



2019 Annual Convention and Expo
Grand Traverse Resort & Spa, Traverse City
September 25 – 27, 2019

SPONSORSHIP OPPORTUNITIES

CBM convention sponsorship maximizes your organization's exposure and access to community bank executives at CBM's 45th Annual Convention and Expo to be held September 25 - 27, 2019, at the Grand Traverse Resort and Spa in Traverse City, Michigan.

As a 2019 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.
- ✓ Email blasts to bankers and associate members alike recognizing sponsorships.

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 depending upon sponsorship level. Events can be combined to achieve a higher 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 kateangles@cbofm.org.

BENEFITS OF SPONSORSHIP

Sponsorship Level	BRONZE Sponsor \$1,400	SILVER Sponsor \$1,600	GOLD Sponsor \$2,500	PLATINUM Sponsor \$4,000	DIAMOND Sponsor \$5000 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 and brief speaking opportunity at sponsored event or session	Two convention registrations and brief speaking opportunity at sponsored event or session

SPONSORSHIP AVAILABILITY

WEDNESDAY – SEPTEMBER 25, 2019

Event	Level	Sponsorships Remaining
Corporate Sponsors FHLBI	Diamond	SOLD 2
Personalized Hotel Key Cards	Gold	1
Fudge Thompson-Phelan Group, Inc.	Gold	SOLD
Registration Refreshments	Bronze	3
Cash Drawings	Silver	3
Grand Opening of Exhibit Center Reception	Gold	2
Afterglow Reception – Bourbon Bar Mercantile Bank	Diamond	SOLD

THURSDAY – SEPTEMBER 26, 2019

Event	Level	Sponsorships Remaining
Opening Continental Breakfast Angott Search Group	Bronze Silver	SOLD 2
Mid-Morning Refreshment Break	Bronze	3
Golf Tournament EBS	Platinum	SOLD 1
Cash Drawing	Bronze	2

THURSDAY – SEPTEMBER 26, 2019 (Continued)

Pre-Golf Tournament Cook Out	Gold	2
Trap Shoot Event Weltman, Weinberg & Reis Co. PM Environmental	Bronze Silver	SOLD SOLD
Wine Tour IT Resource	Bronze Silver	SOLD 1
Brewery Tour	Bronze Silver	1 1
Keynote Speaker	Gold	2
Reception with Exhibitors in Expo Hall McQueen Financial Advisors	Bronze	SOLD 3
Convention Banquet Isabella Bank	Diamond	SOLD
Featured Banquet Item	Silver	2

FRIDAY – SEPTEMBER 27, 2019

Event/Type of Sponsorship	Level	Sponsorships Remaining
Continental Breakfast in Expo Hall	Bronze	1
	Silver	2
Cash Drawing	Bronze	2
Closing Speaker	Platinum	1
Grand Prize Drawing	Silver	2





Convention Sponsorship Application

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September 25 – 27, 2019

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 29. 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 21, 2019**, 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 AMEX

Card Holder Name _____

Credit Card Number _____ Expiration Date _____ SEC CODE _____

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