



PA Bankers 2023 Convention **SPONSORSHIP PROGRAM**



June 8-11, 2023 · The Boca Raton · Boca Raton, Fla.

BRONZE

\$2,500

- One company representative attends the Convention at the member bank rate; additional registrants attend at the affiliate or non member rate, dependent upon the company's status
- Company name recognition in on-site and promotional materials
- Visual company name recognition during general sessions
- Identification as sponsor on Convention badge
- Placement on digital signage with other sponsors
- Recognition as a Convention sponsor in the paBanker magazine and on www.pabankers.com

*Note: Preliminary registration lists are not distributed at this level.

SILVER

\$5,000

*All bronze benefits, plus:

- Company name and logo recognition during Convention general sessions
- Company description and contact information placed on the PA Bankers App
- Company receives preliminary registration list

GOLD

\$10,000

*All silver and bronze benefits, plus:

- One company representative receives complimentary Convention registration
- Sponsorship recognition from the podium during general sessions
- A 15-percent discount for one ad in the paBanker magazine
- Table-top display in prominent location at Convention

PLATINUM

\$12,000

*All gold, silver and bronze benefits, plus:

- Total of two company representatives receive complimentary Convention registration
- Company representative provides verbal welcome to attendees during event

DIAMOND

\$15,000

*All platinum, gold, silver and bronze benefits, plus:

- Total of three company representatives receive complimentary Convention registration
- Complimentary link from www.pabankers.com to company website until June 30, 2023
- Complimentary half-page ad in the paBanker magazine

RUBY

\$25,000

*All diamond, platinum, gold, silver and bronze benefits, plus:

- Total of four company representatives receive complimentary Convention registration
- Two company representatives may attend the private dinner with officers, past chairs and staff on TBD
- Two company representatives may attend the by-invitation-only Official Family Celebration on TBD

SPONSORSHIP OPTIONS BY LEVEL

BRONZE \$2,500

- No specific options available at this level.
- Bronze level sponsorship dollars are distributed and used to help supplement costs for all events at the Convention

SILVER \$5,000

- Convention Room Keys (Sponsor logo and PA Bankers logo)
- Staff Shirts (Sponsor logo and PA Bankers logo)
- Printing of Convention Pocket Guide
- Digital Confirmation Kits
- Badge Lanyards/Holders
- Tour - TBD
- Opening Ceremonies
- Afternoon Welcome Reception Entertainment
- Friday General Session Snacks
- Saturday General Session Snacks
- Tour - TBD
- Golf Tournament Snacks
- Golf Tournament Prizes

GOLD \$10,000

- Board, Past Chair and Staff Reception
- Afternoon Welcome Reception
- Friday Continental Breakfast
- Saturday Continental Breakfast
- Convention WiFi
- Snackbox Room Drop

PLATINUM \$12,000

- Friday General Session Keynote Speaker
- Saturday General Session Closing Keynote Speaker
- Board, Past Chair and Staff Dinner

DIAMOND \$15,000

- Chair's Reception
- Closing Theme Party - Food & Beverage
- Closing Theme Party - Entertainment

RUBY \$25,000

- TBD

For more than a decade, the Pennsylvania Bankers Association (PA Bankers) has provided a sponsorship program during the annual Convention. Through their sponsorship, many member banks, companies and corporations have demonstrated support for the financial services industry.

PA Bankers' annual Convention has been greatly enhanced by the commitment of its valued sponsors. In turn, sponsors consistently benefit through their involvement in PA Bankers' events and programs. We sincerely hope this invitation will encourage you to sponsor and reap the value and rewards sponsorship participation provides.

If you have any questions about sponsoring the PA Bankers 2023 Convention, please contact PA Bankers' Jackie Catalano at (717) 255-6939 or jcatalano@pabankers.com.



