



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. FHLBI 3. Kotz Sangster Wysocki, P.C.	Diamond Diamond Gold	SOLD SOLD SOLD
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. ICBA Bancard and TCM Bank	Diamond	SOLD

THURSDAY – SEPTEMBER 13, 2018

Event	Level	Sponsorships Remaining
Opening Continental Breakfast 1. FiNet 2. ProBank Austin 3. First Service Corporation	Bronze Silver Silver	SOLD SOLD SOLD
Mid-Morning Refreshment Break 1. Doeren Mayhew 2. MSHDA 3. Heber Fuger Wendin, Inc.	Bronze Bronze Bronze	SOLD SOLD SOLD
Golf Tournament 1. EBS 2. Kus Ryan & Associates, PLLC	Platinum Platinum	SOLD SOLD
Cash Drawing 1. Comerica 2. QwickRate	Bronze Bronze	SOLD SOLD

THURSDAY – SEPTEMBER 13, 2018 (Continued)

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

FRIDAY – SEPTEMBER 14, 2018

Event/Type of Sponsorship	Level	Sponsorships Remaining
Continental Breakfast in Expo Hall 1. MiPlanners	Diamond	SOLD
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