

SAVE THE DATE, MEDIA AND SPONSORSHIP PACKET

CBAO 2021 MEDIA AND SPONSORSHIP PACKET

You will find in the packet a plethora of opportunities throughout 2021 to market, promote and build relationships with Oklahoma Community Bankers! Please review the information and reach-out to Carolyn Snyder with any questions or commitments - csnyder@bufordresources.com or 405-524-4122.

SAVE THE DATE 2021

LEADERSHIP CONFERENCE - PAST EVENT

Date: February 17th - 18th, 2021

Location: Virtual Event

ICBA CONNECT NATIONAL CONVENTION

Date: March 9 – 10, 2021

Location: Virtual Event

For more information, please visit the ICBA Website:

<https://www.icba.org/landing-pages/icba-connect>

CBAO HORIZON BANKERS “VIRTUAL CAPITOL VISIT”

Date: March 2021 (TBD)

Location: Virtual Event

CBAO D.C. HILL VISIT

In conjunction with ICBA’s Capital Summit

Date: April 27th – 30th

Location: Virtual Event- more information to come on legislative visits

Please visit the ICBA Website: <https://www.icba.org/events/icba-capital-summit>

HORIZON BANKERS CONFERENCE

Date: June 6th - 8th

Location: New Braunfels, TX

CBAO ANNUAL CONVENTION

Date: September 8th -10th

Location: Skirvin Hilton Hotel, Oklahoma City, OK

CBAO QUARTERLY BOARD MEETINGS- ADDITIONAL SPONSORSHIP OPPORTUNITY:

Sponsoring a CBAO or Horizon Bankers board meeting is an excellent opportunity to promote your product and services.

March, June, September, December 2021 Meetings

CBAO Board Meeting Sponsor: (pending live or virtual) : \$3000.00

- 10 minute sales presentation to 30 person board of directors

HB Board Meeting Sponsor: (pending live or virtual) : \$1500.00

- 10 minute sales presentation to 15 person board of directors

Great way to stay in front of those hard to reach community bankers... in this virtual environment

**DATE: FEBRUARY 17-18, 2021
LOCATION: VIRTUAL**



2021 CBAO VIRTUAL LEADERSHIP CONFERENCE - PAST EVENT!

CBAO LEADERSHIP CONFERENCE SPONSORSHIP OPPORTUNITIES:

With the uncertainty of 2021, we have decided to hold the CBAO Leadership Retreat virtually. Although, we will miss seeing everyone in person, we are excited to provide you with opportunities to promote, educate, spend time and stay in front our Oklahoma community bankers.

The CBAO Leadership Conference is designed to provide opportunity to gain leadership knowledge, learn from top regulators, a panel regulated by CBAO's banking attorney, Paul Foster; as well as, learn about timely information on the economy, interest rate trends and investment strategies.

SPONSORSHIP LEVELS:

PLATINUM LEVEL : \$7,500.00

- Top Logo Recognition on all marketing materials
- Comped company event registration (\$550 value)
- 20 minute educational (non-sales) virtual presentation during virtual conference
- CBAO website advertisement placement - CBAOs website, www.cba-ok.com, includes other resourceful and frequently visited pages – Ad Size: MEDIUM: 300 x 150 pixels *Website page runs on a first-come, first-serve basis; runs for 6 months
- One-time approved Facebook post to CBAO Facebook followers (1600 x 1600 pixels)

GOLD LEVEL: \$5000.00

- Level Two Logo recognition on all marketing materials
- Comped company event registration (\$550 value)
- 20 second pre-recorded commercial during the conference
- One-time approved Facebook post to CBAO Facebook followers (1600 x 1600 pixels)

SILVER LEVEL: \$2500.00

- Level Three Logo recognition on all marketing materials
- Comped company event registration (\$550 value)
- Verbal Recognition during conference
- One-time approved Facebook post to CBAO Facebook followers (1600 x 1600 pixels)

If you have questions OR would like to sponsor,
please contact Carolyn Snyder at csnyder@bufordresources.com OR (405) 524-4122.

