



WBA ASSOCIATE MEMBER PACKAGES

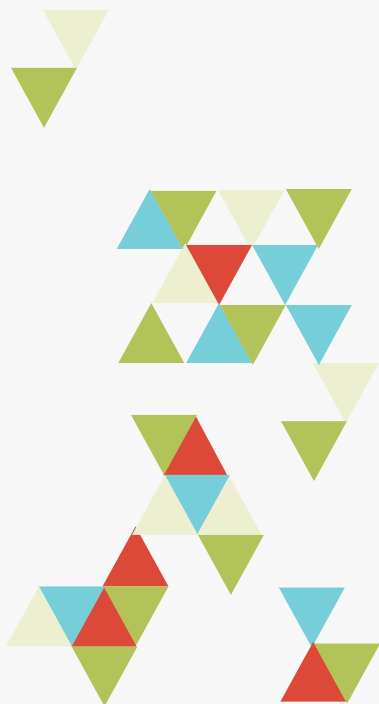
Enhance Your Company's
Visibility to Wisconsin's
Banking Industry... become
a Package member:

PLATINUM Associate Member
GOLD Associate Member
SILVER Associate Member
BRONZE Associate Member



 **Wisconsin Bankers
ASSOCIATION**

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4721 S. Biltmore Ln., Madison, WI 53718



About

Founded in 1892, the Wisconsin Bankers Association is the state's largest financial industry trade association, representing 196 commercial banks and savings institutions and over 30,000 employees.

The Association represents banks of all sizes from banks in rural Wisconsin to the state's largest financial institution in Green Bay, and nearly 98 percent of banks in the state are WBA members.

Mission

We actively advocate for, educate, and support our members to help them positively impact the Wisconsin communities they serve.

**Your Connection.
Your Community.**

196

Member Banks

162

Associate Members

93

WBA Hosted
Events

30k+

Wisconsin Bank Employees

6,016

WBA Event Participants



ASSOCIATE MEMBER PACKAGES


Enhance Your Company's Visibility to Wisconsin's Banking Industry

The Wisconsin Bankers Association, the state's only banking trade association, is excited to share our 2023 Associate Member Packages! These packages offer all Associate Members the option of upgrading to a package level of your choice: **Platinum**, **Gold**, **Silver**, or **Bronze**. Your purchase of a package gives your company access to a variety of sponsorships, advertising, and other membership benefits depending on the level you choose, all at a single purchase price and customized to your needs. Here are just a few of the benefits:

- *Early Access to all Advertising, Exhibiting, and Sponsorship opportunities* - Package holders book their advertising and event sponsorships before everyone else, so you get the first choice of prime ad placement, booth selection, and event sponsorship. These opportunities will be released to **Platinum** Associates first, then **Gold**, then **Silver**, and **Bronze**. All other Associate Members will then be made aware of available opportunities.
- *One Payment per Year* - Simplified for budgeting and accounting.
- *Personalized Package Options* - Choose your Package Level (**Platinum**, **Gold**, **Silver**, and **Bronze**) and customize it to your needs with available a la carte options: 15% for **Platinum**, 10% for **Gold**, and 5% for **Silver**.
- *Exclusive Advertising Discounts* - Package holders receive the only available discounts on Wisconsin Banker newsletter ad rates: 25% for **Platinum**, 20% for **Gold**, 15% for **Silver**, and 10% for **Bronze**.

Introducing the Platinum Option

- The **Platinum** membership option was created to recognize those companies wanting to deepen their involvement in the Wisconsin banking industry through support of WBA advocacy event(s) and Wisconsin Bankers Foundation event(s) or fund raising efforts.
- **Platinum** Associates will be invited to present to the WBA Board of Directors for 10 minutes at one (1) of the WBA Board meetings during 2024.
- **Platinum** Associates will be highlighted in one (1) edition of the Wisconsin Banker during 2024.
- **Platinum** Associates are invited to have the WBA marketing team market two (2) events presented by the Associate directly to WBA's membership.



