



DISCOVER the DIFFERENCE

Community Bankers of Michigan Annual Convention and Expo
September 12 – 14, 2018 Grand Traverse Resort and Spa, Traverse City

SPONSORSHIP OPPORTUNITIES

CBM convention sponsorship maximizes your organization's exposure and access to community bank executives at CBM's 44th Annual Convention and Expo to be held September 12 - 14, 2018, at the Grand Traverse Resort and Spa in Traverse City, Michigan.

As a 2018 Convention sponsor, your organization will benefit in the following ways:

- ✓ All sponsors receive recognition in the pre-convention issue of the *CBM Community Spirit* as well as the October convention wrap-up issue. Both issues of this publication have a circulation of over 1000.
- ✓ Recognition is also published in the September convention issue and the October issue of the *Great Lakes Banker* magazine.
- ✓ Signage during the convention at designated events and public service announcements provide additional recognition.
- ✓ All convention sponsors will be listed in the convention program. Depending on the contribution level, an advertisement in the convention program may also be included in the sponsorship.
- ✓ CBM's website, www.cbofm.org will feature a listing of convention sponsors with a link to individual sponsoring organization's websites.

Complimentary registration, brief announcement opportunities, greeting guests at designated events and providing collateral marketing materials during events or to be distributed at the convention registration desk depend upon contribution level. Events can be combined to achieve a higher contribution level, respective benefits, and more exposure for your company.

Please see the following pages for more details.

Questions? Call CBM at 517-336-4430 or e-mail info@cbofm.org.

BENEFITS OF SPONSORSHIP

| Sponsorship Level | BRONZE Sponsor \$1,200 | SILVER Sponsor \$1,600 | GOLD Sponsor \$2,500 | PLATINUM Sponsor \$4,000 | DIAMOND Sponsor \$5,000 and above |
|--|-------------------------------------|--|---|---|---|
| Type of Recognition | | | | | |
| Company name on signage at sponsored event and public announcements | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company name, sponsorship level and event listed in convention program | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company listed on CBM website with link to company's website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company listing in pre- and post-convention issues of CBM <i>Community Spirit</i> and <i>Great Lakes Banker</i> magazine convention and October issues | ✓ | ✓ | ✓ | ✓ | ✓ |
| FREE Advertisement in the convention program | | Quarter Page Ad (Ad specs: 2 ¾" w x 4 ¼" h; PDF or JPEG) | Half Page Ad (Ad specs: 5 ½" w x 4 ¼" h; PDF or JPEG) | Full Page Ad (Ad specs: 5 ½" w x 8 ½" h; PDF or JPEG) | Full Page Ad (Ad specs: 5 ½" w x 8 ½" h; PDF or JPEG) |
| Company may provide materials at event or at registration desk and/or greet guests at event | | | ✓ | ✓ | ✓ |
| FREE Registration and Brief Speaking Opportunity | | | | | One convention registration & brief speaking opportunity at sponsored event |

SPONSORSHIP AVAILABILITY

WEDNESDAY – SEPTEMBER 12, 2018

| Event | Level | Sponsorships Remaining |
|--|----------------------------|---|
| Corporate Sponsors 1. ICBA 2. 3. | Diamond Diamond Gold | SOLD 1 1 |
| Personalized Hotel Key Cards 1. Angott Search Group | Platinum | SOLD |
| Fudge 1. Thompson-Phelan Group, Inc. | Platinum | SOLD |
| Registration Refreshments 1. CloudBnq, Inc 2. Brinks 3. Financial Furnishings | Bronze Bronze Bronze | SOLD SOLD SOLD |
| Cash Drawings 1. United Bankers' Bank 2. HR Performance Solutions | Silver Bronze | SOLD SOLD |
| Grand Opening of Exhibit Center Reception 1. A.E. Mourad 2. Northpointe Community Lending | Gold Silver | SOLD SOLD |
| Evening Reception 1. | Diamond | 1 |

THURSDAY – SEPTEMBER 13, 2018

| Event | Level | Sponsorships Remaining |
|--|----------------------------|---------------------------------|
| Opening Continental Breakfast 1. ProBank Austin 2. 3. | Silver Silver Silver | SOLD 1 1 |
| Mid-Morning Refreshment Break 1. Doeren Mayhew 2. MSHDA 3. | Bronze Bronze Bronze | SOLD SOLD 1 |
| Golf Tournament 1. EBS 2. Kus Ryan & Associates, PLLC | Platinum Platinum | SOLD SOLD |
| Cash Drawing 1. 2. QwickRate | Silver Bronze | 1 SOLD |

THURSDAY – SEPTEMBER 13, 2018 (Continued)

| | | |
|---|---------|-------------|
| Pre-Golf Tournament Cook Out | | |
| 1. | Gold | 1 |
| 2. | Gold | 1 |
| Trap Shoot Event | | |
| 1. Weltman, Weinberg & Reis, Co. | Bronze | SOLD |
| 2. PM Environmental, Inc. | Silver | SOLD |
| 3. | Bronze | 1 |
| Wine/Distillery Tour | | |
| 1. | Silver | 1 |
| 2. Howard & Howard Attorneys | Bronze | SOLD |
| 3. IT Resource | Bronze | SOLD |
| Featured Speaker | | |
| 1. | Gold | 1 |
| 2. BKD, LLP | Silver | SOLD |
| Reception with Exhibitors in Expo Hall | | |
| 1. SHAZAM, Inc. | Silver | SOLD |
| 2. Thomas Compliance Associates | Bronze | SOLD |
| 3. K4 Architecture + Design | Bronze | SOLD |
| 4. McQueen Financial Advisors | Bronze | SOLD |
| Banquet | | |
| 1. Mercantile Bank | Diamond | SOLD |
| 2. | Diamond | 1 |
| Featured Banquet Item or Dessert | | |
| 1. | Gold | 1 |
| 2. | Silver | 1 |

FRIDAY – SEPTEMBER 14, 2018

| Event/Type of Sponsorship | Level | Sponsorships Remaining |
|---|---------|------------------------|
| Continental Breakfast in Expo Hall | | |
| 1. | Silver | 1 |
| 2. | Silver | 1 |
| 3. | Silver | 1 |
| Closing Speakers and Grand Prize Drawing | | |
| 1. Isabella Bank | Diamond | SOLD |
| Cash Drawing | | |
| 1. | Silver | 1 |

CONVENTION SPONSORSHIP APPLICATION

COUNT US IN!

We are interested in sponsoring the following event(s).

For the best return on your investment and for optimum exposure, please return this form together with your payment by Monday, July 23. If you are interested in sponsoring several events, please indicate all events and sponsorship levels. If necessary, please copy this form.

Event: _____ Sponsorship Level: _____

Event selections for sponsorships will be awarded on a first come, first served basis. Sponsorships received after **August 15, 2018**, will not be promoted in the convention program. In order to process your sponsorship application, please complete or provide all of the information below.

Organization: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Contact Name: _____

Contact Title: _____ Contact E-mail: _____

Payment method:

Check Enclosed. Please make checks payable to: Community Bankers of Michigan.

Credit Card

Credit Card Information (Visa MasterCard Discover)

Card Holder Name _____

Credit Card Number _____ Expiration Date _____ Digit Security _____

Please invoice me.

Complete and return with your payment to:
Community Bankers of Michigan
3505 Coolidge Road, Suite 200, East Lansing, MI 48823
Phone: 517-336-4430 • Fax: 517-336-7833