



CALIFORNIA
BANKERS
ASSOCIATION



2025 ANNUAL CONFERENCE & DIRECTORS FORUM
Our California Revival
WHERE LEGACY MEETS THE FUTURE

May 13-16, 2025
La Quinta Resort & Club

<https://www.calbankers.com/events/ac25>



Annual Conference & Directors Forum

The Annual Conference & Directors Forum for bank presidents, senior officers, and directors is our flagship event. With an impressive agenda of thoughtfully selected sessions, attendees will explore issues relevant to technology, innovation, and leveraging opportunities.

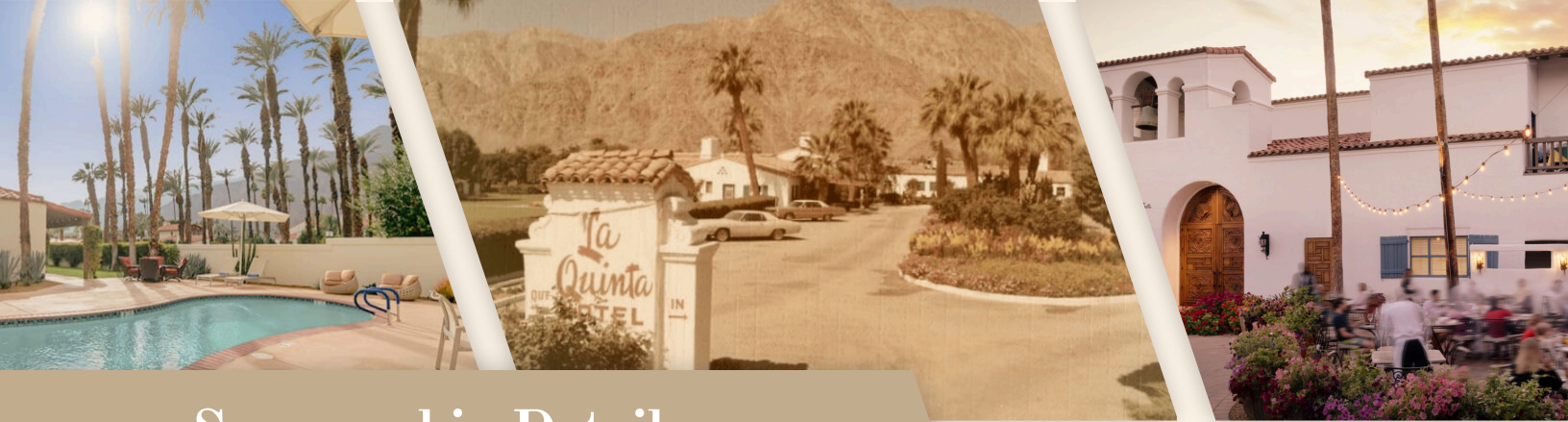
The conference guides bank executives through the industry's greatest challenges and provides insights and information to help their bank's achieve vital short-term and long-term initiatives.

The 2025 Annual Conference & Directors Forum will take place May 13 - 16, 2025 at the La Quinta Resort & Club in La Quinta, CA. This event attracts top-level executives and offers exciting networking opportunities for firms looking to connect with bank presidents, directors, and other C-level executives.

Conference sponsorship packages include an exhibit space based upon availability. Exhibit time runs for two-and-a-half days to provide maximum engagement with conference attendees. All sponsors are invited to take full advantage of the education sessions and networking events offered throughout the conference.

Conference Attendees Include:

- Account Executives
- Associate Directors
- Bank Counsel
- Board Members
- CEOs & Presidents
- Chairmen
- C-Suite Executives
- Directors
- EVPs, SVPs, VPs
- Managing Directors
- Partners



Sponsorship Details

SPONSORSHIP BENEFITS

- Access to banking industry leaders
- Strengthen relationships with existing customers
- Generate new prospects and gain quality industry leads
- Discuss customers' needs in person and gain real-world feedback
- Opportunity to demonstrate your products and services
- Promote your company's name and gain valuable market exposure
- Build brand awareness among our membership (bankers and associates)

SPONSORSHIP FEATURES

- Sponsor logo and short bio featured in the conference app
- Company logo included on signage in CBA registration area, acknowledging all sponsors
- Company logo presented on conference welcome slideshow
- Networking with attendees (breakfast, lunch, and receptions)
- Conference attendee list
- Complimentary registration(s) for your company with sponsorship
- Option to participate in Vendor Showcase

Sponsorship Next Steps

SECURE YOUR SPONSORSHIP

- Email the sponsor contract and registration form to Gina Titus at gtitus@calbankers.com
- Include a high-resolution JPG/PNG and/or EPS/SVG/PDF logo file and a 100-word company description by Friday, April 12, 2024.

