



SOUTH CAROLINA
BANKERS ASSOCIATION

2018 - 2019

***Sponsorship & Exhibitor
Planning Guide***

We have proudly served South Carolina's banking industry for over 118 years. The SCBA is the professional trade association organized to effectively represent the common interest and welfare of the banking industry in South Carolina, and to promote the professional development of its members and individual practitioners. Representing over 70 depository institutions in the state, our members have approximately 99 percent of all South Carolina deposits, according to the FDIC. It is our mission to advocate for banks and bankers serving South Carolina, to provide legislative and regulatory leadership, to furnish educational support and career development for bankers, to serve as the media liaison on industry issues, to improve South Carolinas' financial literacy between member banks and goods and services providers.

A big part of what makes the South Carolina Bankers Association unique is the ability to learn and interact socially with each other. The SCBA hosts over 30 educational and professional development programs and events each year. With nearly 2,000 participants this past year, it speaks to the quality of our many programs. The Annual Convention continues to be our premier event in addition to three other well-attended and important events: the Community Bankers forum, the Economic Developers Conference and the SCBA Women in Banking Leadership Symposium.

In very broad terms, the Young Bankers Division mission focuses on education. Whether it's actually teaching financial literacy in the classrooms, awarding scholarships to bank employees' children to help fund their education or simply by attending events hosted by the SCBA where there are opportunities to learn and network with other to further develop their careers. The Young Bankers Division is recognized as a premier group of emerging leaders and they are making a difference in their respective communities.

As mentioned, the SCBA helps to facilitate peer-to-peer interaction for our members banks and business-to-business interaction for our banks and association members. An intangible benefit of membership in the SCBA is lifelong relationships offered through attending and participating in our many events. A tremendous factor in the success of our programs is the support of our members through sponsorships. In an effort to ease the process and allocation of your contributions, we have compiled a package detailing sponsorship opportunities for 2018-2019.

We hope you will support these events. This brochure has been tailored to outline each event's sponsorship opportunity, allowing you more exposure and recognition. We have included each event on one form. Please note the dates and deadlines and promptly return the form so you can take advantage of as much marketing exposure as possible.

Submission of this completed form to the South Carolina Bankers Association will constitute a binding sponsorship agreement. Sponsorships must be paid by date of event(s).

If you have questions, please feel free to reach out to Anne Gillespie (Annual Convention, Community Bankers Forum, Economic Developers Conference and Women in Banking Symposium), or Carolyn Bradley (Young Bankers Division).



BENEFITS OF SPONSORSHIP

- Listing on the event website;
- Recognition in marketing, promotional and publicity materials for events (brochures are sent out weeks in advance, so secure your spot early);
- Listing in the conference on-site program;
- Identification as sponsor on conference badge;
- Prominent display of company name/logo on display sign next to function and in PowerPoint at event;
- Verbal recognition during the event;
- The opportunity to network with people in your specific target audience;
- A great opportunity to venture into a new market or test the waters with a new product;
- Savings on travel expenses by having members of your target audience in one location;
- Creates goodwill with SCBA members.

**All sponsor levels receive these benefits. Additional benefits of sponsorships will vary according to the sponsorship level. Other than the SCBA Annual Convention, Young Bankers Annual Conference, Commercial Lending School, Women in Banking Symposium and Young Bankers Scholarship Golf Tournament, there is a complimentary registration per gold and higher sponsorships.*

SCBA WEBINARS

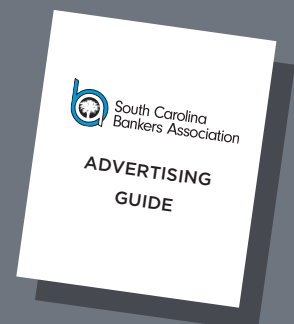
The South Carolina Bankers Association has partnered with Total Training Solutions to provide webinars to your financial institution on topics most important to the success and compliance of your bank. Whatever your online training needs may be, SCBA/TTS can assist you. We have webinars ranging from customer service to sales to underwriting - and everything in between. We can't wait to show you how we can make your job easier!

Please visit <https://scbankers.org/scba/webinars/> to learn more about the SCBA/TTS webinars and to see the schedule for a myriad of topics.



SCBA ADVERTISING

Looking for more opportunities to reach our members? Pick up our 2018 - 2019 Advertising Guide to see how you can advertise in our quarterly print magazine, *Palmetto Banker*, our website, email newsletters and more! You can also visit our website to learn more about advertising with the South Carolina Bankers Association.



