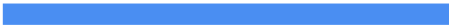


2025 Sponsorship Guide



Kentucky Bankers Association

KBA Sponsorship is your VIP Access Pass to exclusive brand recognition and meaningful connections with YOUR target market –*banking professionals across the state of Kentucky.*

Visibility – enhance your brand presence

Interaction – Facilitate meaningful engagement with your target audience

Partnership – Foster connections that can lead to valuable collaborations and business opportunities

2025 Sponsorship Packages

Essential Sponsorship Package –

The essential sponsorship package offers our Associate Members a fixed opportunity to attend, exhibit and/or golf at KBA's Premier Events: Spring Conference and Annual Convention. Branding options may be added to this package.

Custom Sponsorship Package –

Our custom sponsorship packages are designed for our Associate Members seeking tailor-made solutions to meet their strategic goals. Cherry-pick from options offered throughout this guide.

Have a new idea? Let us know!

If you have a unique sponsorship concept, 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.



Annual Premier Events

Spring Conference

www.kbaspringconference.com

April 13-15, 2025
Hyatt Regency, Cincinnati, OH
150-175 attendees
President/CEO's; C-Suite

Annual Convention

www.kbaconvention.com

September 21-24, 2025
Omni Grove Park Inn, Asheville, NC
400-450 Attendees
Directors, President/CEO's, C-Suite

All sponsorship packages include – custom graphic for company social media posts, company recognition in print and digital event materials; sponsor identification on name badge, advance attendee list, logo on sponsor slide show and discounted print ads in Kentucky Banker Magazine.

COMMONWEALTH

\$3500 - Attend Both Events

Spring Conference | 1 registration

Annual Convention | 1 registration

BLUEGRASS

Attend one event - **\$5000** Spring Conference | **\$6000** Annual Convention

Spring Conference | 1 registration | Exhibit Booth | 1 Golf Tournament

Annual Convention | 1 registration | Exhibit Booth | 1 Golf Tournament

THOROUGHbred

\$10,000 - Attend Both Events

Spring Conference | 1 registration | Exhibit Booth | 1 Golf Tournament

Annual Convention | 1 registration | Exhibit Booth | 1 Golf Tournament

COLONEL

\$13000 - Attend Both Events

Spring Conference | 2 registration | Exhibit Booth | 2 Golf Tournament

Annual Convention | 2 registration | Exhibit Booth | 2 Golf Tournament

KBA Event Pass \$1500 *The KBA Event Pass is the minimum sponsorship requirement for companies to attend KBA's Premier Annual Events. It provides basic access but does not include additional benefits such as branding or premium exposure. Event registration is sold separately.*

AMPLIFY YOUR BRAND

Enhance your sponsorship package by adding one or more of these branding opportunities

at

Spring Conference

and/or

Annual Convention

	Spring Conference	Annual Convention
Premium Branding Opportunities		
Hotel Key Cards	\$3000	\$5000
Badge Lanyards	\$2500	\$3000
Tote Bags with Logo	\$2000	\$3000
WiFi Sponsorship	\$1500	\$2500
General Session Interaction Branding		
Introduce Keynote Speaker	\$1500	\$2000
30-60 Second Commercial	\$1500	\$2000
Networking Reception Branding		
Signature Cocktail	\$2000	\$3000
Opening Reception Sponsor	\$1500	\$2000
Reception with Exhibitors	\$1500	\$2000
Event Materials & Digital Branding		
Schedule of Events Page – Website	\$2000	\$2500
Banner Ad Event Emails (Selected)	\$1500	\$2000
Registration Packet (envelope)	\$1500	\$2000
Attendee Roster	\$1000	\$1500
On-Site Experience Branding		
Centerpieces for dinner	\$2000	\$3000
Directional Floor Decal/Sign	\$1500	\$2000
Photo Slide Show at Dinner/Banquet	\$1000	\$1500
First Night Room Drop	\$1000	\$1000
Food & Beverage Branding		
Breakfast (exclusive both days)	\$2000	\$3000
Refreshment Break (2 days)	\$1000	\$1500
Coffee Station (Logo Cups/Sign)	\$1000	\$1500
Water Station (Logo Cups/Sign)	\$1000	\$1500
Company Provided Branded Sponsorship		
Notebook/Notepads	\$250	\$500
Pens		
Collateral on Tables or inside Registration Packet		
Logo Gift on Tables		
Mints/Candy on Tables		
Door Prize (includes drawing winner)		

AMPLIFY YOUR BRAND

Enhance your sponsorship package by adding one or more of these branding opportunities

at

Spring Conference

and/or

Annual Convention

Golf Tournament Sponsorship

Box Lunch

\$2,000

\$2,500

Beverage Cart

\$2,000

\$2,500

Table setup during Registration

\$500

\$500

Golf Cart

\$500

\$1,000

On Course Hole Sponsorship

\$500

\$1,000

Company Provided Branded Sponsorship

Golfer Goody Bag Gift (i.e. tees, golf balls, golf towels)

Prize for 1st Place Team

Closest to the Pin Prize



Quarterly Bankers Roundtable

Bankers Roundtable offers a unique and exclusive opportunity to provide thought leadership on key issues impacting community financial institutions.