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ASSOCIATE MEMBER PACKAGES

	Platinum	Gold	Silver	Bronze	Associate
WBA MEMBERSHIP					
WBA Associate Member Dues	x	x	x	x	x

WBA BANK EXECUTIVES CONFERENCE					
FEB. 7-9, 2024 KALAHARI CONVENTION CENTER WISCONSIN DELLS					
Two (2) minutes at the podium during a general session	x				
Package Level Recognition in all conference materials	x	x	x	x	
Preferred selection for sponsorship - based on Package Level	Event	Event	Event	General	
*Primary booth location — based on Package Level	x	x	x	x	
Complimentary full registrations for booth or at conference	5	3	2	1	
Conference PowerPoint welcome slides recognizing Package Level	x	x	x	x	
Signage recognizing Package Level	x	x	x	x	
Badges/ribbons recognizing Package Level	x	x	x	x	

WBA MANAGEMENT CONFERENCE					
SEPTEMBER 2024 LOCATION TBD					
Package Level recognition in all conference materials	x	x	x	x	
Preferred selection for sponsorship — based on Package Level	Event	Event	Event	General	
Complimentary golf registration at pre-conference outing	2 golfers	1 golfer			
*Primary booth location — based on Package Level	x	x	x	x	
Complimentary full registrations for booth or at conference	5 attendees	3 attendees	2 attendees	1 attendee	
Conference PowerPoint welcome slides recognizing Package Level	x	x	x	x	
Signage recognizing Package Level	x	x	x	x	
Badges/ribbons recognizing Package Level	x	x	x	x	

WBA CHAIRMAN'S MEMBER APPRECIATION GOLF OUTING					
AUG 15, 2024 TRAPPER'S TURN GOLF CLUB WISCONSIN DELLS					
Recognition as an outing sponsor	x	x	x	x	
Preferred selection for sponsored events	Event	Event			
Invitation to attend the WBA Board of Directors dinner	2 attendees	1 attendees			
Complimentary golf registration	2 golfers	2 golfers	1 golfer		
Option to host a hole event — Availability based on Package Level	x	x	x	x	
Digital signage recognizing Package Level	x	x	x	x	

WBA BOLT SUMMER LEADERSHIP SUMMIT					
JUN. 13-14, 2024 GLACIER CANYON LODGE WISCONSIN DELLS					
Package Level recognition in all conference materials	x	x	x	x	
Conference PowerPoint welcome slides recognizing Package Level	x	x	x	x	
Complimentary registration at BOLT Summer Summit	3 attendees	2 attendees	1 attendee		

**If your company does not exhibit, you will receive 2 additional attendees.*

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ASSOCIATE MEMBER PACKAGES

	Platinum	Gold	Silver	Bronze	Associate
RECOGNITION OPPORTUNITIES					
About Me' article in the Wisconsin Banker and Wisconsin Banker Daily	x				
Opportunity to make a 10-minute presentation at a WBA Board meeting	x				
Recognized on the Wisconsin Banker Foundation website and communications	x				
Recognized during a pre-selected advocacy event	x				
WBA promotes 2 events on behalf of Package Member to membership	x				
Logo included on WBA's online vendor directory	x	x			
Recognition as a Package Member in the November/December Wisconsin Banker	x	x			
License agreement to use WBA Platinum/Gold Associate logo	x	x			
Recognition at one additional event as an exhibitor (E) and/or sponsor (S)	E/S	E/S	E		
Listing on the home page of WBA's online vendor directory	x	x	x	x	
Recognition of Package Level in the March/April issue of Wisconsin Banker	x	x	x	x	
Listing on the WBA's online vendor directory	x	x	x	x	x
Link to your company's website, from the online vendor directory	x	x	x	x	x
Recognition in vendor directory in the July/August issue of Wisconsin Banker	x	x	x	x	x
Subscription to Wisconsin Banker publication, ePublications and eNewsletters	x	x	x	x	x
Consideration for speaking opportunities at WBA education programs	x	x	x	x	x
Option to attend WBA conferences, seminars, schools and webinars	x	x	x	x	x
Recognition among WBA members as a supporter of the banking industry	x	x	x	x	x
Referrals to banks for your services	x	x	x	x	x
Access to bank CEO mailing list	Upon Request	2/year	2/year	1/year	1/year

ADDITIONAL BENEFITS

Flex Funds for sponsorships	\$20,000				
Discounted rate for à la carte sponsorships, exhibit booth, attendee registration*	15%	10%	5%		
Discounted rate for advertising in Wisconsin Banker newsletter	25%	20%	15%	10%	
Seat on WBA's Associate Member Advisory Board	x	x			
Opportunity to be invited to participate on WBA's Associate Member Advisory Board			x	x	x
Recognition in Wisconsin Banker Daily ePublication as Featured Associate Member	x	x			

2024 INVESTMENT

\$50,000	\$25,000	\$15,000	\$10,000	\$1,500
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*See the Associate Member Opportunities packet for à la carte options.

WBA STAFF CONTACTS

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