



Community Bankers of Michigan Annual Convention and Expo
September 13 – 15, 2017 Grand Traverse Resort and Spa, Traverse City

SPONSORSHIP OPPORTUNITIES

CBM convention sponsorship maximizes your organization's exposure and access to community bank executives at CBM's 43rd Annual Convention and Expo to be held September 13 - 15, 2017, at the Grand Traverse Resort and Spa in Traverse City, Michigan.

As a 2017 Convention sponsor, your organization will benefit in the following ways:

- ✓ All sponsors receive recognition in the pre-convention issues of *Community Spirit* as well as the October convention wrap-up issue. Both publications have a circulation of over 1000.
- ✓ Recognition is also published in the September convention issue and the October issue of the *Great Lakes Banker* magazine.
- ✓ Signage during the convention at designated events and public service announcements provide additional recognition.
- ✓ All convention sponsors will be listed in the convention program. Depending on the contribution level, an advertisement in the convention program may also be included in the sponsorship.
- ✓ CBM's website, www.cbofm.org will feature a listing of convention sponsors with a link to individual sponsoring organization's websites.

Complimentary registration, brief announcement opportunities, greeting guests at designated events and providing collateral marketing materials during events or to be distributed at the convention registration desk depend upon contribution level. Events can be combined to achieve a higher contribution level, respective benefits, and more exposure for your company.

Please see the following pages for more details.

Questions? Call CBM at 517-336-4430 or e-mail info@cbofm.org.

BENEFITS OF SPONSORSHIP

Sponsorship Level	BRONZE Sponsor \$1,000	SILVER Sponsor \$1,500	GOLD Sponsor \$2,000/\$2,500	PLATINUM Sponsor \$3,500	DIAMOND Sponsor \$5,000 and above
Type of Recognition					
Company name on signage at sponsored event and public announcements	✓	✓	✓	✓	✓
Company name, sponsorship level and event listed in convention program	✓	✓	✓	✓	✓
Company listed on CBM website with link to company's website	✓	✓	✓	✓	✓
Company listing in pre- and post-convention issues of CBM <i>Community Spirit</i> and <i>Great Lakes Banker</i> magazine convention and October issues	✓	✓	✓	✓	✓
FREE Advertisement in the convention program		Quarter Page Ad (Ad specs: 2 3/4" w x 4 1/4" h; PDF or JPEG)	Half Page Ad (Ad specs: 5 1/2" w x 4 1/4" h; PDF or JPEG)	Full Page Ad (Ad specs: 5 1/2" w x 8 1/2" h; PDF or JPEG)	Full Page Ad (Ad specs: 5 1/2" w x 8 1/2" h; PDF or JPEG)
Company may provide materials at event or at registration desk and/or greet guests at event			✓	✓	✓
FREE Registration and Brief Speaking Opportunity					One convention registration & brief speaking opportunity at sponsored event

SPONSORSHIP AVAILABILITY

WEDNESDAY – SEPTEMBER 13, 2017

Event	Level	Sponsorships Remaining
Corporate Sponsors 1. BKD, LLP 2. ICBA Securities 3.	Gold Platinum Platinum	SOLD SOLD 1
Personalized Hotel Key Cards 1. Angott Search Group	Platinum	SOLD
Fudge 1. Thompson-Phelan Group, Inc.	Platinum	SOLD
Registration Refreshments 1. HR Performance Solutions 2. Thomas Compliance 3. Howard & Howard Attorneys	Bronze Bronze Bronze	SOLD SOLD SOLD
Chair Massages – 1. Wednesday Afternoon - Investors Title 2. Thursday Morning - Andrews Hooper Pavlik PLC	Bronze Bronze	SOLD SOLD
Grand Opening of Exhibit Center Reception 1. CBIA 2. Financial Furnishings, Inc.	Platinum Bronze	SOLD SOLD
Cash Drawing 1. ProBank Austin	Silver	SOLD

THURSDAY – SEPTEMBER 14, 2017

Event	Level	Sponsorships Remaining
Opening Continental Breakfast 1. MSHDA 2. Local Lending Group, LLC 3. Comerica Bank	Silver Silver Silver	SOLD SOLD SOLD
Mid-Morning Refreshment Break 1. Travelers 2. FiNet 3. Heber Fuger Wendum, Investment Advisors	Bronze Bronze Bronze	SOLD SOLD SOLD
Golf Tournament 1. EBS 2. Kus Ryan & Associates, PLLC	Platinum Platinum	SOLD SOLD
Cash Drawing 1. United Bankers' Bank 2. Doeren Mayhew	Bronze Silver	SOLD SOLD

THURSDAY – SEPTEMBER 14, 2017 (Continued)

Pre-Golf Tournament Cook Out 1. Donnelly Penman & Partners 2. Plante & Moran	Gold Gold	SOLD SOLD
Trap Shoot Event 1. Weltman, Weinberg & Reis, Co. 2. PM Environmental, Inc.	Bronze Bronze	SOLD SOLD
Wine/Beer Tour 1. IT Resource 2. Buckles & Buckles PLC	Bronze Bronze	SOLD SOLD
Key Note Feature Event 1. Federal Home Loan Bank of Indianapolis 2. ICBA Securities	Diamond Silver	SOLD SOLD
Reception with Exhibitors in Expo Hall 1. RjMichaels 2. Crowe Horwath, LLP 2. Young & Associates, Inc. 3. United Bankers' Bank	Bronze Bronze Bronze Gold	SOLD SOLD SOLD SOLD
Banquet 1. Federal Home Loan Bank of Indianapolis 2. ICBA 3. ICBA Bancard & TCM Bank	Diamond Diamond Platinum	SOLD SOLD SOLD
Featured Banquet Item or Dessert 1. Kotz Sangster Wysocki, P.C. 2. Rehmann	Gold Silver	SOLD SOLD
Banquet Afterglow 1. Mercantile Bank of Michigan	Platinum	SOLD

FRIDAY – SEPTEMBER 15, 2017

Event/Type of Sponsorship	Level	Sponsorships Remaining
Continental Breakfast in Expo Hall 1. Deluxe Corporation 2. SHAZAM 3. First Service Corporation	Silver Silver Silver	SOLD SOLD SOLD
Key Note Closing Speaker and Grand Prize Drawing 1. Isabella Bank	Diamond	SOLD
Cash Drawing 1. QwickRate	Silver	SOLD



CONVENTION SPONSORSHIP APPLICATION

COUNT US IN!

We are interested in sponsoring the following event(s).

For the best return on your investment and for optimum exposure, please return this form together with your payment by Monday, July 24. If you are interested in sponsoring several events, please indicate all events and sponsorship levels. If necessary, please copy this form.

Event: _____ Sponsorship Level: _____

Event selections for sponsorships will be awarded on a first come, first served basis. Sponsorships received after **August 15, 2017**, will not be promoted in the convention program. In order to process your sponsorship application, please complete or provide all of the information below.

Organization: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Contact Name: _____

Contact Title: _____ Contact E-mail: _____

Payment method:

Check Enclosed. Please make checks payable to: Community Bankers of Michigan.

Credit Card

Credit Card Information (Visa MasterCard Discover)

Card Holder Name: _____

Credit Card Number: _____ Expiration Date: _____ Digit Security: _____

Please invoice me.

Complete and return with your payment to:

Community Bankers of Michigan

3505 Coolidge Road, Suite 200, East Lansing, MI 48823

Phone: 517-336-4430 • Fax: 517-336-7833