



**crossstate**

Credit Union Association

# SPONSORSHIP OPPORTUNITIES

*2021*

## Advertising

Opportunity	Dates	Location	Reach	Investment
CU Edge	Quarterly	Print/Digital	1,000+ Readers	Varies
Website Sponsor	All Year	Virtual	3,000+ Per Month	\$10,000

## Advocacy

Opportunity	Dates	Location	Reach	Investment
CU Action Fund	All Year	N/A		
CUNA GAC (Event TBD)	March 2-4	Virtual	90 Credit Unions	\$5,000
PAC Event (at Convention)	May	Hershey, PA	50-100 CU Leaders	\$1,000
PAC Event (at Fall Leadership)	September	Seven Springs, PA	30-50 Attendees	\$500
Legislative Days	TBD	Harrisburg & Trenton	75 Attendees	\$2,500
Hike the Hill Event & Briefing	Fall	Washington, DC	25 CU Leaders	\$2,500
Regulatory/Legislative Roundtables	Feb/June/Nov	TBD	75 Attendees	\$1,500

## Annual Convention

Opportunity	Dates	Location	Reach	Investment
10X10 Exhibit Booth	May	Hershey, PA	350-400 CU Leaders	\$2,500
Keynote Speaker Elite Sponsor	May	Hershey, PA	350-400 CU Leaders	\$20,000
Premier Sponsor	May	Hershey, PA	350-400 CU Leaders	\$9,000
Platinum Sponsor	May	Hershey, PA	350-400 CU Leaders	\$7,000
Gold Sponsor	May	Hershey, PA	350-400 CU Leaders	\$6,000
Silver Sponsor	May	Hershey, PA	350-400 CU Leaders	\$5,000
Corporate Sponsor	May	Hershey, PA	350-400 CU Leaders	\$4,000
Trade Show Game Participation	May	Hershey, PA	350-400 CU Leaders	\$150
Logo/Hyperlink	May	Hershey, PA	350-400 CU Leaders	\$300
Mobile App Push Message	May	Hershey, PA	350-400 CU Leaders	\$200
Full Page Advertisement	May	Hershey, PA	350-400 CU Leaders	\$450
Half Page Advertisement	May	Hershey, PA	350-400 CU Leaders	\$300
Exhibit Hall Demos	May	Hershey, PA	350-400 CU Leaders	\$1,000



## Business Partner Opportunities

Opportunity	Dates	Location	Reach	Investment
CEO Summit	January	Key West, FL	40-50 CEOs	\$3,500
CU Reality Check	October	Atlantic City, NJ	150 CU Leaders	\$5,000
Chapter Sponsor	All Year	Various	TBD	\$2,500

## Charitable Foundation

Opportunity	Dates	Location	Reach	Investment
Credit Union Campaign	Mar.-Dec.	N/A		
Financial Fitness Day	April	N/A		
Leaders in Financial Literacy Sponsor	May	Hershey, PA	Convention	\$250+
Leaders in Financial Literacy Luncheon Attendee	May	Hershey, PA	Convention	\$60
Spring Exhibition & Raffle	May	Hershey, PA	Convention	
Viva Las Vegas Sponsor	September	Seven Springs	Fall Leadership	\$350+
Corn Hole Tournament	September	Seven Springs	Fall Leadership	
Wine, Lose or Draw Sponsor	Fall	Atlantic City, NJ	CU Reality Check	\$100+
Wine, Lose or Draw Wine Donations	Fall	Atlantic City, NJ	CU Reality Check	\$15+
Wine, Lose or Draw Wine Tickets	Fall	Atlantic City, NJ	CU Reality Check	\$20 Each
Various Events/Donations	All Year	Varies	Varies	Varies

