

CALIFORNIA BANKERS ASSOCIATION

TWENTY TWENTY SEVEN

Bank Presidents Seminar

January 6 -8, 2027

Montage Laguna Beach

Southern California



SPONSOR PROSPECTUS

https://www.calbankers.com/events/bps27



About the Event

Strong leadership starts with the right conversations. CBA's Bank Presidents Seminar brings together bank presidents, CEOs, and senior executives for meaningful discussions on the issues shaping the future of banking, from emerging challenges to new opportunities for growth. The program will also feature discussions on policy and regulatory developments, and include an exclusive update from CBA's Government Relations team.

Designed for candid conversation, fresh perspectives, and valuable peer connections, the seminar offers more than a chance to step away from the day-to-day. It's an opportunity to connect with fellow peers, exchange ideas, and bring new perspective back to your organization.

Set against the beautiful backdrop of Montage Laguna Beach, this is time well spent with the people who understand your challenges, share your priorities, and help shape what's next in the industry.

Seminar Sponsorship Details

SPONSORSHIP BENEFITS

- Interact with Bank CEOs, presidents and top executives in an exclusive, relationship-driven environment
- Maximize brand awareness and increase your market position
- Gain valuable market exposure with leads and prospects during vendor dinners
- Establish meaningful connections with existing clients during the program

SPONSORSHIP FEATURES

- Sponsor logo featured in conference communication
- Company logo included on event signage acknowledging all sponsors
- Exclusive access to bank decision-makers and networking opportunities with seminar attendees (breakfast, lunch, reception, gala)
- Seminar attendee list provided two weeks prior to the seminar with contact information
- Complimentary registration(s) for your company with sponsorship

Sponsorship Opportunities

Please review descriptions of the sponsorship opportunities listed.
Questions? Please contact Gina Titus at gtitus@calbankers.com

CHAIRMAN CIRCLE SPONSOR

Sponsorship: **$14,250** (Member Pricing) | **$16,250** (Non-Member Pricing)

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

- Three complimentary registrations for your company
- A sponsor item of your choice from the **Maximum Visibility** level or below
- Logo visibility throughout the conference
- Seminar attendee list provided two weeks prior to event
- Vendor Showcase participation based on availability

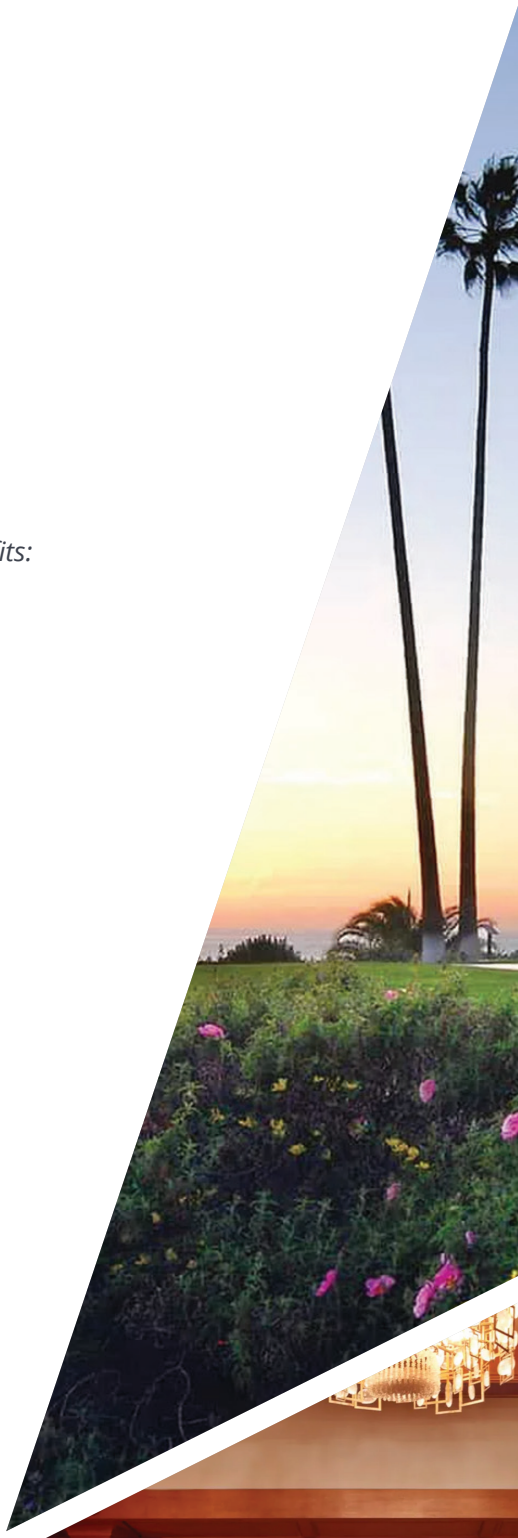
DIAMOND SPONSOR

Sponsorship: **$11,250** (Member Pricing) | **$13,250** (Non-Member Pricing)