SPONSORSHIP LEVELS

Silver Sponsor - \$1,000



- Listing on the event website
- Recognition in marketing, promotional and publicity materials for events
- Listings in the conference on-site program
- Identification as sponsor on conference badge
- Prominent display of company name/logo on display sign next to function and in PowerPoint at event
- Verbal recognition during the event
- The opportunity to network with people in your specific target audience
- A great opportunity to venture into a new market or test the waters with a new product
- Savings on travel expenses by having members of your target audience in one location
- Creates goodwill with SCBA members

(Not offered for Annual Convention and Trade Show)

Gold Sponsor - \$2,000



All Silver Benefits plus:

- One Complimentary Registration to Conference

Sapphire Sponsor - \$3,000



All Silver Benefits plus:

- One Complimentary Registration to Conference
- Company logo on name badges (if available) or tent cards with company logo on tables during sponsored event (does not apply to Young Bankers Annual Conference or SCBA Annual Convention)

Platinum Sponsor - \$5,000



All Silver Benefits plus:

- Fifteen percent discount on half page ad in *Palmetto Banker*
- Exclusive sponsorship of one event (selected by the SCBA)

Diamond Sponsor - \$7,500



All Silver Benefits plus:

- Twenty percent discount on full page ad in *Palmetto Banker*
- Exclusive sponsorship of one event (selected by the SCBA)

Grand Sponsor - \$10,000



All Silver Benefits plus:

- Thirty percent discount on full page ad in *Palmetto Banker*
- Exclusive sponsorship of one event (selected by the SCBA)
- Logo hyper-linked on the SCBA event web page

Additional benefits of sponsorships will vary according to the sponsorship level. There are no complimentary registrations offered for sponsorship of the SCBA Annual Convention, Young Bankers Conference, Women in Banking Leadership Symposium, Commercial Lending School and Young Bankers Scholarship Golf Tournament.

2018-2019 CALENDAR OF EVENTS



October 2018

Community Bankers Forum

October 30, 2018

Courtyard by Marriott, Columbia, SC

For CEOs, CFOs, senior executive management teams and associate members.

Member - \$230, Non-Member - \$485

Sapphire Sponsor - \$3,000

Gold Sponsor - \$2,000

Silver Sponsor - \$1,000

February 2019

Banking Careers 101

February 13, 2019

Seawells, Columbia, SC

For College Students from across SC; Recruiting Day for Bankers.

Gold Sponsor - \$2,000

Silver Sponsor - \$1,000

Bronze Sponsor - \$500

April 2019

Economic Developers Conference

Date & Location TBD

For CEOs, CFOs, upper executive management teams, credit officers, commercial lenders, business development officers, SCEDA members and SCBA Associate Members.

SCBA & SCEDA Members - \$290

Sapphire Sponsor - \$3,000

Gold Sponsor - \$2,000

Silver Sponsor - \$1,000

January 2019

SCBA Women in Banking Leadership Symposium

January 29-30, 2019

Hilton Columbia Center, Columbia, SC

For Women Bankers and Associate Member Leaders.

Member - \$385, Non-Member - \$850

Platinum Sponsor - \$5,000

Sapphire Sponsor - \$3,000

Gold Sponsor - \$2,000

Silver Sponsor - \$1,000

March 2019

Young Bankers Division Annual Conference

March 8-10, 2019

Omni Grove Park Inn, Asheville, NC

For Emerging Leaders, Bankers and Associate Members.

Banker/Associate Member - \$450

Spouse/Guest - \$275

Grand Sponsor - \$10,000

Diamond Sponsor - \$7,500

Platinum Sponsor - \$5,000

Sapphire Sponsor - \$3,000

Gold Sponsor - \$2,000

Silver Sponsor - \$1,000

*In order to receive full recognition in the registration materials, the deadline is October 12, 2018.

June 2019

SCBA Annual Convention and Trade Show

June 9-12, 2019

The Sanctuary, Kiawah Island, SC

For CEOs, CFOs, directors and upper executive management teams.

Banker/Associate member - \$545

Spouse/Guest - \$425

Sponsorship Pricing

Grand Sponsor - \$10,000

Diamond Sponsor - \$7,500

Platinum Sponsor - \$5,000

Sapphire Sponsor - \$3,000

Gold Sponsor - \$2,000

*In order to receive full recognition in the registration materials the deadline is January 11, 2019.

Booth Pricing

Member - \$1,600

Preferred Vendor - \$1,475

Non-member - \$3,000

*A separate packet will be mailed to you with all information regarding exhibitor opportunities for this event

Please visit www.scbankers.org for complete listing of calendar of events for conferences, conventions and webinars.

2018-2019 CALENDAR OF EVENTS



October 2019

Young Bankers Division Annual Scholarship Golf Tournament

For Bankers, Associate Members and Vendors.

Eagle Sponsor - \$2,500
Birdie Sponsor - \$1,750
Beverage Cart Sponsor - \$1,500
Hole-in-One Sponsor - \$1,250
Prize Hole Sponsor - \$1,000
Hole Sponsor - \$750

November 2019

Community Bankers Forum

For CEOs, CFOs, Senior executive management teams and associate members.

