



CONTACT

Nina Gottes, Business and Sponsorship Development/Convention Coordinator 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 SPONSOR \$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



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

*Sponsorships includes: Advance list of attendees, company name and logo on marketing materials, sponsor ribbon for on-site representatives, sign recognition, 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

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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!

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Kentucky Bankers Association

OTHER SPONSORSHIP OPPORTUNITIES

2021 BANKERS ROUNDTABLES YOUR LOGO GOES HERE



KBA Quarterly Bankers Roundtable

March

June

September

December

Exclusive Sponsorship per meeting. Sponsor will be given the first hour on the agenda of the meeting to offer a presentation/discussion on an industry-related topic (no sales pitch).

KBA Risk Roundtable

KBA Operations Roundtable

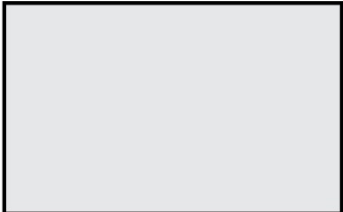
Exclusive sponsorship per meeting. Sponsor will be given the 30 minutes on the agenda to offer a presentation/discussion on industry-related topic (no sales pitch).

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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
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 jfischer@kybanks.com

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