

# **2025 SPONSORSHIP PLANNING GUIDE**





## 2025

# SPONSORSHIP PLANNING GUIDE

The Pennsylvania Bankers Association is the state's leading banking trade association representing an expansive and diverse membership. The association offers extensive continuing education programs and government relations representation on behalf of the industry, and provides numerous products and services for banks and their employees.

Throughout the year, the association hosts a number of events where sponsorship opportunities are available. This is a great way to enhance your company's visibility and brand recognition among a select group of banking industry representatives and event attendees, including C-suite executives and key decision makers within Pennsylvania's financial institutions.

This guide is intended to provide you with an overview of the opportunities available to your company for sponsorship and advertising with PA Bankers in the 2023-24 fiscal year. Should you have any interest in pursuing these opportunities or have any questions, please contact us at anytime. We look forward to working with you to increase your involvement with our membership.

**\*Please note that the information below is for informational purposes. If you are interested in sponsoring an event, please visit the event's webpage to fill out the required forms.**

## **SPONSORSHIP PROGRAM**

### **BANK TECHNOLOGY CONFERENCE**

April 22, 2025  
PA Bankers Training Room  
Harrisburg, Pa.

#### **A SPECIAL INVITATION**

Your organization is invited to sponsor the 2025 Bank Technology Conference. Event sponsorship showcases your organization in front of the decision-making managers of today's banking industry. This event will feature a wide range of attendees, including network administrators, IT managers, information security officers, IT internal auditors, compliance professionals and more.



#### **FOUR LEVELS OF SPONSORSHIP**

##### **Level 1 - \$3,500**

Benefits include: signage at the event, pre-conference registration list, company name and logo listed on the PA Bankers website and one complimentary registration to the conference.

##### **Level 2 - \$5,000**

Benefits include: all Level 1 benefits plus one additional complimentary registration to the conference.

##### **Level 3 - \$6,000**

Benefits include: all Level 1 & 2 benefits plus one company representative may thank the group at lunch or introduce the speaker.

##### **Level 4 - \$10,000**

Benefits include: all Level 1, 2 & 3 benefits plus one additional complimentary registration to the conference.



#### **SPONSORSHIP PROSPECTUS & APPLICATION**

Please read, complete, sign, and return the enclosed sponsorship prospectus, along with a check in the amount of 50 percent of the sponsorship fee made payable to PA Bankers. To receive full recognition, sponsorships must be received prior to April 7.

Thank you for your consideration of sponsoring the 2025 Bank Technology Conference.

## **SPONSORSHIP PROGRAM**

### **AGRICULTURAL BANKERS CONFERENCE**

April 23-24, 2025

Penn Stater Conference Center

State College, Pa.

#### **A SPECIAL INVITATION**

Your organization is invited to sponsor the 2025 Agricultural Bankers Conference. Event sponsorship showcases your organization in front of the decision-making managers of today's banking industry. This event will feature a wide range of attendees, including those interested in all aspects of agricultural banking.



#### **FOUR LEVELS OF SPONSORSHIP**

##### **Level 1 - \$3,500**

Benefits include: signage at the event, pre-conference registration list, company name and logo listed on the PA Bankers website and one complimentary registration to the conference.

##### **Level 2 - \$5,000**

Benefits include: all Level 1 benefits plus one additional complimentary registration to the conference.

##### **Level 3 - \$6,000**

Benefits include: all Level 1 & 2 benefits plus one company representative may thank the group at lunch or introduce the speaker.

##### **Level 4 - \$10,000**

Benefits include: all Level 1, 2 & 3 benefits plus one additional complimentary registration to the conference.



#### **SPONSORSHIP PROSPECTUS & APPLICATION**

Please read, complete, sign, and return the enclosed sponsorship prospectus, along with a check in the amount of the sponsorship fee made payable to PA Bankers. 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 April 2, 2025.

Thank you for your consideration of sponsoring the 2025 Agricultural Bankers Conference.

## **SPONSORSHIP PROGRAM**

### **PA BANKERS DAY AT THE STATE CAPITOL**

June 2, 2025  
Hilton Harrisburg  
Harrisburg, Pa.

#### **A SPECIAL INVITATION**

Your organization is invited to sponsor the 2025 PA Bankers Day at the State Capitol. Event sponsorship showcases your organization in front of the decision-making managers of today's banking industry. This event will feature a wide range of attendees.



#### **FOUR LEVELS OF SPONSORSHIP**

**Level 1 - \$2,000**

Benefits include: signage at the event, pre-conference registration list and one complimentary registration to the event.

**Level 2 - \$3,500**

Benefits include: all Level 1 benefits plus one additional complimentary registration to the event.

**Level 3 - \$5,000**

Benefits include: all Level 1 & 2 benefits plus the company may have a tabletop display.