CUSTOM OPTIONS AVAILABLE

- Sponsorship opportunities are not limited to those listed in this brochure and our team is willing to consider other opportunities.
- For all sponsor questions, contact Gina Titus at (916) 438-4417 or gtitus@calbankers.com.

*CBA reserves the right to refuse sponsorships to those who do not meet sponsorship criteria.





City of
La Quinta

GEM OF THE DESERT



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Presidente

Sponsorship Opportunities

Please review descriptions of conference sponsorship opportunities. If you don't see a package that fits your needs, our team will work with you to build a custom opportunity.

CHAIRMAN CIRCLE SPONSOR

Member rate: \$15,000

Non-member rate: \$18,000

As a **Chairman Circle** Sponsor, you will receive the following opportunities and benefits:

- Complimentary exhibit space with standard CBA setup
- Three complimentary registrations for your company
- Logo recognition in our CBA presentation (between general sessions)
- Attendee list 4 weeks prior to event
- Vendor Showcase participation
- A sponsor item of your choice from the **Maximum Visibility** level or below

DIAMOND SPONSOR

Member rate: \$11,000

Non-member rate: \$13,000

As a **Diamond** Sponsor, you will receive the following opportunities and benefits:

- Complimentary exhibit space with standard CBA setup
- Two complimentary registrations for your company
- Logo recognition in our CBA presentation (between general sessions)
- Attendee list 3 weeks prior to event
- A sponsor item of your choice from the **Premium Visibility** level or below
- *Vendor Showcase participation may be added for an additional \$2,000.*

PLATINUM SPONSOR

Member rate: \$9,000

Non-member rate: \$11,000

As a **Platinum** Sponsor, you will receive the following opportunities and benefits:

- Complimentary exhibit space with standard CBA setup
- Two complimentary registrations for your company
- Logo recognition in our CBA presentation (between general sessions)
- Attendee list 2 weeks prior to event
- A sponsor item of your choice from the **Enhanced Visibility** level or below
- *Vendor Showcase participation may be added for an additional \$2,000.*

GOLD SPONSOR

Member rate: \$6,500

Non-member rate: \$8,000

As a **Gold** Sponsor, you will receive the following opportunities and benefits:

- Complimentary exhibit space with standard CBA setup
- One complimentary registration for your company
- Logo recognition in our CBA presentation (between general sessions)
- Attendee list 2 weeks prior to event
- A sponsor item of your choice from the **Standard Visibility** level
- *Vendor Showcase participation may be added for an additional \$2,000.*



Sponsorships At-A-Glance

The pricing below reflects sponsor package pricing for CBA members only.

Sponsor Level (Member Rate)	Chairman Circle \$15,000	Diamond Level \$11,000	Platinum Level \$9,000	Gold Level \$6,500
Marketplace Exhibit Space	✓	✓	✓	✓
Conference Registrations	3	2	2	1
Expected Attendee List <small>Date of receipt determined by sponsorship level</small>	✓	✓	✓	✓
Sponsor Item	✓	✓	✓	✓
Conference Visibility	MAXIMUM <ul style="list-style-type: none"> • Welcome Amenity • Welcome Reception Co-Sponsor (x2) • Farewell Party Dinner Co-Sponsor (x2 Available) • Speaker Introduction (x2 Available) • Name Badge Lanyards 	PREMIUM <ul style="list-style-type: none"> • Banker Tote Bag • Mobile App • Conference Wi-Fi • Farewell Party Entertainment (Band) • Farewell Entertainment (Other) • Signature Cocktails • Farewell Brunch 	ENHANCED <ul style="list-style-type: none"> • Know-Before-You-Go Email • Schedule-At-A-Glance • Breakfast (1 day) • Lunch (1 day) • Refreshment Breaks (1 full day) • Golf Tournament Breakfast • Golf Tournament Beverage Tickets • Pickleball Tournament 	STANDARD <ul style="list-style-type: none"> • Branded Tote Bag Insert • Seat Drop • Golf Tournament Hole Sponsor • Conference Day Email

For more information, please contact contact Gina Titus at (916) 438-4417 or gtitus@calbankers.com.

2025 ANNUAL CONFERENCE & DIRECTORS FORUM

SPONSORSHIP APPLICATION

If additional representatives will attend the conference, beyond the number included in your sponsor package, those representatives must register separately. Additional registrations are **\$2,095 (Associate Members)**, **\$2,496 (Associate Non-Members)**, and guests are **\$795**.