PA Bankers Association
3897 N. Front St.
Harrisburg, PA 17110
(717) 255-6900



SPONSORSHIP AGREEMENT

This Agreement is made _____, (the "effective date") between the PA Bankers Association, a nonprofit corporation exempt under Internal Revenue Code § 501 (c)(6) ("the Association"), and _____ ("the Sponsor") who are its Parties.

To further its tax-exempt purposes, the Association offers member professional development and networking events such as the Program to which this Agreement applies.

The Parties have agreed to enter this Agreement which sets forth the terms of the Sponsor's non-exclusive sponsorship of the PA Bankers 2023 Convention to be held on June 8-11, 2023, at The Boca Raton in Boca Raton, Fla. (the "Program").

1) Purpose of Agreement

For this Agreement, the Association agrees to identify and acknowledge the Sponsor as the non-exclusive Sponsor of the Program by displaying Sponsor's logo and other agreed-upon information in the Association's marketing, advertising and promotional media in connection with this Program, in the manner, placement and form reasonably determined by the Association in its sole discretion. Sponsor agrees to provide all the necessary information and materials for use solely in connection with its sponsorship of this event.

2) License of Intellectual Property

- a) The Association is the sole owner of all rights, title and interest to the Association's information, including its name and logo and all other intellectual property ("collectively, the "Association's property") unless otherwise provided. The Association hereby grants to Sponsor a limited, non-exclusive license to use certain Association intellectual property including its name and logo solely in connection with promotion of Sponsor's sponsorship of this Program. Sponsor agrees that it shall not use the Association's property in a manner that states or implies that it endorses the Sponsor's services or products. The Association reserves the right to review and approve in advance all uses by the Sponsor of the Association's intellectual property, which approval will not be unreasonably withheld.
- b) Sponsor is the sole owner of all rights, title and interest to all Sponsor information including Sponsor name, logo and all other intellectual property, unless otherwise provided. Sponsor hereby grants to Association a limited, non-exclusive license to use certain of Sponsor's intellectual property (collectively, the "Sponsor's property"), solely to identify Sponsor as a Sponsor of this Program. Sponsor retains the right to review and approve in advance all uses of such intellectual property, which approval will not be unreasonably withheld. Sponsor represents and warrants that it has not previously disposed of any of the rights herein granted to Association nor previously granted any rights adverse or inconsistent with its grant to Association and there are no rights outstanding which would diminish, encumber or impair Association's use and that the Sponsor does not and will not violate or infringe upon any intellectual property of any third party.
- c) When this Agreement terminates, all rights and privileges for use of the other Party's property shall expire and each Party shall discontinue the use of the other Party's property.

3) Payment Schedule

In consideration of the right to sponsor the Program a non-refundable payment of the selected sponsorship level must be paid to the Association by May 1, 2023.

4) Relationship of Parties

The parties are independent contractors of each other. Nothing in this Agreement shall create any association, joint venture, partnership, or agency relationship of any kind between the parties.

5) Indemnification

The Sponsor will indemnify and hold harmless the Association, its related entities, agents, officers, directors, employees, successors and assigns from and against any and all claims, losses, damages, judgments, settlements, costs and expenses and liabilities of any kind incurred as a result of (i) any act or omission by Sponsor or its officers, directors, employees, agents, successors or assigns; (ii) any use of intellectual property or other information, products or services provided by Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants representations or warranties made by Sponsor in this Agreement. This indemnity will require the payment of costs or expenses by the Sponsor as they occur. This indemnity will survive any termination or expiration of this Agreement.

6) Confidentiality

Confidential information is any information which is marked as such and all other information which a reasonable person would consider to be confidential. Confidential information shall include but not be limited to information regarding the Association, its operations, programs, activities, financial condition and membership lists. During the term of this Agreement, each Party shall use and reproduce the other Party's confidential information only for purposes of this Agreement and only to the extent necessary. Each Party shall restrict disclosure of the other's confidential information to its employees and agents with a reasonable need to know such confidential information and shall not disclose the others' confidential information without the prior written consent of the other party.