**Level 4 - \$10,000**

Benefits include: all Level 1, 2 & 3 benefits plus one additional complimentary registration to the event and a company representative may address the group.



#### **SPONSORSHIP PROSPECTUS & APPLICATION**

Please read, complete, sign, and return the enclosed sponsorship prospectus, along with a check in the amount of the sponsorship fee made payable to PA Bankers. 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 9, 2025.

Thank you for your consideration of sponsoring the 2025 PA Bankers Day at the State Capitol.

# **SPONSORSHIP PROGRAM**

## **EXECUTIVE MANAGEMENT CONFERENCE**

Sept. 8-9, 2025  
The Hotel Hershey  
Hershey, Pa.

### **A SPECIAL INVITATION**

Your organization is invited to sponsor the 2025 Executive Management Conference. Event sponsorship showcases your organization in front of the decision-making managers of today's banking industry. This event will feature a wide range of attendees, including C-Suite executives, training and HR professionals, and more.



### **FOUR LEVELS OF SPONSORSHIP**

#### **Level 1 - \$3,500**

Benefits include: signage at the event, pre-conference registration list, company name and logo listed on the PA Bankers website and one complimentary registration to the conference.

#### **Level 2 - \$5,000**

Benefits include: all Level 1 benefits plus one additional complimentary registration to the conference.

#### **Level 3 - \$6,000**

Benefits include: all Level 1 & 2 benefits plus one company representative may thank the group at lunch or introduce the speaker.

#### **Level 4 - \$10,000**

Benefits include: all Level 1, 2 & 3 benefits plus one additional complimentary registration to the conference.



### **SPONSORSHIP PROSPECTUS & APPLICATION**

Please read, complete, sign, and return the enclosed sponsorship prospectus, along with a check in the amount of the sponsorship fee made payable to PA Bankers. 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 Aug. 15, 2025.

Thank you for your consideration of sponsoring the 2025 Executive Management Conference.

## **SPONSORSHIP PROGRAM**

### **YOUNG PROFESSIONALS CONFERENCE**

Sept. 23-24, 2025

Hershey Lodge & Convention Center

Hershey, Pa.

#### **A SPECIAL INVITATION**

Your organization is invited to sponsor the 2025 Young Professionals Conference. Event sponsorship showcases your organization in front of the decision-making managers of today's banking industry. This event will feature a wide range of attendees, including those with current leadership responsibilities or those aspiring to be in a leadership position.



#### **FOUR LEVELS OF SPONSORSHIP**

##### **Level 1 - \$3,500**

Benefits include: signage at the event, pre-conference registration list, company name and logo listed on the PA Bankers website and one complimentary registration to the conference.

##### **Level 2 - \$5,000**

Benefits include: all Level 1 benefits plus one additional complimentary registration to the conference.

##### **Level 3 - \$6,000**

Benefits include: all Level 1 & 2 benefits plus one company representative may thank the group at lunch or introduce the speaker.

##### **Level 4 - \$10,000**

Benefits include: all Level 1, 2 & 3 benefits plus one additional complimentary registration to the conference.



#### **SPONSORSHIP PROSPECTUS & APPLICATION**

Please read, complete, sign, and return the enclosed sponsorship prospectus, along with a check in the amount of the sponsorship fee made payable to PA Bankers. 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 Sept. 5, 2025.

Thank you for your consideration of sponsoring the 2025 Young Professionals Conference.

## **SPONSORSHIP PROGRAM**

### **WEALTH MANAGEMENT & TRUST CONFERENCE & EXHIBITION**

Oct. 5-7, 2025  
The Hotel Hershey  
Hershey, Pa.

#### **A SPECIAL INVITATION**

Your organization is invited to sponsor the 2025 Wealth Management & Trust Conference & Exhibition. Event sponsorship showcases your organization in front of the decision-making managers of today's banking industry. This event will feature a wide range of attendees, including trust officers, relationship strategists, investment officers, financial managers, and more.



#### **FOUR LEVELS OF SPONSORSHIP**

##### **Level 1 - \$3,500**

Benefits include: signage at the event, pre-conference registration list, company name and logo listed on the PA Bankers website and one complimentary registration to the conference.

##### **Level 2 - \$5,000**

Benefits include: all Level 1 benefits plus one additional complimentary registration to the conference.

##### **Level 3 - \$6,000**

Benefits include: all Level 1 & 2 benefits plus one company representative may thank the group at lunch or introduce the speaker.

##### **Level 4 - \$10,000**

Benefits include: all Level 1, 2 & 3 benefits plus one additional complimentary registration to the conference.



#### **SPONSORSHIP PROSPECTUS & APPLICATION**

Please read, complete, sign, and return the enclosed sponsorship prospectus, along with a check in the amount of the sponsorship fee made payable to PA Bankers. 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 Oct. 15, 2025.