**STAYING OPTIMISTIC! HOPING TO HOLD OUR
HORIZON BANKERS CONFERENCE LIVE!**

**DATE: JUNE 6TH - 8TH, 2021
LOCATION: NEW BRAUNFELS, TX**



2021 CBAO HORIZON BANKERS CONFERENCE

CBAO HORIZON BANKERS CONFERENCE SPONSORSHIP OPPORTUNITIES:

The 2021 CBAO Horizon Bankers Conference is a fantastic way to showcase what your company has to offer to a group of bankers who are the future of Oklahoma community banking – they are progressive, energetic, well-informed and eager to be on the cutting edge in this ever-changing industry. Participate as a sponsor and have the opportunity to speak face to face with these potential customers who are enthusiastic to learn about the latest and greatest products and services, You can do this all while enjoying the beauty of New Braunfels, TX.

The CBAO Horizon Bankers Conference is the CBAO's Leadership Division's annual event. It provides an opportunity for CBAO members to receive education and leadership development while strengthening the industry through personal connections. This event offers focused leadership training, hot topic general sessions and networking opportunities. It is a fun, friendly, casual event for everyone to enjoy!

SPONSORSHIP LEVELS:

GOLD LEVEL : \$5,000.00

- Top Logo Recognition on all marketing materials
- Comped company event registration (\$400 value)
- 20 minute educational (non-sales) virtual presentation during virtual conference
- CBAO website advertisement placement - CBAOs website, www.cba-ok.com, includes other resourceful and frequently visited pages – Ad Size: MEDIUM: 300 x 150 pixels *Website page runs on a first-come, first-serve basis; runs for 6 months

SILVER LEVEL: \$2,500.00

- Level Two Logo recognition on all marketing materials
- Comped company event registration (\$400 value)
- Opportunity to welcome attendees during general session
- One-time approved Facebook post to CBAO Facebook followers (1600 x 1600 pixels)

BRONZE LEVEL: \$1,500.00

- Level Three Logo recognition on all marketing materials
- Verbal Recognition during conference

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Disclaimer: Due to the unknown circumstances of the pandemic, please note that all live events are subject to change based on the current condition of the pandemic for safety and soundness. The event could be rescheduled, reformatted or switched to a virtual platform.

Once payment has been received, no refunds

**MAKE A SPLASH IN OKLAHOMA AT THE
COMMUNITY BANKING EVENT OF THE YEAR! LIVE!!!**

DATE: SEPTEMBER 8TH - 10TH, 2021

LOCATION: SKIRVIN HILTON HOTEL, OKLAHOMA CITY, OK



2021 CBAO ANNUAL CONVENTION

Where can you reach over 185 Oklahoma decision-making bankers in one location? The answer of course, is the Community Bankers Association of Oklahoma's Annual Convention, on September 8th - 10th, 2021! The CBAO convention unites almost 60 member banks and over 400 bankers, spouses, guests, and industry supporters. After a interesting and very virtual world in 2020, you can expect 2021 to be record breaking numbers!

CBAO's Annual Convention will be held at the stunning Skirvin Hilton Hotel in Oklahoma City. This is an amazing opportunity to market your products or services to Oklahoma community bankers. Sponsors have many options to touch potential clients with the annual golf tournament, a cocktail reception focused on the sponsors, recognition in the convention brochure and during the convention, not to mention a great tradeshow setting to allow you to not only speak with the bankers but showcase your products or services.

SPONSORSHIP LEVELS:

Premier Level: \$10,000.00

- 1-year CBAO Associate Membership (\$995 value)
- Full page black & white ad in CBAO Financial Directory (\$1,200 value)
- Lead recognition with company name and logo in convention brochure and during the convention
- Full page color ad in convention journal
- Break-out session speaking opportunity based on availability
- Opportunity to welcome guests at one of the key meals
- Golf hole sponsorship with opportunity to greet golfers at that hole (\$1000 value)
- Prime exhibit booth location
- 4 full convention registrations (\$2,196 value)
- 4 golf registrations (\$740 value)
- 1 booth attendee

Platinum Level: \$7500.00

- ½ page black & white ad in CBAO Financial Directory (\$600 value)
- Level 2 recognition with company name on all marketing materials
- 1/2 page color ad in convention journal
- Break-out session speaking opportunity based on availability
- Exhibit Booth Space
- 3 full convention registrations (\$1,647 value)
- 3 golf registrations (\$555 value)
- 1 booth attendee

Gold Level: \$5000.00

- Company logo level 3 in convention brochure and during the convention
- 3 minute SALES PRESENTATION in front of general session attendees
- 1/4 page color ad in convention journal
- Exhibit Booth Space
- 2 full convention registrations (\$1,098 value)
- 2 golf registrations (\$370 value)
- 1 booth attendee

