



**2024 Annual Convention and Expo**  
Grand Traverse Resort & Spa, Traverse City  
September 11 - 13, 2024

## **SPONSORSHIP OPPORTUNITIES**

CBM convention sponsorship maximizes your organization's exposure and access to community bank executives at CBM's 50<sup>th</sup> Annual Convention and Expo to be held September 11 – 13, 2024, at the Grand Traverse Resort and Spa in Traverse City, Michigan. As a 2024 Convention sponsor, your organization will benefit in many ways, including:

- ✓ Recognition in the pre-convention issue of the CBM *Community Spirit* as well as the October convention wrap-up issue. Both issues of this publication have a circulation of over 1000.
- ✓ Recognition in the September issue and the October issues of the *Great Lakes Banker* magazine.
- ✓ Signage throughout the convention at designated events and announcements that will provide additional recognition.
- ✓ All convention sponsors will be listed in the convention program and in the CBM convention app. Depending on the contribution level, an advertisement in the convention program may also be included in the sponsorship.
- ✓ CBM's website, [www.cbofm.org](http://www.cbofm.org) will feature a listing of convention sponsors with a link to individual sponsoring organization's websites.
- ✓ Email blasts to bankers and associate members recognizing sponsorships.

Complimentary registration, greeting guests at designated events, providing collateral marketing materials during events or distributed at the convention registration desk may be included depending upon sponsorship level. Events can be combined to achieve a higher 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 [kateangles@cbofm.org](mailto:kateangles@cbofm.org).

## BENEFITS OF SPONSORSHIP

<b>Sponsorship Level</b>	<b>BRONZE</b> Sponsor \$1,500	<b>SILVER</b> Sponsor \$1,750	<b>GOLD</b> Sponsor \$2,500	<b>PLATINUM</b> Sponsor \$4,000	<b>DIAMOND</b> Sponsor \$5000 and above
<b>Type of Recognition</b>					
Company name on signage at sponsored event and public announcements	✓	✓	✓	✓	✓
Company name, sponsorship level and event listed in convention program and app	✓	✓	✓	✓	✓
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 September and October issues	✓	✓	✓	✓	✓
<b>FREE</b> Advertisement in the convention program		<b>Quarter Page Ad</b> (Ad specs: 2 ¾" w x 4 ¼" h; PDF or JPEG)	<b>Half Page Ad</b> (Ad specs: 5 ½" w x 4 ¼" h; PDF or JPEG)	<b>Full Page Ad</b> (Ad specs: 5 ½" w x 8 ½" h; PDF or JPEG)	<b>Full Page Ad</b> (Ad specs: 5 ½" w x 8 ½" h; PDF or JPEG)
Company may provide materials at event or at registration desk and/or greet guests at event			✓	✓	✓
<b>FREE</b> Convention Registration for attendee				One convention registration included	Two convention registrations included

# SPONSORSHIP AVAILABILITY — AS OF JUNE 14, 2024

## WEDNESDAY – SEPTEMBER 11, 2024

Event	Level	Sponsorships Remaining
<b>Corporate Sponsors</b> ICBA  FHLBI Strobl	Diamond Diamond Platinum Platinum	<b>SOLD</b> <b>1</b> <b>SOLD</b> <b>SOLD</b>
<b>Hotel Key Cards</b>	Platinum	<b>1</b>
<b>Name Badges</b> Investors Title	Diamond	<b>SOLD</b>
<b>Convention App</b>	Gold	<b>2</b>
<b>Convention Wireless Access</b>	Silver	<b>1</b>
<b>Auction App</b> Miedema Asset Management Group	Silver	<b>SOLD</b>
<b>Fudge</b> Thompson-Phelan Group	Gold	<b>SOLD</b>
<b>Registration Refreshments</b>	Bronze	<b>3</b>
<b>Registration Favors</b>	Platinum Gold	<b>1</b> <b>2</b>
<b>Cash Drawing in Expo Hall</b>  Hovde Shield Compliance	Silver Bronze Bronze	<b>1</b> <b>SOLD</b> <b>SOLD</b>
<b>Grand Opening Expo Hall Reception</b> Mackinac Credit + Compliance Performance Trust Travelers	Gold Gold Gold	<b>SOLD</b> <b>SOLD</b> <b>SOLD</b>
<b>Afterglow Reception – Bourbon Bar</b> Mercantile Bank	Diamond	<b>SOLD</b>

## THURSDAY – SEPTEMBER 12, 2024

Event	Level	Sponsorships Remaining
<b>Opening Continental Breakfast</b> Angott Search Group Clark Schaefer Hackett Lasco	Bronze Bronze Bronze	<b>SOLD</b> <b>SOLD</b> <b>SOLD</b>
<b>Mid-Morning Refreshment Break</b> Spry Varnum Law	Bronze Bronze Bronze	<b>SOLD</b> <b>SOLD</b> <b>1</b>

**THURSDAY – SEPTEMBER 12, 2024 (Continued)**

<b>Cook Out Lunch</b> ChoiceOne Bank	Diamond	<b>SOLD</b>
<b>Trap Shoot Event</b> Weltman, Weinberg & Reis Co.	Silver Bronze	<b>1</b> <b>SOLD</b>
<b>Tasting Experience</b> Endeavor IT RJM	Gold Gold	<b>SOLD</b> <b>SOLD</b>
<b>Golf Tournament</b> EBS Shazam	Platinum Platinum	<b>SOLD</b> <b>SOLD</b>
<b>Reception with Exhibitors in Expo</b> Donnelly Penman & Partners	Silver Silver	<b>SOLD</b> <b>2</b>
<b>Convention Banquet</b> Isabella Bank	Diamond	<b>SOLD</b>
<b>Banquet Refreshments</b> Plante Moran	Gold Gold	<b>SOLD</b> <b>1</b>

**FRIDAY – SEPTEMBER 13, 2024**

<b>Event/Type of Sponsorship</b>	<b>Level</b>	<b>Sponsorships Remaining</b>
<b>Continental Breakfast in Expo Hall</b>	Bronze Gold	<b>1</b> <b>1</b>
<b>Cash Drawing in General Session</b> Strategic Resource Management United Bankers' Bank	Bronze Silver	<b>SOLD</b> <b>SOLD</b>
<b>Keynote Speaker</b> Hylant	Platinum	<b>SOLD</b>
<b>Grand Prize Drawing</b>	Platinum	<b>1</b>

**2024 Annual Convention and Expo**  
 Grand Traverse Resort & Spa, Traverse City  
 September 11-13, 2024

# 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 Friday, July 12.** 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 16, 2024**, 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: \_\_\_\_\_

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  AMEX

Card Holder Name \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ SEC CODE \_\_\_\_\_

Please invoice me

**Complete and return with your payment to:**

Community Bankers of Michigan

830 W. Lake Lansing Road, Suite 250, East Lansing, MI 48823

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