Thank you for your consideration of sponsoring the 2025 Wealth Management & Trust Conference & Exhibition.



# **SPONSORSHIP PROGRAM**

## **LENDING CONFERENCE**

Nov. 20-21, 2025  
The Hotel Hershey  
Hershey, Pa.

### **A SPECIAL INVITATION**

Your organization is invited to sponsor the 2025 Lending Conference. Event sponsorship showcases your organization in front of the decision-making managers of today's banking industry. This event will feature a wide range of attendees, including loan officers, relationship managers, commercial lenders, loan review specialists and more.



### **FOUR LEVELS OF SPONSORSHIP**

#### **Level 1 - \$3,500**

Benefits include: signage at the event, pre-conference registration list, company name and logo listed on the PA Bankers website and one complimentary registration to the conference.

#### **Level 2 - \$5,000**

Benefits include: all Level 1 benefits plus one additional complimentary registration to the conference.

#### **Level 3 - \$6,000**

Benefits include: all Level 1 & 2 benefits plus one company representative may thank the group at lunch or introduce the speaker.

#### **Level 4 - \$10,000**

Benefits include: all Level 1, 2 & 3 benefits plus one additional complimentary registration to the conference.



### **SPONSORSHIP PROSPECTUS & APPLICATION**

Please read, complete, sign, and return the enclosed sponsorship prospectus, along with a check in the amount of the sponsorship fee made payable to PA Bankers. 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 Oct. 27, 2025.

Thank you for your consideration of sponsoring the 2025 Lending Conference.

## SPONSORSHIP PROGRAM

ONE – DAY SEMINARS AT THE PA BANKERS TRAINING ROOM

### TWO LEVELS OF SPONSORSHIP

#### **Full-Day Sponsorship - \$2,500 (includes Continental Breakfast & Buffet Lunch)**

Benefits Include:

- Company logo on the PA Bankers website
- Ability to distribute marketing materials to students
- One company representative may sit in the session for that day
- One company representative may address the group

#### **Half-Day Sponsorship - \$1,500 (includes lunch)**

Benefits Include:

- Company logo on the PA Bankers website
- Ability to distribute marketing materials to students
- One company representative may sit in the session for that day

# **SPONSORSHIP PROGRAM**

## **PA BANKERS LEADERSHIP INSTITUTE**

PA Bankers Training Room  
Harrisburg, Pa.

### **A SPECIAL INVITATION**

Your organization is invited to sponsor the 2024-25 PA Bankers Leadership Institute. Event sponsorship showcases your organization in front of decision-making managers of today's banking industry. This event will feature a wide range of attendees, including managing, training and HR professionals, and more.



### **TWO LEVELS OF SPONSORSHIP**

#### **Full Session (Both Days) Sponsorship - \$5,000 (includes lunch AND dinner)**

Benefits include:

- Company name and logo listed on the PA Bankers website
- Ability to distribute marketing materials to students
- One company representative may sit in the session for both days
- One company representative may address the group

#### **Half Session (One Day) Sponsorship - \$3,000 (includes lunch OR dinner)**

Benefits include:

- Company name and logo listed on the PA Bankers website
- Ability to distribute marketing materials to students
- One company representative may sit in the session for one day



### **SPONSORSHIP PROSPECTUS & APPLICATION**

Please read, complete, sign, and return the enclosed sponsorship prospectus, along with a check in the amount of the sponsorship fee made payable to PA Bankers. In consideration of the right to sponsor the program a non-refundable payment of the selected sponsorship level must be paid to the association 30 days prior to the event date.

Thank you for your consideration of sponsoring the 2024-25 PA Bankers Leadership Institute.

# Editorial Calendar

Edition	Advertising/Article Deadline	Publication Date
Spring	Jan. 31, 2025	March 7, 2025
Summer	May 9, 2025	June 13, 2025
Fall	Aug. 24, 2025	Oct. 3, 2025
Winter	Nov. 21, 2025	Jan. 2, 2025

# Advertising Rates

## Full-Color Advertising

Ad Size	1x	2x*	3x*
Full Page	\$1,100	\$990	\$850
Half Page	\$750	\$700	\$650
Quarter Page	\$600	\$550	\$475

## Cover Rates

Ad Size	1x	2x*	3x*
Back	\$1,680	\$1,450	\$1,250
Inside Back	\$1,500	\$1,275	\$1,125
Inside Front	\$1,350	\$1,150	\$1,000

Note: All advertisements are digitally published in full color unless otherwise noted.

\*The discount will be given for two or more ads in one calendar year. The rate listed is per ad.

For questions, please contact Tiffani Chambers, [tchambers@pabankers.com](mailto:tchambers@pabankers.com), (717) 255-6928.