SPONSOR/EXHIBITOR CONTRACT

Company Name *(will appear verbatim on all CBA marketing material)*

COMPANY POINT OF CONTACT

Name

Title

Email

Telephone

Full Address

2025 ANNUAL CONFERENCE SPONSORSHIP SELECTION

Our company is interested in participating as a sponsor at the following level:

CBA MEMBER SPONSOR LEVEL

Chairman (\$15,000)

Platinum (\$9,000)

Diamond (\$11,000)

Gold (\$6,500)

Add-on: Vendor Showcase (\$2,000)

NON-MEMBER SPONSOR LEVEL

Chairman (\$18,000)

Platinum (\$11,000)

Diamond (\$13,000)

Gold (\$8,000)

REPRESENTATIVE 1

Included In Sponsor Fee

Additional Registration:
\$2,095 (Member)

Additional Registration:
\$2,495 (Non-Member)

Guest:
\$795

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

Sponsorship application continued...



REPRESENTATIVE 2

Included In Sponsor Fee

Additional Registration:
\$2,095 (Member)

Additional Registration:
\$2,495 (Non-Member)

Guest:
\$795

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code



REPRESENTATIVE 3

Included In Sponsor Fee

Additional Registration:
\$2,095 (Member)

Additional Registration:
\$2,495 (Non-Member)

Guest:
\$795

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code



REPRESENTATIVE 4

Included In Sponsor Fee

Additional Registration:
\$2,095 (Member)

Additional Registration:
\$2,495 (Non-Member)

Guest:
\$795

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

Sponsorship application continued...

PAYMENT INFORMATION

Payment will be mailed for our total sponsorship balance due.

Payment has already been collected by CBA for my sponsorship.

I hereby authorize CBA to charge my credit card for 100% of our sponsorship fee.

Credit Card Charge \$ _____ Visa Mastercard American Express

Card Number _____ CV _____ Exp Date _____

Cardholder Name _____ Zip Code _____ Signature _____

PLEASE RETURN TO:

California Bankers Association
Attn: Accounting Dept. — A/R
1303 J Street, Suite 600
Sacramento, CA 95814

SPONSOR CONTACT

Gina Titus, AVP Conferences at 916.438.4417 or gtitus@calbankers.com.

TERMS OF PAYMENT

Sponsors are required to pay 100 percent within 30 days of the date we receive the signed contract. If the event start date is less than 30 days from contract submission, payment must be received immediately. No branding or promotion will take place until full payment is received. If payment is not received in the time frame specified above, the sponsorship/exhibit space will be released and made available for sale again by CBA.

I acknowledge and agree to the terms and deadlines above.

CANCELLATION POLICY

Written notice is required for all substitutions/cancellations. The full sponsorship fee will be refunded if written notice is received by **March 7, 2025** and 50 percent if by **April 11, 2025** minus a \$100 processing fee. No refunds will be provided after April 11, 2025.

DEADLINES

Along with the completed agreement, please provide a high-resolution JPG/PNG and/or EPS/SVG/PDF logo and a 100-word company description. Logo recognition is not guaranteed if received after **Monday, April 14, 2025**.

Name (Printed)

Signature

FOR INTERNAL USE ONLY

Batch # _____

Invoice # _____

(E)2531/(S)2533-300333 _____

Contact # _____

CK # _____ AMT _____ Date Iss _____

Date _____

Corp/Pers Date Dep _____ By _____

By _____

Tuesday, May 13, 2025 | 7:00am - 1:00pm PST
PGA West: Dunes Course • La Quinta, CA

Price: \$275 per golfer

Includes: Breakfast, Two Beverages and Golf Cart per Two Players

Club Rentals: Golf Clubs are available for rent through the golf course. Please indicate your rental preferences below. A fee of \$85.00 including taxes and fees will be charged to reserve clubs.

Golfer Information

_____	_____
Last Name	First Name
_____	_____
Title	Company
_____	_____
Phone	Email

Please select a format:

Play Your Own Ball Scramble
R Handed Rental L Handed Rental No Rental

Handicap - required

Pairing Request - not guaranteed

Golfer Information

_____	_____
Last Name	First Name
_____	_____
Title	Company
_____	_____
Phone	Email

Please select a format:

Play Your Own Ball Scramble
R Handed Rental L Handed Rental No Rental

Handicap - required

Pairing Request - not guaranteed

Golfer Information

_____	_____
Last Name	First Name
_____	_____
Title	Company
_____	_____
Phone	Email

Please select a format:

Play Your Own Ball Scramble
R Handed Rental L Handed Rental No Rental

Handicap - required

Pairing Request - not guaranteed

Golfer Information

_____	_____
Last Name	First Name
_____	_____
Title	Company
_____	_____
Phone	Email

Please select a format:

Play Your Own Ball Scramble
R Handed Rental L Handed Rental No Rental

Handicap - required

Pairing Request - not guaranteed

QUESTIONS? Contact Janae Kimpel at registrations@calbankers.com
Cancellation Policy: No refunds if cancellations are received after April 11, 2025

PAYMENT: CBA will send a payment link once golf registration(s) have been processed.