



crossstate

Credit Union Association

SPONSORSHIP OPPORTUNITIES

2023

Advertising

Opportunity	Dates	Location	Reach	Investment
CU Edge	Quarterly	Print/Digital	1,000+ Readers	Varies

Advocacy

Opportunity	Dates	Location	Reach	Investment
CU Action Fund	All Year	N/A		
CUNA GAC	Feb 26 - Mar 2	Washington, D.C.	90 Credit Unions	\$5,000
PAC Event (at Convention)	May 18	Hershey, PA	50-100 CU Leaders	\$1,000
PAC Event (at Fall Leadership)	Sept 7-9	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
Standard Exhibit Booth Space	May 18-20	Hershey, PA	350-400 CU Leaders	\$3,000
Premium Exhibit Booth Space	May 18-20	Hershey, PA	350-400 CU Leaders	\$4,000
Platinum Sponsor	May 18-20	Hershey, PA	350-400 CU Leaders	\$9,500
Gold Sponsor	May 18-20	Hershey, PA	350-400 CU Leaders	\$7,500
Silver Sponsor	May 18-20	Hershey, PA	350-400 CU Leaders	\$6,500
Bronze Sponsor	May 18-20	Hershey, PA	350-400 CU Leaders	\$5,500
Corporate Sponsor	May 18-20	Hershey, PA	350-400 CU Leaders	\$4,000
Trade Show Game Participation	May 18-20	Hershey, PA	350-400 CU Leaders	\$200
Logo/Hyperlink	May 18-20	Hershey, PA	350-400 CU Leaders	\$300
Mobile App Push Message	May 18-20	Hershey, PA	350-400 CU Leaders	\$200
Full Page Advertisement	May 18-20	Hershey, PA	350-400 CU Leaders	\$450
Half Page Advertisement	May 18-20	Hershey, PA	350-400 CU Leaders	\$300
Exhibit Hall Demos	May 18-20	Hershey, PA	350-400 CU Leaders	\$1,000
Additional Representatives	May 18-20	Hershey, PA	350-400 CU Leaders	\$500



Business Partner Opportunities

Opportunity	Dates	Location	Reach	Investment
CEO Summit	Nov. 28-Dec.1	Key West, FL	40-50 CEOs	\$6,000
CU Reality Check	October 23-25	Atlantic City, NJ	150 CU Leaders	\$5,000

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 18-20	Hershey, PA	Convention	\$250+
Leaders in Financial Literacy Luncheon Attendee	May 18-20	Hershey, PA	Convention	\$60
Spring Exhibition & Raffle	May 18-20	Hershey, PA	Convention	
Viva Las Vegas Sponsor	September 8	Seven Springs, PA	Fall Leadership	\$350+
Corn Hole Tournament	September 8	Seven Springs, PA	Fall Leadership	
Various Events/Donations	All Year	Varies	Varies	Varies

Education & Networking

Opportunity	Dates	Location	Reach	Investment
Evoke Marketing Conference	July 25	Virtual	45-70 Marketers	\$1,000
CrossState Leadership School	August 13-17	State College, PA	60-75 CU Professionals	\$1,000
Small Credit Union Collaboration	Quarterly	TBD	15-20 CU Leaders	\$1,500
Fall Leadership Conference All Access	September 7-9	Seven Springs	250+ CU Leaders	\$1,500
Fall Leadership Conference Sponsorship	September 7-9	Seven Springs	250+ CU Leaders	\$3,000

Miscellaneous

Opportunity	Dates	Location	Reach	Investment
Emerging Leaders Sponsorship	N/A	N/A	300+ Emerging leaders	\$2,000
Small Credit Union Scholarship	N/A	N/A	250+ CU Professionals	\$5,000

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 for more information.

- Full-Page Inside Cover:
 - › Cost for 1-2 Insertions = \$1,100 each
 - › Cost for 3-4 Insertions = \$950 each
 - › Cost for 5+ Insertions = \$875 each
- Full-Page:
 - › Cost for 1-2 Insertions = \$850 each
 - › Cost for 3-4 Insertions = \$800 each
 - › Cost for 5+ Insertions = \$750 each
- Half-Page:
 - › Cost for 1-2 Insertions = \$600 each
 - › Cost for 3-4 Insertions = \$575 each
 - › Cost for 5+ Insertions = \$550 each
- Association partners receive 25% discount
- First time advertisers get their first insertion 15% off



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 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 18-20, 2023 | Hershey Lodge, Hershey, PA

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.

Standard Exhibit Booth Space - \$3,000

- 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

Premium Exhibit Booth Space - \$4,000

- 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
- Choose your exhibit location on the tradeshow floor (*first come, first served*)

Corporate Sponsor - \$4,000

- No exhibit booth space
- One (1) Representative

Corporate Sponsor Choices:

Convention Guide

Includes a full-page, color advertisement in the Guide book. Non-exclusive.

Bronze Sponsor | \$5,500

- Standard exhibit booth space
- Two (2) Representatives
- Company listing on convention website
- Logo placement with full company description in guide
- ½ page ad in convention guide

Bronze Sponsor Choices:

Branded WiFi Sponsor

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

Credit Union Ambassador Contest***

Support the honor, tradition, and excitement of the Credit Union Ambassador Contest. Includes event signage. Non-exclusive.

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.

Social Media Sponsor

Expand your pre-conference messaging with specific social media posts leading up to the event. Five posts featuring content related to your business, products, or even what you'll be sharing at the event will be posted on our largest social media platforms —Twitter, LinkedIn, and Facebook.