## Education & Networking

Opportunity	Dates	Location	Reach	Investment
Evoke Marketing Conference	Summer	TBD	45-70 Marketers	\$1,000
Small Credit Union Conference	Summer	TBD	20-30 CEOs	\$1,500
Small Credit Union Collaboration	Quarterly	TBD	15-20 CU Leaders	\$1,500
Annual Technology Sponsor CU Training	All Year	Various	150 CU Leaders	\$10,000
Annual Breakfast Sponsor CU Training	All Year	Various	150 CU Leaders	\$3,000
Annual Lunch Sponsor CU Training	All Year	Various	150 CU Leaders	\$3,000
Fall Leadership Conference All Access	September	Seven Springs	250+ CU Leaders	\$1,000
Fall Leadership Conference Sponsorship	September	Seven Springs	250+ CU Leaders	\$2,500

## Miscellaneous

Opportunity	Dates	Location	Reach	Investment
Emerging Leaders Sponsorship	N/A	N/A	300+ Emerging leaders	\$1,000
Small Credit Union Scholarship	N/A	N/A	250+ CU Professionals	\$5,000
Waiting Room Sponsor	All Year	Virtual	500+ CU Leaders	\$10,000

## Advertising Various Options

Advertising in CrossState's publications puts your company's exclusive offers in front of engaged credit union leaders.

### CU Edge Advertising | various price levels

Advertise in CU Edge – the CrossState's quarterly print and digital magazine seen by member CEOs, senior staff, and other key decision makers. Contact [jkumpf@crossstate.org](mailto:jkumpf@crossstate.org) for more information.

- Full-Page, Double-Sided Flysheet Ad in Polybag = \$1,500
- Full-Page Inside Cover:
  - › Cost for 1-2 Insertions = \$1,320 each
  - › Cost for 3-5 Insertions = \$1,250 each
  - › Cost for 6+ Insertions = \$1,125 each
- Full-Page:
  - › Cost for 1-2 Insertions = \$925 each
  - › Cost for 3-5 Insertions = \$880 each
  - › Cost for 6+ Insertions = \$830 each
- Half-Page:
  - › Cost for 1-2 Insertions = \$700 each
  - › Cost for 3-5 Insertions = \$665 each
  - › Cost for 6+ Insertions = \$630 each
- Association partners receive 25% discount
- First time advertisers get their first insertion 15% off



### Website Sponsor | \$10,000

With over 3,000 visitors each month, your company will want to be the exclusive annual sponsor for CrossState Credit Union Association's website, [CrossState.org](http://CrossState.org). Sponsorship comes with advertisement, 100 word company description and hyperlink back to your website.



## Advocacy

### Several Dates/Options

#### Support CrossState's Credit Union Action Fund | All Year

Invest in the Credit Union Action Fund to support credit union efforts. Your contribution will supplement CrossState's legislative, regulatory, political, and grassroots initiatives to ensure credit unions continue to have a healthy operating environment to serve their members and communities. This sustainable funding source will ensure that New Jersey and Pennsylvania credit unions will have an even stronger voice and presence for the betterment of the credit union movement. Please make your business/corporate check payable to CrossState Credit Union Action Fund and mail to CrossState Credit Union Association, Attention: Accounting, 4309 North Front Street, Harrisburg, PA 17110.

#### CUNA GAC Virtual Event | \$5,000

- Reach 90 CU Leaders
- Recognition during legislative briefing and networking event
- Three (3) Representatives
- Logo on event materials
- One social media post

#### PAC Events Basic Sponsor (spring & fall) | \$300

- Reach 50-100 CU Leaders at Annual Convention or Fall Leadership Conference
- Recognition during event
- Two (2) Representatives
- Logo presence at event

#### PAC Events Premier Sponsor (spring & fall) | \$500

- Reach 50-100 CU Leaders at Annual Convention or Fall Leadership Conference
- Recognition during event
- Two (2) Representatives
- Logo presence at event

#### Legislative Days | \$2,500

- Reach 75+ CU Leaders at NJ and PA Legislative Days
- Recognition during event
- Two (2) Representatives
- Logo on event materials

#### Hike the Hill Event & Briefing | \$2,500

- Reach 25+ CU Leaders
- Recognition during the event
- Two (2) Representatives
- Logo on event materials

#### Regulatory/Legislative Roundtables | \$1,500

- Reach 25+ CU Leaders at a each Roundtable
- Logo on lead presentation slide for event
- Logo on event materials
- Recognition during event
- Speaker/sponsor opportunity for event; or
- 5-10 minute Promo opportunity during event

# Annual Convention

May, 2021 | TBD

This premier event draws almost 300 credit union professionals throughout New Jersey and Pennsylvania. You will make valuable connections with key decision-makers in the credit union movement.

