



Brand Exposure.
Community Engagement.
Laser Targeted Networking.

THE KBA SPONSORSHIP GUIDE

Where Connections Spark Success!

Welcome to the Kentucky Bankers Association's 2024 Sponsorship Guide, your passport to unparalleled brand recognition and connection. Explore the diverse range of sponsorship packages designed to cater to your unique objectives and strategies.

The Essential Sponsorship Package

Our essential package offers fixed opportunities to participate in KBA's premier events, including Spring Conference and Annual Convention. These packages come with additional avenues to elevate your brand.

The Custom Sponsorship Package

Everyone is different! Our custom packages are exclusively designed for companies seeking tailor made solutions. Create your personalized sponsorship package by cherry picking from our extensive list of sponsorship, exhibiting, and advertising options, aligning them with your strategic goals.

Have a new sponsorship idea? Let us know!

If you have a unique sponsorship concept that goes beyond our 2024 brochure offerings, share your vision with us. We're dedicated to recognizing our Associate Members in distinctive ways, and we'll work closely with you to bring your ideas to life.

For more information, contact Nina Gottes:
ngottes@kybanks.com
513-293-2467
www.kbasponsorship.com



ANNUAL PREMIERE EVENTS

Your chance to get in front of our biggest audiences of the year.

SPRING CONFERENCE

April 21 - 23, 2024
French Lick Resort & Casino
French Lick, IN
175 - 200 attendees
Presidents/CEOs, C-Suite
Sponsorship & Exhibiting Options
Golf Tournament

ANNUAL CONVENTION

September 22 - 25, 2024
The Omni Homestead
Hot Springs, VA
425-450 attendees
Directors, Presidents/CEOs, C-Suite
Sponsorship & Exhibiting Options
Golf Tournament



KBACCESS EVENT PASS

The KBAccess Event Pass at \$1500 per calendar year is the vendor's minimum requirement, excluding 2023 Sponsorship Packages. It covers access to events; additional benefits are not included. This fee is waived for Commonwealth and higher sponsorship packages. Event registration fees are separate.

COMMONWEALTH

\$3,500 - 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 2024 print ads in KENTUCKY BANKER magazine.

BLUEGRASS

Attend one event

Spring Conference - \$5,000	Annual Convention - \$6,000
1 Complimentary Registration	1 Complimentary Registration
1 Exhibit Table	1 Exhibit Booth
1 Golf Tournament Registration	1 Golf Tournament Registration

Bluegrass benefits include all the Commonwealth benefits PLUS company logo displayed on the sponsor slide show, 10% discount on 2024 print ads in KENTUCKY BANKER magazine.

THOROUGHBRED

\$10,000 - Attend Both Events

Spring Conference	Annual Convention
1 Complimentary Registration	1 Complimentary Registration
1 Exhibit Table	1 Exhibit Booth
1 Golf Tournament Registration	1 Golf Tournament Registration

Thoroughbred benefits include all Bluegrass benefits PLUS golf hole sponsorship sign at one event, 15 % discount on 2024 print ads in KENTUCKY BANKER magazine.

COLONEL

\$13,000 - Attend Both Events

Spring Conference	Annual Convention
2 Complimentary Registration	2 Complimentary Registration
1 Exhibit Table	1 Exhibit Table
2 Golf Tournament Registration	2 Golf Tournament Registration

Colonel benefits include all Thoroughbred benefits PLUS a half-page ad in the convention program, one vendor spotlight email blast prior to convention, 20 % discount on 2023 print ads in KENTUCKY BANKER magazine.



EDUCATION EVENTS

**Get your brand in
front of tomorrow's
rising stars.**



FOUNDATIONS IN BANKING

December 4 - 8, 2023

Louisville, KY

CONSUMER LENDING

May 6 - 9, 2023

Louisville, KY

GENERAL BANKING SCHOOL

Year 1 - June 3 - 7, 2024

Year 2 - June 3 - 7, 2024

COMMERCIAL LENDING SCHOOL

September 2024 (TBD)

Louisville, KY

SPONSORSHIP OPPORTUNITIES

LUNCH

\$1,500 (includes brief company introductions)

REFRESHMENT BREAK

\$1,500 (exclusive - sponsor for each day)

SOCIAL HOUR

General Banking School only; 60-75 attendees)

Contact Nina Gottes for details



The KBA FRAUD ACADEMY

**A new KBA event
that has the entire
industry talking.**

August 6 -8, 2024
Hilton Downtown, Lexington
100 - 150 attendees

SPONSORSHIP DEADLINE - 7/01/24

All sponsorships include one complimentary attendee registration, signage, and recognition from podium.

*Ask about opportunities to provide company prizes!



PARTICIPATING SPONSOR

3 days / \$2500 Includes Exhibit Table

BREAKFAST

3 days / \$2,500

MID-DAY BREAK

3 days / \$1,000

LUNCH

2 days / \$3,500

COCKTAIL RECEPTION

\$5,000

HOTEL KEY CARD

\$1,000

BADGE LANYARDS

\$1,000





GOVERNMENTAL RELATIONS

**Support the future
of our industry!**



BANKERS DAY IN FRANKFORT

Date TBD

35-40 attendees

Lunch : \$1,500

WASHINGTON DC TRIP

November 10-13, 2024 (date subject to change)

30-35 attendees

Breakfast Day 1 : \$2000

Breakfast Day 2 : \$2000

Lunch Day 1 : \$2500

Shuttle Transportation : \$2500

KBPAC GOLF OUTTING

June 2024 (Date TBD)

Beverage Cart : \$1500

Reception : \$1500

Golf Cart Sponsor : \$500

Hole Sponsor (attendee hosted) : \$500

Hole Sponsor (sign only) : \$250

Company provided golf gift : \$N/A



BANKERS' ROUNDTABLE

A quarterly roundtable event where you take center stage!

