



2022 Annual Convention and Expo
Grand Traverse Resort & Spa, Traverse City
September 28 - 30, 2022

SPONSORSHIP OPPORTUNITIES

CBM convention sponsorship maximizes your organization's exposure and access to community bank executives at CBM's 48th Annual Convention and Expo to be held September 28 – 30, 2022, at the Grand Traverse Resort and Spa in Traverse City, Michigan.

As a 2022 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 throughout the convention at designated events and announcements that will provide additional recognition.
- ✓ All convention sponsors will be listed in the convention program and in the CBM convention app. 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 \$1,750	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 and app	✓	✓	✓	✓	✓
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 28, 2022

(Updated as of August 2, 2022)

Event	Level	Sponsorships Remaining
Corporate Sponsors Performance Trust Kus, Ryan & Associates Podium Risk Management	Gold Platinum Platinum Gold	1 SOLD SOLD SOLD
Hotel Key Cards FORVIS	Gold	SOLD
Name Badges Bankers' Bank	Platinum	SOLD
Convention App College Ave Student Loans QwickRate	Gold Gold	SOLD SOLD
Auction App Miedema Asset Management	Silver	SOLD
Fudge Thompson-Phelan Group	Silver	SOLD
Registration Refreshments Financial Furnishings	Bronze Bronze	1 SOLD
Cash Drawing in Expo Hall Michigan Planners Simple Nexus Kotz Sangster	Gold Gold Silver	SOLD SOLD SOLD
Grand Opening Expo Hall Reception BHG Financial Travelers Trion Solutions	Gold Gold Gold	SOLD SOLD SOLD
Afterglow Reception – Bourbon Bar Mercantile Bank	Diamond	SOLD

THURSDAY – SEPTEMBER 29, 2022

Event	Level	Sponsorships Remaining
Early Bird Breakout sessions FHLB Indianapolis	Platinum Platinum	SOLD 1
Opening Continental Breakfast Comerica Bank Clark Shaefer Hackett McQueen Financial Advisors	Bronze Bronze Bronze	SOLD SOLD SOLD
Mid-Morning Refreshment Break Varnum Law Heber Fuger Wendin – Mariner CoStaff Services	Bronze Bronze Bronze	SOLD SOLD SOLD
Keynote Speaker	Diamond	1
Cash Drawings in Expo Hall Strategic Resource Management Doeren Mayhew	Bronze Bronze	SOLD SOLD

THURSDAY – SEPTEMBER 29, 2022 (Continued)

Cook Out Lunch ChoiceOne Bank	Diamond	SOLD
Trap Shoot Event Weltman, Weinberg & Reis Co. PM Environmental	Bronze Silver	SOLD SOLD
Wine Tasting RJM IT Resource	Gold Silver	SOLD SOLD
Golf Tournament EBS Shazam	Platinum Platinum	SOLD SOLD
Reception with Exhibitors in Expo Northstar Bank UBB Investors Title Donnelly Penman & Partners	Silver Silver Silver Silver	SOLD SOLD SOLD SOLD
Convention Banquet Isabella Bank	Diamond	SOLD
Banquet refreshments Angott Search Group Electronic Merchant Systems	Gold Gold	SOLD SOLD

FRIDAY – SEPTEMBER 30, 2022

Event/Type of Sponsorship	Level	Sponsorships Remaining
Continental Breakfast in Expo Hall K4 Architecture Onovative	Bronze Bronze	SOLD SOLD
Cash Drawing in General Session Shield Compliance Barrett School of Banking	Bronze Bronze	SOLD SOLD
Closing Keynote Speaker Aanalytics	Platinum	SOLD
Grand Prize Drawing Mackinac Credit + Compliance	Gold	SOLD





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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 Friday, July 22. 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 26, 2022**, 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: _____

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