



**CONTACT**

Nina Gottes, Business and Sponsorship Development/Convention Coordinator [ngottes@kybanks.com](mailto:ngottes@kybanks.com)

# MARQUEE EVENT SPONSORSHIP PACKAGES

Spring Conference (SC) April 18-20, 2021 French Lick Resort, French Lick, IN  
 Annual Convention (AC) September 19-22, 2021, Grove Park Inn, Asheville, NC



**COLONEL \$12,000**  
 2 Attendee Registration (SC)  
 1 Exhibit Booth (SC)  
 2 Golf Tournament Registration (SC)  
 2 Attendee Registration (AC)  
 1 Exhibit Booth (AC)  
 2 Golf Tournament Registration (AC)  
 - Half-Page ad in Event Program  
 - Golf Hole Sponsorship  
 - Discounted Ads in Kentucky Banker magazine  
 - 1-hour company-provided, webinar promoted/hosted by KBA



**THOROUGHBRED \$9,000**  
 1 Attendee Registration (SC)  
 1 Exhibit Booth (SC)  
 1 Golf Tournament Registration (SC)  
 1 Attendee Registration (AC)  
 1 Exhibit Booth (AC)  
 1 Golf Tournament Registration (AC)  
 - Golf Hole Sponsorship  
 - Discounted Ads in Kentucky Banker magazine  
 - 1-hour company-provided webinar promoted/hosted by KBA



**BLUEGRASS (SC) \$5000**  
 1 Attendee Registration  
 1 Exhibit Booth  
 1 Golf Tournament Registration  
 - Discounted Ads in Kentucky Banker magazine



**BLUEGRASS (AC) \$6000**  
 1 Attendee Registration  
 1 Exhibit Booth  
 1 Golf Tournament Registration  
 - Discounted Ads in Kentucky Banker magazine



**COMMONWEALTH \$3000**  
 1 Attendee Registration  
 - Discounted Ads in Kentucky Banker magazine



**KBAAccess Pass \$1500**  
 Minimum sponsorship requirement to be eligible to attend SC and/or AC. Registration fees sold separately.

\*Sponsorships includes: Advance list of attendees, acknowledgement on signage, sponsor ribbon for on-site representatives, discounted advertising in Kentucky Banker magazine. Deadline to appear in event materials: Spring Conference 04/02/2021; Annual Convention 08/27/2021



## MARQUEE EVENT SPONSORSHIP

### A-La-Carte Options

#### Spring Conference

April 18-20, 2021 French Lick Resort

Attendee Folder or Tote Bag  
Lanyard  
Breakfast (2 available)  
Coffee Station (2 available)  
General Session (provided gift set at each attendee seat)  
Hotel Key Cards  
Introduce Closing Speaker (2 available)  
Morning Networking Break (2 available)  
Reception with Exhibitors  
Turndown Service - Room Drop  
Registration Packet Stuffer

#### SC Golf Tournament

Beverage Cart  
Box Lunch  
Scorecard Sponsor  
Golf Cart Sponsor  
Provide logo item for golfer swag bag

#### Annual Convention

September 19-22, 2021, Grove Park Inn

60-Second Commercial  
Attendee Folder or Tote Bag  
Lanyard  
Breakfast (2 available)  
Coffee Station (2 available)  
General Session (provided gift set at each attendee seat)  
Hotel Key Cards  
Introduce Keynote Speaker (2 available)  
Morning Networking Break (2 available)  
Pre-Banquet Reception  
Reception with Exhibitors  
Welcome Reception  
Turndown Service - Room Drop  
Registration Packet Stuffer

#### AC Golf Tournament

Beverage Cart  
Box Lunch  
Scorecard Sponsor  
Golf Cart Sponsor  
Provide logo item for golfer swag bag

### Not seeing what you have in mind?

*We're delighted to discuss alternative sponsorship opportunities. We'll work to maximize your budget and build sponsorships that work for you. All sponsorships are first-come, first serve basis so act early!*

### CONTACT

Nina Gottes, Business and Sponsorship Development/Convention Coordinator [ngottes@kybanks.com](mailto:ngottes@kybanks.com)



## SPONSORSHIP OPPORTUNITIES

### KBA EDUCATION ALLIANCE SCHOOLS

Consumer Lending School - May 10-13, 2021

Commercial Lending School - September 13-17, 2021

Foundations of Banking School – February 2021 and December 6-10, 2021

General Banking School (Year 1 & 2) - June 6-11, 2021

### KBA EDUCATION ALLIANCE FORUMS & CONFERENCES

Credit Conference January 2021

Compliance Forum February 2021

CFO Forum May 2021

HR Conference May 2021

Regulators Forum June 2021

Marketing Forum TBD

Technology Conference TBD

Women in Banking Conference August 2021

*Contact Nina for more information regarding KBA Education Alliance sponsorship opportunities!*

#### CONTACT

Nina Gottes, Business and Sponsorship Development/Convention Coordinator [ngottes@kybanks.com](mailto:ngottes@kybanks.com)

# Kentucky Bankers Association

## OTHER SPONSORSHIP OPPORTUNITIES

### 2021 BANKERS ROUNDTABLES YOUR LOGO GOES HERE



#### KBA Quarterly Bankers Roundtable

March

June

September

December

*Exclusive Sponsorship. Sponsor will be provided an opportunity to offer a presentation/discussion on an industry-related topic (no sales pitch).*

#### KBA Risk Roundtable

*Exclusive Sponsorship. Sponsor will be provided an opportunity to offer a presentation/discussion on an industry-related topic (no sales pitch).*

#### KBA Operations Roundtable

*Exclusive Sponsorship. Sponsor will be provided an opportunity to offer a presentation/discussion on an industry-related topic (no sales pitch).*

#### CONTACT

Nina Gottes, Business and Sponsorship Development/Convention Coordinator [ngottes@kybanks.com](mailto:ngottes@kybanks.com)

KENTUCKY BANKS SHARE THEIR COVID-19 STORIES

# KENTUCKY BANKER

#KyBanksShine  
 #WeAreKyBankers  
 facebook.com/kybankers

American Bankers Association  
 @ABA\_Bankers  
 #AmericasBanks are here for their communities during these uncertain times. From calling older customers to check in, to wearing fun shirts to remind customers to stay safe and stay at home, Farmers National Bank in KY is stepping up to help throughout the #COVID19 pandemic.

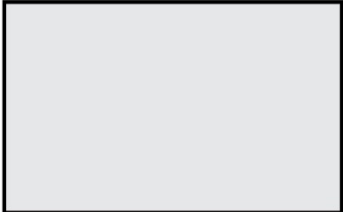
We're Gonna Get Through This!  
 Kentucky Banks are Leading the Way

GOT YOUR MASK?  
 WE DO. SEE PAGE 22

#KyMasksToRemember

SPECIAL EDITION / SPRING 2020  
 KENTUCKY BANKERS ASSOCIATION

FULL  
PAGE  
AD



HALF  
PAGE  
AD

2021 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

**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

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

2021 ISSUE	AD DEADLINE	ARRIVES
January/February	January 29	February
March/April	March 26	April
May/June	May 28	June
July/August	July 23	August
September/October	September 24	October
November/December	November 26	December

**QUESTIONS**  
 Josh Fischer  
 Managing Editor  
 jfischer@kybanks.com

**CONTACT**  
 Nina Gottes, Business and Sponsorship Development/Convention Coordinator [ngottes@kybanks.com](mailto:ngottes@kybanks.com)