$2000

Shuttle / Transportation

\$1,500

Tuesday Breakfast

\$1,000

Host Dinner/Event for Attendees

Ask Nina



KBPAC GOLF OUTING October 2023

The KBA hosts an annual KBPAC Golf outing/fundraiser with our member banks.

Approximately 55-60 banker golfers.

Box Lunch

\$1000

Beverage Cart

\$1000

Awards Reception

\$1000

Golf Cart Sponsor

\$500

Hole Sponsor (sign only)

\$250

On Course Hole Sponsor

\$250

Swag Bag/Tee Gift

Ask Nina

KBA SPONSORSHIPS / FOR MORE INFORMATION CONTACT

Nina Gottes / ngottes@kybanks.com / 513-293-2467 / kbasponsorship.com

BANKERS ROUNDTABLE MEETINGS

Quarterly Bankers Roundtable VIRTUAL

When you sponsor one of KBA's virtual Quarterly Bankers Roundtables, you receive an exclusive opportunity to have the first 25 minutes of the meeting to discuss a hot topic (no sales pitch).

Approximately 75-85 bankers per meeting.

COMPLIANCE ROUNDTABLE: discussing key issues related to compliance, regulatory, and examination concerns.

RISK ROUNDTABLE: discussing key issues related to regulatory and examination concerns.

March | June | September | November

\$2000 per quarter per roundtable

Quarterly Bankers Roundtable IN PERSON

Not topic-specific, in-person: Includes the opportunity to host a dinner with the attendees the evening prior and then have the first 25 minutes of the in-person meeting agenda the next day. *Approximately 15-20 bankers per meeting*

~~March~~ | June | September | November

\$500 per quarter
+ cost of dinner

GROUP MEETINGS **May 2023**

The KBA team travels to each area of the state to meet with bankers in each group in a centralized location to share and discuss industry updates and concerns. As a Group Meeting Sponsor, your company's logo will be visible at the selected meeting, and you can provide a brochure, business cards, and/or logo gift to be handed out at the meeting. *Note: meeting is confidential and the sponsor may not attend in person.* \$300 per Group Meeting.

Group 1 – Paducah

Group 2 Madisonville

Group 3/5 Louisville

Group 4 – Bowling Green

Group 6 Lexington

Group 7 Corbin

Group 8- No. Kentucky

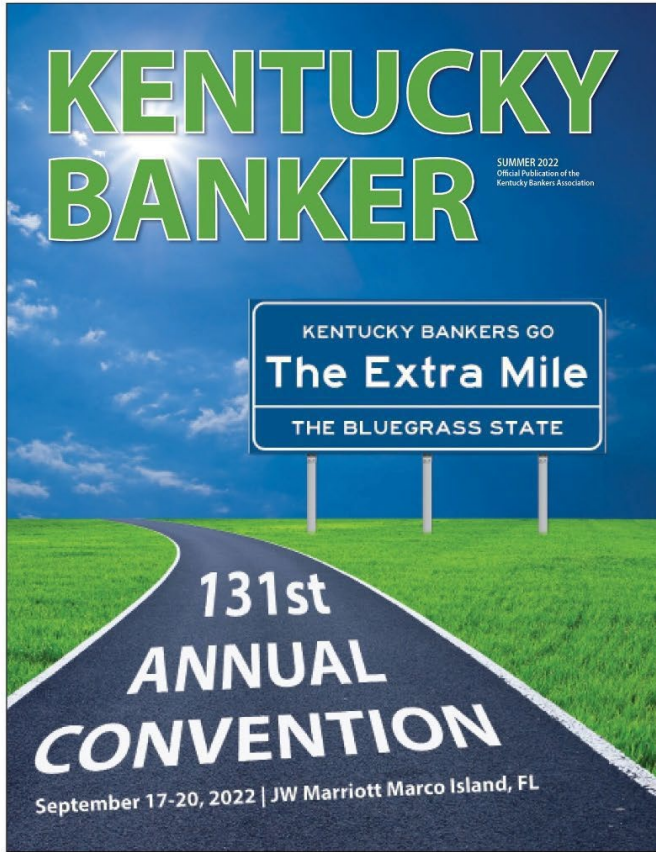
Group 9 Prestonsburg

KBA SPONSORSHIPS / FOR MORE INFORMATION CONTACT

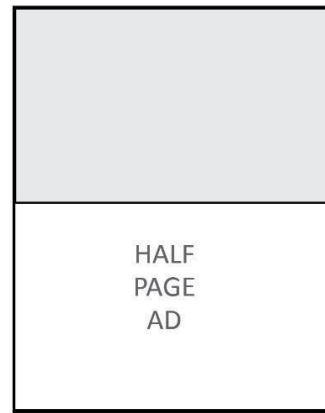
Nina Gottes / ngottes@kybanks.com / 513-293-2467 / kbasponsorship.com

KENTUCKY BANKER Magazine

Our bi-monthly publication offers THE most concentrated readership of the people you WANT to reach. More than 8000 people reached each issue!