## Exhibit Booth Space - \$2,500

- Two (2) Representatives with access to all keynote and educational sessions
- Dedicated exhibit hall and networking
- Company listing on convention website
- Company profile in the convention guide

## Corporate Sponsor - \$4,000

- No exhibit booth space
- One (1) Representative

*Sponsor Choices:*

### Credit Union Ambassador Contest

Support the honor, tradition, and excitement of the Credit Union Ambassador Contest. Includes event signage and logo placement in event booklet. Your company representative has the option to serve on the panel of judges. Non-exclusive. Includes logo placement and half-page, color ad in convention guide.

### Convention Guide

Includes a full-page, color advertisement on the first ad space in the Guide book. Non-exclusive.

## Silver Sponsor | \$5,000

- Standard exhibit booth space
- Two (2) Representatives
- Logo placement
- ½ page ad in convention guide

*Sponsor Choices:*

### Party Bus Sponsor

Have 5+ uninterrupted hours with credit union professionals. Feel free to present, entertain, and mingle during the trip from NJ to PA.

### Branded WiFi Sponsor

Included branded Wi-Fi password and logo on select event materials and signage.

### Emerging Leaders

On Tap at the Tavern Reception Sponsor (NEW!): Invest in the future of the movement by sponsoring the Emerging Leaders reception on Sunday evening. Connect with Emerging Leaders and supporters of the group. Includes signage and logo on event materials.

### Trade Show Tote Bag

Company logo imprinted on the trade show tote bag given to every attendee upon entering the Exhibit Hall.

### Convention Lounge

Refresh and recharge in the Convention Lounge where your credit union friends and colleagues will connect with you. Mobile device charging stations will be available. Includes signage.

### Breakout Education Sessions

Includes signage in the high-traffic, common areas outside all breakout session rooms. Non-exclusive.



## Gold Sponsor | \$6,000

- Standard exhibit booth space with preferred placement
- Two (2) Representatives
- Logo placement with full company description
- Full color page ad in convention guide
- Event/podium acknowledgement (where applicable)
- Logo/hyperlink on convention website and mobile app

*Sponsor Choices:*

### Good Morning Breakfast (1 available)

Breakfast is the most important meal of the day. Jump start convention on both Monday (continental) and Tuesday (buffet) with a breakfast sponsorship. Includes event signage and branded napkins. Non-exclusive.

### Networking Refreshment Break in Exhibit Hall

Your final opportunity to engage with attendees and talk “credit unions.” Includes event signage. Emerging Leaders: On Tap at the Tavern Reception Sponsor (NEW!): Invest in the future of the movement by sponsoring the Emerging Leaders reception on Sunday evening. Connect with Emerging Leaders and supporters of the group. Includes signage and logo on event materials.

### Technology Sponsor (NEW!)

Includes logo on opening slide of all breakout session presentations and the opportunity to have marketing materials in the breakout rooms.

### Lanyard/Name Badge

Company logo will be imprinted on every Attendee’s Lanyard/name badge.

### Hotel Key Cards

Your custom design and message will be displayed in full color on the front of every hotel key card. Art specifications will be sent with sponsorship confirmation.

## Platinum Sponsor | \$7,000

- Standard exhibit booth space
- Three (3) Representative
- Logo placement with full company description
- Full color page ad in convention guide
- Participation in the Trade Show Gate Card
- Event/podium acknowledgement (where applicable)
- Logo/hyperlink on convention website and mobile app

*Platinum/Premier Sponsor Choices:*

### Keynote Speaker (2 available)

This sponsorship includes acknowledgment from the podium and company logo will be displayed on projection screens. Includes event signage.