Roundtables:

COMPLIANCE (Virtual)

Discussing key issues related to compliance, regulatory, and examination concerns.

RISK (Virtual)

Discussing key issues related to regulatory and examination concerns.

HUMAN RESOURCES (Virtual)

Discussing key issues related to HR trends, regulations, and best practices.



VIRTUAL : \$2,500 PER QUARTER

75-80 attendees

When you choose to sponsor one of KBA's virtual roundtables, you gain an exclusive opportunity to lead the conversation for the first 25 minutes of the meeting, focusing on a pertinent and engaging topic (without any sales pitch).

*Dates set 45-60 days in advance.

IN-PERSON : \$1,000 PER QUARTER

15-20 attendees

Sponsoring an in-person Quarterly Bankers Roundtable, which is not topic-specific, offers organizations a unique and prestigious opportunity to engage with banking professionals and key decision-makers in a setting conducive to valuable interactions and relationship-building. This type of sponsorship typically includes hosting a dinner the evening prior to the participating attendees and leading the discussion for the first 60 minutes of the meeting agenda the next day.

*Dates set 45-60 days in advance.



WOMEN IN BANKING

**A high energy
leadership &
empowerment
conference.**

August 2024
Louisville, KY
170 - 200 Attendees

SPONSORSHIP DEADLINE - 7/1/2024

All sponsorships include one complimentary attendee registration, logo on event marketing + signage, slideshow, and recognition from podium. Additional sponsor attendee(s) at 25% discounted rate.



PARTICIPATING SPONSOR

\$1,000

Includes Exhibit Table

SPEAKER INTRODUCTION

\$1,000

Includes Exhibit Table

COCKTAIL RECEPTION

\$2,500

BREAKFAST

\$1,500

LUNCH

\$2,000

REFRESHMENT BREAK

\$1,000

BRANDED KEY CARD

\$1,500

LANYARDS

\$1,000

PHOTO BACKDROP

\$1,500

ADVERTISEMENT IN PROGRAM

\$750

DOOR PRIZE GIFTBASKET

\$250 value

ATTENDEE GIFT BAG DONATION

min. quantity of 200



BANKING INNOVATION

Discover tomorrow's banking tech today in this cutting edge conference.

October 2024
Lexington, KY
50 Attendees

All sponsorships include one complimentary registration, logo on event marketing and signage. Recognition from the podium. Opportunity to provide a raffle prize to attendees. Additional sponsor attendee(s) registration receive a 25% discount.

PARTICIPATING SPONSOR

\$500

Includes Exhibit Table

REFRESHMENT BREAK

\$500

BREAKFAST

\$1,000

LUNCH

\$1,500

SPONSORED SPEAKER

\$1,500





ADDITIONAL SPONSORSHIPS

SPRING CONFERENCE

Hotel Key Cards	\$2,000
Attendee Folders	\$2,000
Badge Lanyards	\$2,000
Advertisement Slide	\$1,500
Introduce Speaker	\$1,500
Sunday Reception	\$1,500
Breakfast (2) sign	\$1,500
Monday Reception	\$1,500
Meeting Room WiFi	\$1,500
30-Second Commercial	\$1,500
Candy Basket at Registration Desk	\$1,000
Notepads with company logo	\$1,000
Refreshment Break (2)	\$1,000
Coffee Station	\$1,000
Directional Floor Decals	\$1,000
Company provided gift given at registration	\$1,000
Photo slide show during dinner	\$1,000
Company collateral at each seat	\$500
Vendor Spotlight Email	\$500
Company-provided Table Gifts	\$250
Company-provided pens	\$250
Door prize (Co. provided, \$250 minimum value)	\$0

GOLF TOURNAMENT

Box Lunch	\$2,500
Beverage Cart	\$1,500
Drawstring golfer goodybag	\$1,000
Golf Cart	\$500
On course hole sponsor	\$250
Golf Swag/Prizes	0

ANNUAL CONVENTION

Hotel Key Cards	\$3,000
Signature Drink at Welcome Reception	\$3,500
Attendee Folders	\$2,500
Badge Lanyards	\$2,500
Introduce Closing Speaker	\$2,500
Advertisement Slide	\$2,000
60-Second Commercial	\$2,000
Sunday Reception with Exhibitors	\$2,000
Notepads with company logo	\$1,500
Saturday Welcome Reception	\$1,500
Meeting Room WiFi	\$1,500
Breakfast	\$1,500
Refreshment Break	\$1,500
Coffee Station	\$1,500
Saturday Hotel Room Drop	\$1,000
Directional Floor Decals	\$1,000
Photo slide show during banquet	\$1,000
Company provided gift given at registration	\$1,000
Company Collateral at each seat	\$500
Vendor Spotlight Email	\$500
Company-provided Table Gifts	\$250
Company-provided pens	\$250
Door prize (Co. provide, \$250 minimum value)	\$0

GOLF TOURNAMENT

Box Lunch Sponsor	\$2,500
Beverage Cart	\$2,500
Drawstring golfer goodybag	\$1,000
Golf Cart	\$500
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