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

- Two complimentary registrations for your company
- A sponsor item of your choice from the **Premium Visibility** level or below
- Logo visibility throughout the conference
- Seminar attendee list provided two weeks prior to event





PLATINUM SPONSOR

Sponsorship: **$8,500** (Member Pricing) | **$10,500** (Non-Member Pricing)

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

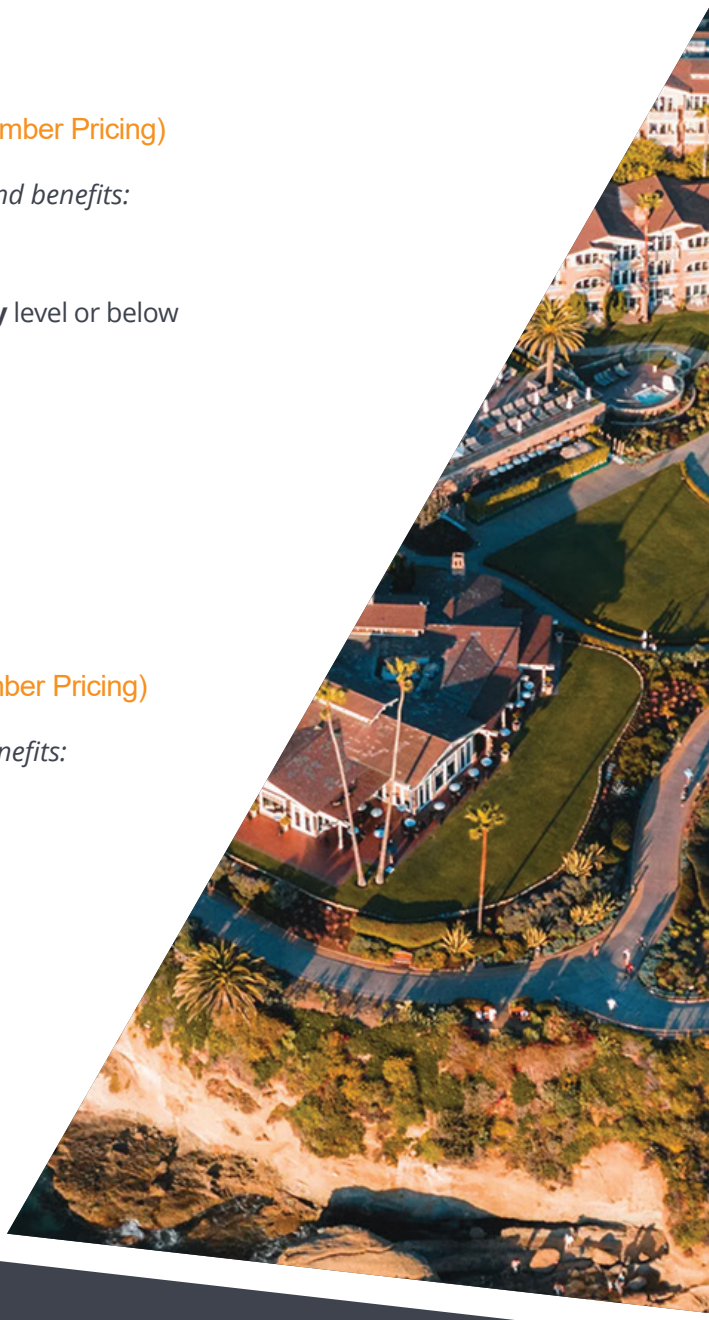
- Two complimentary registrations for your company
- A sponsor item of your choice from the **Enhanced Visibility** level or below
- Logo visibility throughout the conference
- Seminar attendee list provided two weeks prior to event

GOLD SPONSOR

Sponsorship: **$6,500** (Member Pricing) | **$8,500** (Non-Member Pricing)

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

- One complimentary registration for your company
- A sponsor item of your choice from the **Standard Visibility** level or below
- Logo visibility throughout the conference
- Seminar attendee list provided two weeks prior to event



Become A Sponsor In Two Easy Steps

SECURE YOUR SPONSORSHIP

- Email the completed sponsor contract and registration form to Gina Titus at **gtitus@calbankers.com**.
- Include a high-resolution JPG/PNG and/or EPS/SVG/PDF logo by **Friday, December 18, 2026**.
- For all sponsor questions, please contact Gina Titus at (916) 438-4417 or **gtitus@calbankers.com**.