### Mobile App

Includes custom splash page on mobile app, premier placement on mobile app, and two push notifications.

### Trade Show Game

Participating attendees will be required to visit your booth to complete their game cards and be entered into the cash prize drawings. Completed cards will be returned to your booth where drawings will be held.

### Welcome Reception

Welcome guests to convention with cocktails, hors d’oeuvres, networking, and a little bit of fun! Includes logo napkins and event signage.

### Awards Reception

Show your support for the Lifetime Achievement Award winners and Credit Union Ambassador Contestants at the Awards reception on Monday night. Includes logo napkins and event signage.

## Premium Sponsor | \$9,000

Enjoy everything with Platinum Sponsorship plus:

- Premium placement of exhibit booth and logo/hyperlink on convention website
- Four (4) Representatives
- Mobile app push notification
- CrossState social media channel mention

## Business Partner Opportunities

### CEO Summit | \$3,500

Designed to give you increased face time with busy credit union CEOs and their executive teams, you'll find the venue to be a perfect setting for strengthening existing relationships and showcasing your company services with key decision makers. You won't be tied to a table at this exclusive event—during the CEO Summit, you're a guest right alongside our credit union attendees! Enjoy easy conversation over breakfast, sit in the morning sessions to hear from our impressive line-up of speakers, then enjoy the afternoon and evening networking with your current and prospective clients.

Your sponsorship package includes:

- Company registration
- Registration for two company representatives
- Acknowledgement on the event website
- Event signage
- Opportunity to display a retractable banner
- Opportunity to share marketing materials

### CU Reality Check | \$5,000

October 2021 | TBD

Expect to make your connections during the many networking opportunities with credit union leaders from all over New Jersey and Pennsylvania. Sit side-by-side during all general sessions and take advantage of valuable face-time during breaks and receptions.

- Registration for two company representatives
- Table-top display (retractable/floor banner is acceptable)
- Network by your table during registration hours, conference breaks, and the networking break
- Attend the receptions, breakfasts, lunch and general sessions
- Company highlight with logo and hyperlink on event website and opening slideshow on-site
- Full-page, color advertisement in the conference booklet
- Event signage
- Pre-Conference Attendee List—provided two weeks prior to the conference

\*Additional exposure opportunities available at request.

### Chapter Sponsor | \$2,500

- Annual Sponsorship
- Logo on event invites
- Logo presence at events
- Acknowledgment during Chapter Meetings





## Charitable Foundation

### Various Opportunities

#### Credit Union Campaign | See Suggested Giving Levels Below

The Credit Union Campaign is the most successful revenue-generating campaign of the Foundation's year. Mail, e-mail, phone, and in-person requests are made to credit unions, CrossState, and its affiliates, by the Foundation's board members. This campaign begins on March 19th, the anniversary of the Foundation's chartering.

Credit Unions, Vendors, or Individuals	Recommended Gift by Asset Size
Legacy Society \$7,500.00 and above	Greater than \$5 billion
Benefactor's Society \$5,000.00 to \$7,499.99	\$1 billion to \$5 billion
Founders' Society \$2,500.00 to \$4,999.99	\$500 million to \$1 billion
Leadership Circle \$1,500.00 to \$2,499.99	\$250 million to \$500 million
Keystone Club \$1,000.00 to \$1,499.99	\$100 million to \$250 million
Pacesetters' Club \$750.00 to \$999.99	\$50 million to \$100 million
Chairman's Club \$500.00 to \$749.99	\$20 million to \$50 million
President's Club \$250.00 to \$499.99	\$5 million to \$20 mil
Champion's Club \$100.00 to \$249.99	Less than \$5 million

#### Financial Fitness Day | Donations Vary

Americans spend months getting their physical health into shape as part of their New Year's resolutions. Financial Fitness Day is dedicated to helping members get their financial health in shape. Participate in Financial Fitness Day and raise funds for the Foundation in support of financial education initiatives, and raise awareness of credit unions' financial education activities and the importance of financial education. To participate, simply hold a Jeans or Casual Day fundraiser for staff at your credit union on Financial Fitness Day (1st Wednesday in April).