7) Right to Change Program Delivery Method

If the Association in its sole discretion deems it necessary or advisable to convert the format of the Program from an in-person event to a virtual event, or from a virtual event to an in-person event, it will do so with as much advance notice as possible to the Sponsor(s) and registrants as is possible under the circumstances. If the Program is virtualized, 50% of the payment received by the Association will be retained, but the remaining 50% will be refunded.

8) Force Majeure

The Association will not be liable nor deemed to be in default of its obligations under this Agreement if because of impracticality or inadvisability it postpones, interrupts or cancels the Program due directly or indirectly, to an act of God order by civil or military authority, any act of war or civil unrest, terrorist attack, accident, natural disaster or catastrophe, disease, strike or other work stoppage or any other cause beyond the Association's reasonable control.

8) Sales Restriction

No sales of any kind, whether for cash or credit, whether for immediate or future delivery and whether completed within or outside the Program area, shall be made during the Program by the Sponsor, or anyone on its behalf.

9) Protection of Program Venue

Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the Program venue.

10) Compliance with Laws, Regulations, Orders and Guidance

Each Party agrees to comply with all laws, regulations and government-issued orders and guidance (e.g., communicable disease mitigation guidance) applicable to its performance under this Agreement.

11) Governing Law

This Agreement is governed by and will be interpreted in accordance with the laws of the Commonwealth of Pennsylvania.

12) Amendment

This Agreement and its attachments if any constitute the entire agreement of the Parties and may only be amended in a writing signed by both Parties.

Sponsor Signature

Title

Company

Date

Association Signature

Title

Date



SPONSORSHIP OPTIONS/APPLICABLE PAYMENTS/SUBMISSION OF NAME/LOGO/TAGLINE

Two Levels of Sponsorship Are Available

Full Sponsorship: Every event is open to full sponsorship. Under PA Bankers' creative and logistical administration, your organization becomes the sole sponsor of the event.

Co-Sponsorship: By investing 50 percent of a full event sponsorship, your organization will co-sponsor a convention event with another party or the PA Bankers (Co-sponsorship is available for Gold, Platinum and Diamond events and coordinated on a case-by-case basis).

As acknowledgment for sponsorship, your organization will receive recognition in the following ways:

- Advance Publicity – Convention promotion begins in January, and the final mailing will be set in mid-April. If received prior to printing, your event sponsorship will be listed in the promotional materials sent to all association members;
- Digital Signage – PA Bankers will have a sponsor loop running on digital monitors during the entire Convention;
- Conference Badges - Your representative's Convention badge will have a ribbon indicating the level of sponsorship; and
- Spot Announcements - Will be made from the podium thanking sponsors in the Gold, Platinum and Diamond categories.

Sponsorship Level Selected:

<input type="checkbox"/> Bronze	\$2,500
<input type="checkbox"/> Silver	\$5,000
<input type="checkbox"/> Gold	\$10,000
<input type="checkbox"/> Platinum	\$12,000
<input type="checkbox"/> Diamond	\$15,000
<input type="checkbox"/> Ruby	\$25,000

LIST THE EVENT SELECTED: _____
If your preferred event is unavailable, PA Bankers will notify you.

This is a sampling of events. Other sponsorship opportunities are available and can be discussed should none of those listed in the accompanying brochure be appropriate for your company.

Authorized Representative (PLEASE PRINT)

Signature (Indicates acceptance of sponsorship terms)

Company (List as it should appear in all promotional materials)

Email

Telephone

Address

City, State, Zip

Additional Contact (e.g., Assistant, Marketing Dir.)

Email

Please return signed Agreement, deposit, sponsorship option selection, as well as a high-resolution logo and company description (for any companies that have not previously sponsored a PA Bankers event*) to:

Jackie Catalano
PA Bankers Association
3897 N. Front St.
Harrisburg, PA 17110
jcatalano@pabankers.com

**Please note: PA Bankers will use the high-resolution logos and company descriptions on file for any organizations that have previously sponsored a PA Bankers event, unless otherwise instructed.*