Silver Level: \$3000.00

- Company logo level 4 in convention brochure and during the convention
- Verbal recognition from emcee
- Exhibit Booth Space
- 1 convention registration (\$549 value)
- 1 golf registration. (\$185 value)

Wednesday, Sept. 8th
2:00pm - 4:00pm: Set up
6:00pm - 7:30pm:
Exhibitor booths open with a cock-
tail reception

Thursday, September 9th
7:00am - 3:00pm:
Exhibitor booths open
3:00pm:

All booths must be removed

ADDITIONAL OPPORTUNITIES:

Gala Celebration Table Sponsors: Thursday Evening
Premier Level Table: \$2500.00

- Tier One Preferred seating for 10 individuals.
- Best Seats in the House (Front Row) for Live Auction, Awards, Dinner and SINGER SONGWRITERS!!!!

Gold Level Table: \$1500.00

- Tier Two Preferred seating for 8 individuals.
- Seating near stage for Live Auction, Awards, Dinner and SINGER SONGWRITERS!!!!

Golf Hole Sponsor: \$1000.00

Signage at hole with opportunity to greet golfers.

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**Target Oklahoma Community Bankers,
show your support for CBAO and
promote your business at the same time!**

RESERVE YOUR AD SPACE TODAY!!!



2021 CBAO ADVERTISING OVERVIEW

DIGITAL SPONSORSHIP OPPORTUNITIES

CBAO HOME PAGE ADVERTISEMENT:

CBAOs website, www.cba-ok.com, is the source of information on educational programs, events, industry supporters listings, legislative updates, convention information and more. Ad space is available on a 6 month and yearly basis and can link to your home page or the destination of your choice. Only one ad can be place at a time on the home page. Note: CBAO is currently updating the website and it launch the first part of 2021.

| *Ad Size: 300 x 250 pixels | Member | Non-Member |
|----------------------------|-----------|------------|
| 6 Months | \$1500.00 | \$2500.00 |
| 12 Months | \$3000.00 | \$4000.00 |

CBAO ADDITIONAL WEBSITE ADVERTISEMENT:

CBAOs website, www.cba-ok.com, includes other resourceful and frequently visited pages. There are 3 banner size options. Ad space is available on a 6 month and yearly basis and can link to your home page or the destination of your choice. For specifics on page availability please email csnyder@bufordresources.com.

| 6 MONTHS RUNTIME | Member | Non-Member |
|--------------------------|----------|------------|
| LARGE: 300 x 250 pixels | \$500.00 | \$1000.00 |
| MEDIUM: 300 x 150 pixels | \$350.00 | \$700.00 |
| SMALL: 300 x 120 pixels | \$300.00 | \$600.00 |

| 12 MONTHS RUNTIME | Member | Non-Member |
|--------------------------|-----------|------------|
| LARGE: 300 x 250 pixels | \$1000.00 | \$2000.00 |
| MEDIUM: 300 x 150 pixels | \$700.00 | \$1400.00 |
| SMALL: 300 x 120 pixels | \$600.00 | \$1200.00 |

CBAO NEWSLETTER ADVERTISEMENT- CBAO MONTHLY UPDATE EMAIL:

CBAO will be launching a monthly newsletter starting in March 2021 which will include community banking and legislative updates, along with additional education and event opportunities, current industry news and much more! This update reaches our entire database of up to 6000 subscribers. You can reserve your ad in advance.

| *Ad Size: 300 x 250 pixels | Member |
|----------------------------|-----------|
| 1 Month- 1 run time | \$500.00 |
| 3 Months - 3 run times | \$1500.00 |
| 6 Months - 6 run times | \$2500.00 |
| 12 Months - 12 run times | \$5000.00 |

SPONSOR A CBAO NEWSLETTER- \$3000.00

Every month there is an opportunity to be a featured sponsor of the monthly CBAO newsletter. First come, first serve. BENEFITS: Featured company logo, along with company description and contact info, 1 month ad space (300 x 250 pixels) AND a featured article written by you! All located at the top of the newsletter - PRIME LOCATION!

CBAO SOCIAL MEDIA ADVERTISEMENT:

CBAO has an active FaceBook account and is a great way to showcase your company through ad postings.

| FaceBook AD | Member | Non-Member |
|------------------------------|-----------|------------|
| 1 Advertisement / Post | \$300.00 | \$600.00 |
| 5 Advertisements (One/month) | \$1000.00 | \$2000.00 |