#### Leaders in Financial Literacy | See Sponsorships Levels Below

The Pennsylvania Credit Union Foundation has a history of promoting and supporting financial literacy initiatives in the Commonwealth. Through the Leaders in Financial Literacy Awards, we recognize and honor credit unions and organizations for excellence in the advancement of financial literacy.

Award winners are honored at a special luncheon in May, held during the CrossState Connect Conference. All nominees, sponsors, educators, credit unions, businesses, and interested organizations are invited to attend. Each of the four award winners receive a grant award of \$2,500 in support of their financial literacy efforts. The awards are available to all credit unions and other nonprofit organizations in Pennsylvania for projects initiated, conducted, or ongoing during the previous calendar year.

- Presenting Sponsor | \$5,000
- Platinum Sponsor | \$2,500
- Gold Sponsor | \$1,000
- Silver Sponsor | \$500
- Bronze Sponsor | \$250
- Luncheon Attendee | \$60

## Charitable Foundation

Continued

### Spring/Fall Exhibition & Raffle | See Ticket Pricing Below

Held during CrossState's Annual Connect convention in May, this event provides the opportunity for credit unions to donate pieces representing their unique part of the state for display during the conference, as well as online on the Foundation's Facebook page in the weeks leading up to the exhibit. The items are then raffled off on the final day of the conference. Tickets may be pre-purchased or purchased on-site at the exhibit and raffle site.

- \$5 = 1 Ticket
- \$10 = 3 Tickets
- \$20 = 8 Tickets
- \$30 = 15 Tickets
- \$100 = 80 Tickets

### Viva Las Vegas | See Sponsorship Levels Below

The Foundation's Viva Las Vegas event is held during the CrossState's Fall Leadership Conference at Seven Springs in early September. This Monte Carlo-style event is a fun way for the conference attendees to network while raising funds for the Foundation. A gaming rules guidebook, supported by sponsorships from credit union and vendors, is prepared for the event. Following the conference, this booklet is mailed to each credit union and many vendors in Pennsylvania and New Jersey, increasing exposure for our sponsors. The event raises approximately \$40,000.

Sponsorship packages include admission to the event, vouchers, and recognition in the Guide. All proceeds from sponsorships benefit the Pennsylvania Credit Union Foundation.

#### SPONSORSHIP OPPORTUNITIES

Gold Sponsor, (Full page, 4 Play Money Packs) .....	\$1,100
Silver Sponsor, (Half page (vertical or horizontal), 2 Play Money Packs) .....	\$650
Bronze Sponsor, (Quarter page (vertical only), 1 Play Money Pack) .....	\$350

### Wine, Lose, or Draw | \$15

Wine, Lose, or Draw is a fundraising event where everyone wins! Consider donating a bottle of wine or cash so we may purchase a bottle on your behalf. Spirits are also welcome. The requested minimum value for a bottle donation is \$15. In exchange for your donation(s), we will be pleased to publicly acknowledge your donation on the Foundation's FaceBook page and through signage at the centrally located Wine, Lose, or Draw booth in the Exhibit Hall.

### WalletPalooza: Gift or ReGift | See Ticket Pricing Below

Who hasn't dreamed of finding a wallet stuffed with goodies and secretly wanted to keep it? Well now you can have a chance to do just that and support the Foundations at the same time! Beginning on October 1st and continuing through November 30th, the Foundation sells tickets for a chance to win one of two wallets stuffed with cash, gift cards, gift certificates, lottery tickets and more to splurge on yourself or your loved ones, just in time for the holidays. The 2018 wallets' contents each had a value of \$1,100! You can also help by donating an item for us to include in our two stuffed wallets. Your credit union, chapter or business's name and logo will be prominently displayed with your item's listing, which will be viewed over a period of two months by people across New Jersey and Pennsylvania. WalletPalooza will be linked through the Foundation's website and regularly promoted through social media, targeted email marketing and CrossState Daily, which has over 2,600 readers.

