



SPONSORSHIP OPPORTUNITIES

2024

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		
Governmental Affairs Conference	March 3-7	Washington, D.C.	90 Credit Unions	\$5,000
PAC Event (at Convention)	May 19	Atlantic City, NJ	50-100 CU Leaders	\$1,000
PAC Event (at Fall Leadership)	Sept. 5-7	Seven Springs, PA	30-50 Attendees	\$500
Legislative Days	TBD	Harrisburg & Trenton	75 Attendees	\$2,500
Hike the Hill Event & Briefing	Fall	Washington, D.C.	25 CU Leaders	\$2,500
Regulatory/Legislative Roundtables	Feb/June/Nov	TBD	75 Attendees	\$1,500
Compliance Conference	TBD	TBD	25+ Attendees	\$2,500

Annual Convention

Opportunity	Dates	Location	Reach	Investment
Early Bird Exhibit Booth Space	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$3,100
Standard Exhibit Booth Space	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$3,500
Premium Exhibit Booth Space	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$4,250
Platinum Sponsor	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$9,500
Gold Sponsor	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$8,500
Silver Sponsor	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$7,500
Bronze Sponsor	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$6,500
Trade Show Game Participation	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$200
Logo/Hyperlink	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$300
Mobile App Push Message	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$200
Full Page Advertisement	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$450
Half Page Advertisement	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$300
Additional Representatives	May 19-21	Atlantic City, NJ	300-350 CU Leaders	\$500

Business Partner Opportunities

Opportunity	Dates	Location	Reach	Investment
CEO Summit	Dec. 10-13	Key West, FL	40-50 CEOs	\$6,500
CU Reality Check	Oct. 28-30	Atlantic City, NJ	150 CU Leaders	\$5,000

Charitable Foundation

Opportunity	Dates	Location	Reach	Investment
Credit Union Campaign	Mar.-Dec.	N/A		
Leaders in Financial Literacy Sponsor	May 19-21	Atlantic City, NJ	Convention	\$300+
Leaders in Financial Literacy Luncheon Attendee	May 19-21	Atlantic City, NJ	Convention	\$60
Spring Exhibition & Raffle	May 19-21	Atlantic City, NJ	Convention	\$2,500
Viva Las Vegas Sponsor	September 6	Seven Springs, PA	Fall Leadership	\$500+
Cornhole Tournament	September 6	Seven Springs, PA	Fall Leadership	\$1,500
Various Events/Donations	All Year	Varies	Varies	Varies
Walletpalooza	Q4	N/A	Varies	Varies

Education & Networking

Opportunity	Dates	Location	Reach	Investment
Evoke Marketing Conference	July 22-24	Lancaster, PA	45-70 Marketers	\$1,000
CrossState Leadership School	August 4-8	State College, PA	60-75 CU Professionals	\$3,000
Small Credit Union Collaboration	Quarterly	TBD	15-20 CU Leaders	\$1,500
Fall Leadership Conference All Access	September 5-7	Seven Springs	125+ CU Leaders	\$1,750
Fall Leadership Conference Sponsorship	September 5-7	Seven Springs	125+ CU Leaders	\$3,000+
CU Reality Check	Oct. 28-30	Atlantic City, NJ	150 CU Leaders	\$6,000
Collections Workshop	TBD	TBD	30 CU Professionals	\$1,000

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

Credit Union Action Fund Basic 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

Credit Union Action Fund PAC Events Premier Sponsor (spring & fall) | \$1,000

- 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

Compliance Conference | \$2,500

- Reach 25+ CU Leaders
- Logo on lead presentation slide for event
- Logo on event materials
- Recognition during the event
- Speaker/Sponsor opportunity for event

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

Annual Convention

May 19-21, 2024 | Hard Rock Hotel & Casino, Atlantic City, NJ

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.

Early Bird Exhibit Booth Space - \$3,100

- Register by March 12 to receive the discounted rate
- 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

Standard Exhibit Booth Space - \$3,500

- 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

Premium Exhibit Booth Space - \$4,250

- 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)*

Bronze Sponsor | \$6,500

- 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:

WiFi Sponsor

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

Credit Union Ambassador

Support the honor, tradition, and excitement of the Credit Union Ambassador Contest. Includes event signage and acknowledgement in Credit Union Ambassador booth.

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 | \$7,500

- 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 Sponsor

Premier placement on mobile app with two push notifications.

Be Well Sponsor

As attendees log their steps throughout the conference, they will be entered to win home fitness equipment. Help promote a healthy lifestyle. Signage and company acknowledgement on all Be Well contest promotions.

Gold Sponsor | \$8,500

- 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.

Convention Sponsor Choices continued on next page

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 Sponsor

Sponsor lunch for attendees to help them power through the day of learning and networking.

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.

Charitable Foundation
Various Opportunities

Annual Campaign | See Suggested Giving Levels Below

The support from our credit unions and partner network in New Jersey and Pennsylvania is the bedrock of the funding for the Foundation. This support is a visible endorsement of our credit unions and others to support the entire network. The campaign kicks off during Financial Literacy Month in April and we hope all credit unions and partners will consider making a donation to show full support of “People Helping People” in New Jersey and Pennsylvania.