Silver Sponsor | \$6,500

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

Silver Sponsor Choices:

Networking Refreshment Break in Exhibit Hall

Your final opportunity to engage with attendees and talk “credit unions.” Includes event signage.

Emerging Leaders: On Tap Reception Sponsor

Invest in the future of the movement by sponsoring the Emerging Leaders reception on Thursday evening. Connect with Emerging Leaders and supporters of the group. Includes signage and logo on event materials.

Celebration Sponsor

Help bring excitement and life into the tradeshow with a little celebration! Includes signage at entertainment points on tradeshow floor.

Mobile App/Text Sponsor

Premier placement on mobile app with two push notifications or custom text messages.

Gold Sponsor | \$7,500

- Premium exhibit booth space
- Three (3) company representatives
- Logo placement with full company description in guide
- Full page ad in convention guide
- Participation in the Trade Show Game Card
- Event/podium acknowledgement (where applicable)
- Hyperlink on convention website

Gold Sponsor Choices:

Good Morning Breakfast (2 available)

Breakfast is the most important meal of the day. Jump start convention on both mornings with a breakfast sponsorship. Includes event signage and branded napkins. Non-exclusive.

Conference Survival Kit

Company name or logo imprinted on survival kit given to every attendee at registration.

Trade Show Tote Bag

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

Lanyard/Name Badge

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

Hotel Key Card Sleeve

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

Convention Sponsor Choices continued on next page

sponsorships@CrossState.org

Convention Sponsor Choices (continued):

Platinum Sponsor | \$9,500

Enjoy everything with Gold Sponsorship plus:

- One additional representative (4 total representatives)
- Custom mobile text message
- CrossState social media channel mention

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.

Lunch Gift Card Sponsor

Logo on gift card given to all attendees to use for lunch during the conference.

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.

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.

Business Partner Opportunities

CEO Summit | \$6,000

November 28-December 1 | Key West, FL

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 CEO Summit, you're a guest right alongside our credit union attendees! Enjoy easy conversation over breakfast, sit in the sessions to hear from our impressive line-up of speakers, then enjoy the afternoon and evening networking with your current and prospective clients.

- 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 23-25 | Atlantic City, NJ

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
- Event signage
- Pre-Conference Attendee List—provided two weeks prior to the conference

**Additional exposure opportunities available at request.*

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 CrossState 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 CrossState 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

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 2020 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 million
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
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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.

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 , 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 CrossState 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 will result in a donation.

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

The CrossState 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

Evoke Marketing Conference | \$1,000

July 25 | Virtual

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.

- Evoke Marketing Conference registration for up to two company representatives
- Ability to attend all education sessions
- Hyperlink on website
- Sponsorship acknowledgement from the podium
- Social media mention leading up to the conference
- Recognition on Evoke break slides played on a loop throughout the conference

CrossState Leadership School | \$1,000

August 13-17 | State College, PA

CrossState Leadership School is a four-day conference at which students – all credit union professionals – enjoy hands-on activities, learning, team-building, and networking. All sponsorships include an attendee list, recognition from stage, signage, and logo on conference materials.

Keynote Speaker Sponsorship

This sponsorship includes event signage and logo placement on the event webpage under speaker.

Trivia and Networking Night Sponsor

Includes sponsorship handouts at events and signage

Shaver's Creek Sponsor

Students will receive your choice of branded reusable water bottle or draw-string bag for the team-building day at Shaver's Creek.

Name Badge

Company logo will be imprinted on every attendee's name badge.

Small Credit Union Collaboration | \$1,500

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

Fall Leadership Conference

September 7-9 | Seven Springs Mountain Resort

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

Bronze Sponsor | \$3,000

- Registration for 2 company representatives
- Preferred location during solutions snapchat
- Pre-registration list
- Acknowledgement on website
- Acknowledgement on conference materials and signage on location

Bronze Sponsor Choices:

Branded WiFi Sponsor

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

Education Sessions

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

Social Media Sponsor

Expand your pre-conference messaging with specific social media posts leading up to the event. Five posts featuring content related to your business, products, or even what you'll be sharing at the event will be posted on our largest social media platforms —Twitter, LinkedIn, and Facebook.

Silver Sponsor | \$4,000

- Registration for 3 company representatives
- Preferred location during solutions snapchat
- Pre-registration list
- Hyperlink on website
- Acknowledgement on conference materials and signage on location

Silver Sponsor Choices:

Tote Bag

Company logo imprinted on a tote bag given to every attendee at registration.

Solutions Snapchat

Sponsor our roundtable event where vendors get exclusive, one-on-one time with attendees. Includes signage.

Hotel Key Card Sleeve

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

Full Color Lanyard

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

Fall Leadership Conference Sponsor Choices (continued):

Gold Sponsor | \$5,000

- Registration for 3 company representatives
- Preferred location during solutions snapchat
- Pre-registration list
- Hyperlink on website
- Acknowledgement on conference materials and signage on location
- Acknowledgement in emails sent to attendees

Gold Sponsor Choices:

Keynote Speaker (3 available)

Sponsor one of our keynote speakers. Includes signage.

Brew Pub Fest

This well-attended kick-off event will include branded drinkware and ample event signage with your company logo.

BBQ Dinner

Attendees will enjoy networking with friends during a BBQ Dinner featuring logo imprinted items and signage.

Miscellaneous

Emerging Leaders Sponsorship Package | \$2,000

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



sponsorships@CrossState.org