- \$5 = 1 Ticket
- \$10 = 3 Tickets
- \$20 = 8 Tickets
- \$30 = 15 Tickets
- \$100 = 80 Tickets

## Charitable Foundation

Continued

### Vendor Campaign | See Suggested Giving Levels Below

The Vendor Campaign is a request for support from credit union vendors and is made by the Foundation's board members through a mailing directly from the board member's credit union. This campaign also provides information to the vendor on activities such as the Foundation's Financial Reality Fairs and financial education.

<u>Credit Unions, Vendors, or Individuals</u>	<u>Recommended Gift by Asset Size</u>
Legacy Society \$7,500.00 and above	Greater than \$5 billion
Benefactor's Society \$5,000.00 to \$7,499.99	\$1 billion to \$5 billion
Founders' Society \$2,500.00 to \$4,999.99	\$500 million to \$1 billion
Leadership Circle \$1,500.00 to \$2,499.99	\$250 million to \$500 million
Keystone Club \$1,000.00 to \$1,499.99	\$100 million to \$250 million
Pacesetters' Club \$750.00 to \$999.99	\$50 million to \$100 million
Chairman's Club \$500.00 to \$749.99	\$20 million to \$50 million
President's Club \$250.00 to \$499.99	\$5 million to \$20 mil
Champion's Club \$100.00 to \$249.99	Less than \$5 million

### Grant Sponsorship | Donations Vary

The most direct way to provide support through the Foundation is through grant sponsorship. The Foundation's primary purpose in raising funds is to assist small credit unions, advance financial capability, promote professional development, and provide disaster relief. Your sponsorship of one of the four grant categories will ensure that your donation is used for the type of grant closest to your heart. The five categories are Small Credit Union Assistance, CDFI, Financial Literacy, Professional Development, or Disaster Relief.

### CU GiveBack | See Suggested Giving Levels Below

CU GiveBack allows credit union employees and volunteers to donate a set amount each week, month, quarter or year to advance credit unions and support financial education. Donations are sent by your credit union to the Foundation. The Foundation's staff will maintain all records on behalf of your credit union. Please consider offering this giving opportunity to your credit union's employees.

<u>Credit Unions, Vendors, or Individuals</u>	<u>Recommended Gift by Asset Size</u>
Legacy Society \$7,500.00 and above	Greater than \$5 billion
Benefactor's Society \$5,000.00 to \$7,499.99	\$1 billion to \$5 billion
Founders' Society \$2,500.00 to \$4,999.99	\$500 million to \$1 billion
Leadership Circle \$1,500.00 to \$2,499.99	\$250 million to \$500 million
Keystone Club \$1,000.00 to \$1,499.99	\$100 million to \$250 million
Pacesetters' Club \$750.00 to \$999.99	\$50 million to \$100 million
Chairman's Club \$500.00 to \$749.99	\$20 million to \$50 million
President's Club \$250.00 to \$499.99	\$5 million to \$20 mil
Champion's Club \$100.00 to \$249.99	Less than \$5 million

### Community Investment Fund

Invest in the Community Investment Fund (CIF) or Charitable Donation Account (CDA) to support the improvement of local and national member financial well-being. CIF Investing is as easy as 1-2-3:

1. Choose one of the investment options available (e.g. – Certificate of Deposit, Money Market account, or CIF Securities Option).
2. Talk with a Foundation CIF partner to open an account:
  - Alloya Corporate FCU
  - Catalyst Corporate FCU
  - Corporate One FCU
  - Millennium Corporate CU
  - National Cooperative Bank
  - Volunteer Corporate CU
3. That's it! Know that your organization is making a difference in members' lives locally and nationally.