FULL
PAGE
AD



HALF
PAGE
AD

2023 AD PACKAGES	1x	3x	6x
FULL PAGE	\$1400	\$1300	\$1200
HALF PAGE	\$1000	\$900	\$800
INSIDE COVER FP	NA	NA	\$1400
BACK COVER 2/3	NA	NA	\$1300
ADVERTORIAL	\$1400	\$1300	\$1200

Must be a KBA Associate Member for 3x/6x pricing. Non-members ineligible for 3x/6x pricing.

2023 ISSUE	AD DEADLINE	ARRIVES
January/February	January 18	February
March/April	March 16	April
May/June	May 25	June
July/August	July 20	August
September/October	September 7	October
November/December	November 2	December

SPECIFICATIONS

FULL PAGE: 8.5" x 11" FULL COLOR
 HALF PAGE: 8.5" x 5.5" FULL COLOR
 BLEED PREFERRED OPTIONAL .25"
 FILES ACCEPTED .jpeg & PDF
 RESOLUTION 300dpi minimum
 CMYK COLORS preferred

MAGAZINE QUESTIONS

Josh Fischer, Managing Editor
 jfischer@kybanks.com

TO PURCHASE AN AD

Nina Gottes, Sponsorship &
 Business Development
 ngottes@kybanks.com

KBA SPONSORSHIPS / FOR MORE INFORMATION CONTACT

Nina Gottes / ngottes@kybanks.com / 513-293-2467 / kbasponsorship.com



KENTUCKY BANKER MAGAZINE | 2023 INSERTION ORDER

DATE	
ADVERTISER	
CONTACT	
BILLING ADDRESS	
PHONE	
EMAIL	
BILL TO	

AD DETAILS

AD SIZE	Full Page Ad <input type="checkbox"/> Half Page Ad <input type="checkbox"/>
AD RATE (PER INSERTION)	Full Page \$1400 1x \$1300 3x \$1200 6x Half Page \$1000 1x \$900 3x \$800 6x

AD FREQUENCY

- Jan/Feb 2023
- Mar/April 2023
- May/June 2023
- July/Aug 2023
- Sept/Oct 2023
- Nov/Dec 2023

Ad Art Deadline

- January 17
- March 14
- May 23
- July 20
- September 7
- November 2

AD SPECIFICATIONS

FULL PAGE 8.5" x 11" 4C / CMYK
 HALF PAGE 8.5" x 5.5" 4C / CMYK
 BLEED .25" Preferred
 FILES jpeg or PDF
 RESOLUTION 300 dpi

AD SPEC QUESTIONS? email Josh Fischer, Managing Editor jfischer@kybanks.com

SIGNATURE	
PRINTED NAME	
TITLE	
DATE	

RETURNED COMPLETED INSERTION ORDER FORM TO: **Nina Gottes** ngottes@kybanks.com



TERMS & CONDITIONS

1. Kentucky Banker Magazine Ratecard (RC) as published for the year in which the requested Insertion Order (IO) appears and its specifications are incorporated herein by reference.
2. Regular rates for an IO are as they appear in the 2023 RC.
3. Any requested variation from the specifications provided in the RC shall be made or not at the sole discretion of the Managing Editor and shall result in the imposition of additional charges.
4. Finished artwork (ready for printer) must be received by Managing Editor by the agreed-upon due date provided in the RC, or by the Managing Editor, for the selected issues for insertion.
5. A new finished artwork file is needed before each subsequent issue due date, even if it is the same as a previous issue.
6. Insertion requests or changes must be made in writing to the Managing Editor.
7. Any insertion requests or changes submitted after the finished artwork has been received or after the due date, whichever is earlier, shall be accepted at the sole discretion of the Managing Editor. If such requests or changes are denied, advertiser may elect to pull the finished artwork, but there shall be no refund or credit for the contract amount and such amount shall be invoiced as if the ad had been included.
8. Insertions cancelled prior to the due date will be billed at the agreed to rate. Insertions cancelled after the due date will be made at the sole discretion of the Managing Editor and additional charges shall be imposed.
9. Insertion space is sold on a first-come, first-served basis. Available insertion space will be determined at the Managing Editor's sole discretion.
10. Advertiser represents that the content of artwork or advertorial language is authorized for publication, in its entirety. Advertiser shall indemnify Kentucky Bankers Association and its affiliates and subsidiaries from and against any loss or expense, including, without limitation, reasonable attorney's fees resulting from claims or suits based upon the contents or subject matter of any Insertion including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
11. Advertiser is fully responsible for all errors in content or finished artwork provided.
12. Insertions simulating editorial style are not acceptable and such designation, including appropriate advertorial content, will be determined at the sole discretion of the Managing Editor. Managing Editor may reject, at his sole discretion, any advertising for any reason including on the basis of form, content, or availability of space.
13. Invoices not paid within 30 days of the invoice date may result in late fees and/or revocation of future insertions revoked. Such revocation shall not void payment of contract amounts owed.
14. Advertiser may provide credit card information to publisher for automatic billing.