



2020 Annual Convention and Expo
Grand Traverse Resort & Spa, Traverse City
September 22 – 24, 2020

SPONSORSHIP OPPORTUNITIES

CBM convention sponsorship maximizes your organization's exposure and access to community bank executives at CBM's 46th Annual Convention and Expo to be held September 23 - 25, 2020, at the Grand Traverse Resort and Spa in Traverse City, Michigan.

As a 2020 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 convention announcements and materials. Depending on the contribution level, an advertisement 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 for events (to be provided to CBM in advance) depending on 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 and announcements	✓	✓	✓	✓	✓
Company name, sponsorship level and event listed in convention materials	✓	✓	✓	✓	✓
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 convention materials		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 in advance and/or greet guests at event			✓	✓	✓
FREE Registration and Brief Speaking Opportunity				One convention registration and brief speaking opportunity during the convention	Two convention registrations and brief speaking opportunity during the convention



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COUNT US IN!

We are interested in sponsoring the CBM Convention!

For the best return on your investment and for optimum exposure, please return this form together with your payment by Monday, July 24. If you are interested in sponsoring, please indicate sponsorship levels.

Sponsorship Level: _____

Sponsorships received after **August 21, 2020**, may not be promoted in convention materials. 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

830 W. Lake Lansing Road, Suite 250, East Lansing, MI 48823

Phone: 517-336-4430 • Fax: 517-336-7833