## Charitable Foundation

Continued

### DIY Events | Varies Depending on Event

Do-It-Yourself events are a great way for credit unions to encourage staff and members to support the Foundation. Hold a raffle, auction, bake sale, flip flop, or jeans day. Challenge another credit union to a competition to double the fun.

### CU Hidden Talents | See Submission Donations Below

We're looking to have some fun, and raise some funds for the Foundations. We'd like you to showcase the fun, impressive, and even weird talents of your credit union staff. Everyone has some kind of hidden talent and we want to showcase yours while also supporting the Foundations' missions. Expert pizza tosser? Skilled chainsaw juggler? Amazing musician? Show us. Round up your staff and find out what talents everyone has and determine how many entries you need to purchase (1 entry per talent).

- \$75 – 1 talent submission (Per Person cost is \$75)
- \$200 – 2 to 3 talent submissions (Per Person is \$67)
- \$300 – 4 to 5 talent submissions (Per Person is \$60)

Using your smartphone or camera, film your talent and send it to [cneil@crossstate.org](mailto:cneil@crossstate.org). We will use your videos and build them into a larger production to be voted on. As your talents move forward in the competition, which will be set up in a bracket, each week two more videos will go head to head until we have a Hidden Talents Champion. The Champ will win the grand prize of \$1,000!

### AmazonSmile

AmazonSmile is a simple and automatic way for you to support the Foundation every time you shop, at no cost to you. When you shop at [smile.amazon.com](http://smile.amazon.com), you'll find the exact same low prices, vast selection, and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to your favorite charitable organization. On your first visit to AmazonSmile, please select the Pennsylvania Credit Union Foundation to receive donations from eligible purchases before you begin shopping. Amazon will remember your selection, and then every eligible purchase you make at [smile.amazon.com](http://smile.amazon.com) will result in a donation.

### Tribute Gifts | Determined by Donor. Donation is not disclosed.

The Pennsylvania Credit Union Foundation has established Honor and Memorial Donation Programs to help recognize credit union leaders and others, while supporting the work of the Foundation. Donations are used to help credit unions in need, to provide personal finance education, and to help the credit union movement grow. Honor Donations may be made to the Foundation in the name of the recipient in recognition of a retirement, birthday, holiday, or simply in appreciation of a job well done. The Foundation will send an attractive greeting card to the person being honored. Sample card styles are shown on the request form available on our website, and the amount of the donation will not be disclosed to the recipient.

Memorial donations are another unique and thoughtful way to remember family and friends, while supporting the work of the Foundation.

To recognize your gift, an acknowledgement card identifying you as the donor will be sent to whomever you designate. Samples of the card styles are shown on the request form available on our website and can be personalized upon request. The amount of your gift will not be disclosed to the recipient. For either tribute if you would like to present the card yourself simply contact the Foundation.

## Education & Networking

*Several Dates/Locations Available*

### Evoked Marketing Conference

June 2021 | Lancaster Marriott

Our Evoke Marketing Conference is an intimate event which draws in the top credit union marketers throughout New Jersey and Pennsylvania. Each sponsor is welcome to attend all educational sessions, our reception, and our MIC Awards luncheon.

- Evoke Marketing Conference registration for up to two company representatives
- Ability to attend all education sessions and networking events at the conference
- Hyperlink on website
- Sponsorship acknowledgement on conference materials and signage on location

### Breakfast Sponsorship (Both days)

Jump start the conference on both Thursday and Friday with a breakfast sponsorship. Includes branded napkins and signage.

### Reception Sponsorship

Mingle with credit union marketers at our Thursday night reception. This sponsorship includes event signage, and the opportunity to give away collateral.

### MIC Awards Sponsorship

Celebrate the best credit union marketers throughout Pennsylvania and New Jersey by sponsoring the annual MIC Awards. This sponsorship includes acknowledgement from the awards stage and sponsor signage.

### Speaker Sponsorships

By sponsoring our Evoke speakers, your company's logo will be displayed on the projector screens. The sponsorship also includes acknowledgement from the stage and event signage.