Sapphire Sponsor - \$3,000
Gold Sponsor - \$2,000
Silver Sponsor - \$1,000

Please always confirm date, fees and time by visiting www.scbankers.org. For more information, visit www.scbankers.org or contact Anne Gillespie by phone at 803.779.0850, or by e-mail at agillespie@scbankers.org.

Save the Date

March 8-10, 2019

2019 Young Bankers Division Annual Conference

The Omni Grove Park Inn
Asheville, NC

\$450 banker/associate • \$275 spouse/guest
Room rates starting at \$189++



2019 ANNUAL CONVENTION • JUNE 9-12 • THE SANCTUARY, KIAWAH ISLAND, SC

Save the Date



2018-2019 SPONSORSHIP REQUEST FORM

Please select which of the following events you would like to sponsor and the level of sponsorship.

2018 Community Bankers Forum

- Sapphire Sponsor - \$3,000
- Gold Sponsor - \$2,000
- Silver Sponsor - \$1,000

2019 SCBA Women in Banking Leadership Symposium

- Platinum Sponsor - \$5,000
- Sapphire Sponsor - \$3,000
- Gold Sponsor - \$2,000
- Silver Sponsor - \$1,000

2019 Banking Careers 101

- Gold Sponsor - \$2,000
- Silver Sponsor - \$1,000
- Bronze - \$500

2019 Young Bankers Division Annual Conference

- Grand Sponsor - \$10,000
- Diamond Sponsor - \$7,500
- Platinum Sponsor - \$5,000
- Sapphire Sponsor - \$3,000
- Gold Sponsor - \$2,000
- Silver Sponsor - \$1,000

2019 Economic Developers Conference

- Sapphire Sponsor - \$3,000
- Gold Sponsor - \$2,000
- Silver Sponsor - \$1,000

2019 SCBA Annual Convention and Trade Show

- Grand Sponsor - \$10,000
- Diamond Sponsor - \$7,500
- Platinum Sponsor - \$5,000
- Sapphire Sponsor - \$3,000
- Gold Sponsor - \$2,000

2019 Young Bankers Division Annual Scholarship Golf Tournament

- Eagle Sponsor - \$2,500
- Birdie Sponsor - \$1,750
- Beverage Cart Sponsor - \$1,500
- Hole-in-One Sponsor - \$1,250
- Prize Hole Sponsor - \$1,000
- Hole Sponsor - \$750

2019 Community Bankers Forum

- Sapphire Sponsor - \$3,000
- Gold Sponsor - \$2,000
- Silver Sponsor - \$1,000

Please see reverse side for payment options and information.

Return the completed Sponsorship Forms to the SCBA one of the following ways:

Mail: P.O. Box 1483 Columbia, South Carolina 29202

Fax: 803.779.0890 | Phone: 803.779.0850 | www.scbankers.org

E. Anne Gillespie (agillespie@scbankers.org)

Senior Vice President, Conferences and Conventions

Carolyn Laffitte Bradley (carolynlaffitte@scbankers.org)

Senior Vice President, SCBA Services, Young Bankers, Associate Members, SC Bankers School



2018-2019 SPONSORSHIP REQUEST FORM

Sponsorships and exhibit space will not be confirmed until payment has been received.

All based on first-come,first-served basis. No phone-in applications will be accepted.

You will receive an invoice (if requested) for the sponsorship/exhibit amount and instructions for receiving your complimentary registration and booth or tabletop display information.

CONTACT INFORMATION *(Please type or print)*

Contact Name _____
Title _____
Address _____
City, State, Zip _____
Phone _____
Email _____

INFORMATION AS YOU WISH IT PUBLISHED *(Please type or print)*

Company Name _____
Address _____
City, State, Zip _____
Phone _____
Website _____

Please tally the number of sponsorships or exhibits and the amounts.

Total Sponsorship Requests: _____

Total Payment Due: _____

PAYMENT INFORMATION

Check enclosed. Made payable to SCBA.

Payment by Credit Card below:

Visa MasterCard Amex Discover

Card Number _____

Exp. Date _____ CVV _____

Name on Card _____

X _____

Date Submitted _____

PLEASE CHOOSE ONE PAYMENT OPTION:

- Please Invoice Me Per Event
 Please Invoice Me for the Total Amount in 2018
 Please Invoice Me in 2019
 Payment Included

Submission of this completed form to the South Carolina Bankers Association will constitute a binding sponsorship agreement. Sponsorships must be paid by date of event(s).

Your continued support of the SCBA is greatly appreciated!