Credit Unions, Vendors, or Individuals	Recommended Gift by Asset Size
Legacy Society \$7,500 and above	Greater than \$5 billion
Benefactor’s Society \$5,000 to \$7,499	\$1 billion to \$5 billion
Founders’ Society \$2,500 to \$4,999	\$500 million to \$1 billion
Leadership Circle \$1,500 to \$2,499	\$250 million to \$500 million
Keystone Club \$1,000 to \$1,499	\$100 million to \$250 million
Pacesetters’ Club \$750 to \$999	\$50 million to \$100 million
Chairman’s Club \$500 to \$749	\$20 million to \$50 million
President’s Club \$250 to \$499	\$5 million to \$20 million
Champion’s Club \$100 to \$249	Less than \$5 million

Spring Basket Raffle Match Sponsor | \$2,500

Held during the CrossState Credit Union Association’s annual convention in May, this event provides an opportunity to support the Foundation. Raffle baskets are donated by credit unions and represent the unique parts of their region. The Match Sponsor encourages the sale of raffle tickets and is recognized throughout the convention.

Charitable Foundation
Continued

Leaders in Financial Literacy | Various Sponsorship Levels

The Leaders in Financial Literacy Awards recognize and honor credit unions for excellence in the advancement of financial literacy. Award winners are honored at a special event during the CrossState Credit Union Association’s annual Spring convention. All nominees, sponsors, educators, credit unions, and businesses are invited to attend. Each of the five award winners receive a grant award in support of their financial literacy efforts. The awards are available to all credit unions in New Jersey and Pennsylvania for projects initiated, conducted, or ongoing during the previous calendar year.

- Presenting = \$5000
- Luncheon Video = \$2,500
- Platinum = \$2,500
- Gold = \$1,250
- Silver = \$750
- Bronze = \$300

Viva Las Vegas Nite Sponsorships | Various Sponsorship Levels

The Foundation’s Viva Las Vegas Nite is held during the CrossState Credit Union Association’s Fall Leadership Conference at Seven Springs in September. This Monte Carlo-style event is a fun way for the conference attendees to network while raising funds for the Foundation. Sponsorship packages include admission to the event, vouchers, and recognition in the Guide.

- Presenting Sponsor = \$5,000
- Food Sponsor = \$2,500
- Gold Sponsor = \$1,250
- Silver Sponsor = \$800
- Bronze Sponsor = \$500

Fall Basket Raffle Match Sponsor | \$2,500

Held during the CrossState Credit Union Association’s Fall Leadership Conference in September, this event provides an opportunity to support the Foundation. Raffle baskets are generously donated by Foundation Board members and others. The Match Sponsor encourages the sale of raffle tickets and is recognized throughout the conference.

Cornhole Tournament Sponsor | \$1,500

The Cornhole Tournament is an addition for those who have a competitive streak and want some exercise. This exclusive sponsorship offers recognition during the competition and a complimentary team in the bracket.

WalletPalooza: Gift or ReGift | Various Opportunites

Who hasn’t dreamed of finding a wallet stuffed with goodies and secretly wanted to keep it? During October and November, 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.

- Presenting Sponsor = \$2,500
- Gold Sponsor = \$1,000
- Donating gift cards at any level

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.

Business Partner Opportunities

CEO Summit | \$6,500

December 10-13 | 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.

- Pre-conference attendee list
- 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 28-30 | 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.*

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

Education & Networking

Several Dates/Locations Available

Evoke Marketing Conference | \$1,000

July 22-24 | Lancaster, PA

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

- Hyperlink and company profile on website
- Pre-conference attendee list
- Signage placed on-site throughout the conference

CrossState Leadership School | \$3,000

August 4-8 | 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 and website. *New this year!* Send a member of your staff through the Leadership School as a student.

CU Reality Check | \$6,000 (non-business partner rate)

October 28-30 | 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.*

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 5-7 | Seven Springs Mountain Resort

CrossState’s Fall Leadership Conference draws nearly 125 credit union CEOs, management, staff, and board each year.

Early Bird Vendor | \$1,500

- Register by July 12 to receive discounted vendor price
- Registration for 2 company representatives
- Table-top display and participation in Solutions Snapchat
- Pre-conference registration list

Vendor | \$1,750

- Registration for 2 company representatives
- Table-top display and participation in Solutions Snapchat
- Pre-conference registration list

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.

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

Keynote Speaker (3 available)

Sponsor one of our keynote speakers. Includes signage.

Summer Send Off

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

Dinner Sponsor (2 available)

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

NEW! Collections Workshop | \$1,000

- Signage on-site
- Pre-conference attendee list
- Company logo and profile on event website
- Opportunity to provide branded giveaway or marketing collateral for distribution at registration desk
- Pre-recorded 30-second commercial shown during the conference





Contact sponsorships@crossstate.org for more information.

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