### Small Credit Union Conference | \$1,500

### Small Credit Union Collaboration | \$1,500

- Logo presence at quarterly events
- Marketing materials at quarterly events
- Logo presence on invitations
- Acknowledgment at events

### Annual Technology Sponsor CU Training | \$10,000

- Exclusive Sponsorship
- Logo on opening slide of each training session
- Acknowledgment of sponsorship
- Logo presence on all invites and registration pages
- Marketing materials at each event

### Annual Breakfast Sponsor CU Training | \$3,000

- Logo presence at breakfast areas of each training session
- Acknowledgment of sponsorship
- Marketing materials at each event
- Logo presence on all invites and registration pages

### Annual Lunch Sponsor CU Training | \$3,000

- Logo presence at breakfast areas of each training session
- Acknowledgment of sponsorship
- Marketing materials at each event
- Logo presence on all invites and registration pages



## Fall Leadership Conference

September, 2021 | Seven Springs Mountain Resort

CrossState's Fall Leadership Conference draws nearly 200 credit union CEOs, management, staff, and board each year.

### All Sponsorship Packages | \$2,500

- Fall Leadership Conference registration for up to three company representatives
- Preferred location during Solutions Snapchat
- Hyperlink on website
- Sponsorship acknowledgement on conference materials
- Sponsorship acknowledgement/signage on location

### Keynote Speaker (3 available)

Includes sponsor acknowledgement from the stage

### Full Color Lanyard

Company logo will be imprinted on every Attendee's lanyard/name badge

### Fall Leadership Tote Bag (NEW!)

Company logo imprinted on the trade show tote bag given to every attendee upon check in.

### Hotel Key Card

Your custom design and message will be displayed in full color on the front of every hotel key card. Art specifications will be sent with sponsorship confirmation.

### Branded Wi-Fi Sponsorship (NEW!)

Included branded Wi-Fi password and logo on select event materials and signage.

### Solutions Snapchat

Enjoy uninterrupted time with credit union professionals during our roundtable event. Includes sponsor announcement during the event, premier placement during the event, and company logo on map and flyer.

### Technology Sponsor (NEW!)

Includes logo on opening slide of all breakout session presentations and the opportunity to have marketing materials in the breakout rooms.

### Brew Pub Fest

Share stories, laughter, and business cards with credit union professionals at this fun networking event. This sponsorship includes signage and a sponsor item given to each attendee at the door of the event.

### CEO Happy Hour Reception

Make strong connections with credit union decision makers during the CEO Happy Hour. This sponsorship includes a sponsor announcement during the event and sponsor signage.

### Education Session Sponsor

This sponsorship includes signage in the high-traffic, common areas outside of all breakout session rooms. It also includes the opportunity to place pens and/or tablets at each seat.

### BBQ Dinner Sponsor (NEW!)

Sponsor signage and a sponsor announcement is included when you sponsor the last dinner of the conference.

### Mountain Cocktails Sponsor (NEW!)

Sponsor a one-hour open bar during the conference for attendees to enjoy bloody marys, mimosas, martinis, and more! Sponsorship will include sponsor signage, as well as logo napkins handed out to each attendee.



## Miscellaneous

### Emerging Leaders Sponsorship Package | \$1,000

Invest in the future of credit unions by sponsoring CrossState Credit Union Association's Emerging Leaders. The Emerging Leaders have a mission to engage young professionals in the future of the credit union movement through career development training and education, networking, political advocacy, and community service and outreach.

This sponsorship includes:

- Signage at in person events
- Sponsorship acknowledgement from podium
- Speaking opportunities

### Small Credit Union Scholarship | \$5,000

Support small credit unions throughout New Jersey and Pennsylvania. The scholarship money will be used for small credit union (>50 million) employees to attend any of CrossState's events.

- Sponsorship recognition on all marketing materials related to event

## Virtual Options

### Waiting Room Sponsor | \$10,000

- Logo on all virtual waiting room events/meetings
- Annual exclusive sponsorship