Proudly serving South Carolina's banking industry since 1901, the SCBA is the professional trade association organized to effectively represent the common interest and welfare of the banking industry in South Carolina and to promote the professional development of its members and their employees. The SCBA's primary focus is to serve as a reliable and responsive source of information and education regarding areas of importance to the industry, and to be the key advocate in helping our member institutions by providing leadership in legislative, regulatory, educational and value-added services. Products and services offered by our Preferred Vendors and Associate Members assist our member banks in most of their third-party arrangements.

MEMBER BENEFITS



GOVERNMENT RELATIONS

Our legislative and regulatory advocacy creates and maintains a business friendly environment for banks and their customers. We engage in state, federal and grassroots lobbying to promote favorable legislation for our members. We work closely with the American Bankers Association and with the Alliance of State Bankers Associations on federal issues and have frequent dialogue with our state's Congressional delegation. Closer to home, we're at the State House every day the General Assembly is in session, looking out for the best interests of our state's banks and the industry. We regularly review regulatory proposals and analyze their potential impact on the industry. A key component of our government relations effort is the SCBA's federal and state political action committees. The strength of these two PACs gives us the ability to support candidates for office who support our industry. Every year there are new issues to advocate for and against, and with strong PACs our voice is greatly amplified.

YOUNG BANKERS DIVISION

The Young Bankers Division provides leadership training and community outreach. The Division focuses on professional development, encourages networking with other professional groups and is the driving force for financial literacy outreach in the state. The Division raises money and awards college scholarships to the children of member-bank employees. The Division also helps promote the industry as an exciting career to rising college juniors and seniors and engages in recruiting bright talent for banks across the state.

COMMUNITY BANKERS DIVISION

The Community Bankers Division represents community banks headquartered in South Carolina. Its mission is to recognize the unique needs of those community banks and work toward helping them grow and prosper. Because many of South Carolina's community banks consider the SCBA an essential arm of their training program, they play a key role in helping the SCBA develop its educational curriculum. By having broad-based participation from our community banks, the SCBA is able to bring in high-caliber speakers at a very cost-efficient manner for participants. In addition, the Division provides valuable input on our Preferred Vendor program and the products and services that community banks need to operate in a more efficient and profitable manner.

EDUCATION

The SCBA offers more than 20 educational events annually, including conferences, seminars, symposia, schools and conventions, to promote the professional development of members by focusing on the constantly changing issues facing the industry in a relevant, timely manner. In addition, the SCBA operates the South Carolina Bankers School, consistently rated as a top choice for certification in the Southeast, with nearly 3,000 alumni.

MEDIA OUTREACH

We frequently speak for the industry to help promote banking through various media outlets and community forums. We are the recognized voice on industry topics, speaking on subjects related to financial services while leaving bank-specific issues to our members. We respond to media inquiries while advocating for favorable coverage on topics of importance to the banking industry.

MEMBERSHIP

Our membership includes bank members that do business in South Carolina and Associate Members that support our banks with valuable goods and services. One of the most important initiatives of the SCBA is to facilitate peer-to-peer interaction between member banks and business-to-business interaction between banks and Associate Members. An intangible benefit of membership in the SCBA is the lifelong relationships developed through attending and participating in many of our events.

NEED HELP?



First time logging in and you know we have your correct e-mail address because you receive e-mails from us?

Visit www.scbankers.org. Under 'About,' Click on "MY SCBA"

Login: type your e-mail address here.

Password: "Password1"

(without the quotes) You will then be prompted to personalize this.

Logged in before but forgot your password?

On the above mentioned page, Click "Forgot your Password?"

If you do not receive the e-mail promised after clicking the above link, your e-mail address is probably inaccurate in our database. You should then call the SCBA.

New to SCBA and would like to login? (for both members & non-members)

On the above mentioned page, Click "New Visitor Registration" and follow directions.

If your company name shows, select it as your organization, regardless of the address/location.

To View Bank Directory

On the above mentioned page, Click "Bank Member List" at the bottom of the screen.

You must be logged in and have member benefits.

To View Associate Directory

On the above mentioned page, Click "Associate Membership Directory" at the bottom of the screen

OR on scbankers.org home site pages, visit the menu bar, ABOUT > Directory.

Need a Receipt or Invoice?

All invoices and receipts are sent electronically. Please follow the below instructions to obtain an order, invoice or receipt from our website.

Invoices & Receipts:

Access, pay or print records of all transactions on our website.

If you would like to print a copy of your order, invoice or receipt, please visit our website:

WWW.SCBANKERS.ORG > [LOGIN] > MY INFORMATION > MY TRANSACTIONS

and then click on the appropriate item to display your order, invoice or receipt.



SOUTH CAROLINA BANKERS ASSOCIATION

PO Box 1483 | Columbia, SC 29202

803-779-0850 (P) | 803-779-0890 (F) | WWW.SCBANKERS.ORG

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