Quarterly Bankers Roundtable (Virtual)

Exclusive opportunity to lead the first 25 minutes of the virtual roundtable meeting.

Format: Virtual – 60 Minutes

Sponsorship Cost: \$2500 per quarter

Audience: 75-80 attendees per meeting

Compliance

Risk

Human Resources

Quarterly Bankers Roundtable (In-Person)

Benefits include hosting a dinner the evening prior and leading a 60-minute discussion at the start of the agenda the following day.

Format: In-Person

Sponsorship Cost: \$1000 per quarter

Audience: 15-20 attendees per meeting

Opportunity to discuss key issues financial institutions are facing today.

Education Alliance

Tailored Trainings for Kentucky Bankers

Gain premium exposure and direct engagement with your target audience.

Single Day Program

Exclusive Sponsorship - \$500

This exclusive sponsorship includes- 1 registration, advanced attendee list, logo placement on marketing emails, event signage, recognition from podium with 2-3 minutes to introduce company, opportunity to provide company collateral and/or gift.

Multi-Day Program

Sponsorship - \$1000

Sponsorship includes the opportunity to sponsor a breakfast, lunch, refreshment break or cocktail reception (where applicable) 1 registration, advanced attendee list, logo placement on marketing emails, event signage, recognition from podium with 2-3 minutes to introduce company, opportunity to provide company collateral and/or gift.

Events subject to change. View www.kybanks.com/education for more details.

Single Day Programs

Performing Commercial Evaluations
Cybersecurity Seminar
IRA Essentials Seminar
IRA Advanced Seminar
Security Seminar

Multi-Day Programs

BSA Conference
Consumer & Commercial Loan Documentation
Cash Flow Seminar
General Banking School
Regulators Forum (Lexington & Bowling Green)

Cocktail Reception \$5,000

Recognition as the sponsor for the evening reception.

Hotel Key Cards \$2,000

Your logo featured on hotel key cards for attendees staying at the event hotel.

Lanyards \$2,000

Company logo on attendee lanyards, providing constant visibility.

Attendee Tote Bag with Logo \$2,000

Branded tote bags for all attendees, ensuring visibility.

Coffee Sponsor \$1500

Branded coffee cups

Participating Sponsor \$2000

Includes one conference registration and a table-top exhibit space.

Breakfast Sponsor \$2,000

Prominent branding at the breakfast station.

Lunch Sponsor (1 of 2 days) \$2,000

Branding during the lunch service, with acknowledgment in the program.

Refreshment Break \$1,000

Recognition at refreshment stations throughout the event.

Fraud Prevention Pens \$1000

Branded fraud prevention pens, inserted in attendee tote bag.

Attendee Tote Bag Donation *Minimum 225 Items (Company-provided)* Opportunity to contribute branded items to attendee bags.



Fraud Academy

An immersive two-and-a-half-day program dives deeply into the most pressing fraud challenges facing financial institutions.

Audience: 200 in-person and 265 virtual attendees across the nation.

Sponsorship Benefits: Visibility, Recognition, Exposure.

August 2025 – Date & Location TBD

Custom Pashminal with Logo \$3,500

Exclusive branding on pashmina for attendees, providing a memorable takeaway.

Breakfast Sponsor \$2,000

Prominent branding at the breakfast station.

Cocktail Reception \$2,000

Recognition as the sponsor for the evening reception.

Hotel Key Cards \$2,000

Your logo featured on hotel key cards for attendees staying at the event hotel.

Lanyards \$2,000

Company logo on attendee lanyards, providing constant visibility.

Lunch Sponsor \$2,000

Branding during the lunch service, with acknowledgment in the program.

Attendee Gift Bag with Logo \$1,500

Branded gift bags for all attendees, ensuring visibility.

Participating Sponsor \$1,500

Includes one conference registration and a table-top exhibit space.

Photo Backdrop Sponsorship \$1,500

Company logo featured on a photo backdrop for attendee photos, creating lasting impressions.

Speaker Introduction \$1,500

Opportunity to introduce a featured speaker, showcasing your company's support.

Coffee Station - \$1000

Includes logo coffee cups

Refreshment Break \$1,000

Recognition at refreshment stations throughout the event.

Door Prize Gift Basket *Minimum Value: \$250 (Company-provided)*

Includes the opportunity to draw a winner during the event.

Attendee Gift Bag Donation *Minimum 225 Items (Company-provided)*

Opportunity to contribute branded items to attendee bags.



Women in Banking

Two days of empowering educational sessions, insightful discussions and networking dedicated to supporting and advancing women in banking.

Audience: 170-200 banking professionals from across the state of Kentucky.

Sponsorship Benefits: Visibility, Recognition, Exposure, and Supporting Women in Banking.

July 2025 – Date & Location TBD



Thank you!

Nina Gottes

Sponsorship Solutions

513-293-2467 - ngottes@kybanks.com