*Please note that sponsor companies must be within the financial industry. CBA reserves the right to refuse sponsorships to those who do not meet the criteria.



Opportunities At-A-Glance

Package investments reflect member pricing. Features apply to members and non-members.

Sponsorship Level (Member Pricing)	CHAIRMAN CIRCLE $14,250	DIAMOND LEVEL $11,250	PLATINUM LEVEL $8,500	GOLD LEVEL $6,500
Conference Registrations	3	2	2	1
Expected Attendee List	✓	✓	✓	✓
Vendor Showcase*	✓			
Conference Visibility Level	**MAXIMUM** ▸ Welcome Reception Co-Sponsor ▸ Gala Reception Co-Sponsor ▸ Gala Dinner Co-Sponsor ▸ Conference Wi-Fi ▸ Welcome Amenity ▸ Speaker Introduction	**PREMIUM** ▸ Banker Tote Bags ▸ Name Badge Lanyards ▸ Blankets ▸ Signature Cocktail (Welcome Reception OR Gala Dinner) ▸ Gala Entertainment ▸ Farewell Breakfast ▸ Farewell Mimosa Bar	**ENHANCED** ▸ Schedule At-A-Glance ▸ Know-Before-You-Go Email ▸ Breakfast ▸ Lunch ▸ Wednesday Refreshemnts ▸ Thursday Refreshemnts	**STANDARD** ▸ Seat Drop ▸ Branded Item for Tote Bag ▸ Conference Day Email

*Vendor Showcase: *Your Five Minutes to Shine!*
Step into the spotlight and show our members what you've got! The Vendor Showcase gives a select group of sponsors five minutes on stage to pitch, demo, or dazzle — no "sales pitch limits" here. It's your time to stand out, be bold, and make an impression. Only a few of these exclusive opportunities are available. Secure you spot today!

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Bank Presidents Seminar

Sponsorship Application

SPONSOR/EXHIBITOR CONTRACT

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

COMPANY POINT OF CONTACT

Name

Title

Email

Telephone

Full Address

BANK PRESIDENTS SEMINAR SPONSORSHIP SELECTION

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

CBA MEMBER SPONSOR LEVEL:	☐ Chairman ($14,250)	☐ Diamond ($11,250)	☐ Platinum($8,500)	☐ Gold ($6,500
NON-MEMBER SPONSOR LEVEL:	☐ Chairman ($16,250)	☐ Diamond ($13,250)	☐ Platinum ($10,500)	☐ Gold ($8,500

REPRESENTATIVE 1

☐ Included in sponsorship ☐ Additional Registration: $1,295 (Member) ☐ Additional Registration: $1,395 (Non-Member)

First Name

Last Name

Professional Title

Email

Telephone

Mailing Address

City

State

Zip Code

Application Continued on next page...

REPRESENTATIVE 2

☐ Included in sponsorship ☐ Additional Registration: $1,295 (Member) ☐ Additional Registration: $1,395 (Non-Member) ☐ Guest: $595

First Name _____ Last Name _____

Professional Title _____

Email _____ Telephone _____

Mailing Address _____ City _____ State _____ Zip Code _____

REPRESENTATIVE 3

☐ Included in sponsorship ☐ Additional Registration: $1,295 (Member) ☐ Additional Registration: $1,395 (Non-Member) ☐ Guest: $595

First Name _____ Last Name _____

Professional Title _____

Email _____ Telephone _____

Mailing Address _____ City _____ State _____ Zip Code _____

REPRESENTATIVE 4

☐ Included in sponsorship ☐ Additional Registration: $1,295 (Member) ☐ Additional Registration: $1,395 (Non-Member) ☐ Guest: $595

First Name _____ Last Name _____

Professional Title _____

Email _____ Telephone _____

Mailing Address _____ City _____ State _____ Zip Code _____

Application Continued on next page...

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 CVV 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

CBA CONFERENCE SPONSORSHIP TERMS AND CONDITIONS

SPONSORSHIP PAYMENT Initial _____

Sponsor agrees to pay 100% of the sponsorship fee within thirty (30) days of CBA's receipt of the signed sponsorship agreement. If the event begins within thirty (30) days of the date of the agreement, payment is due immediately upon execution. Sponsorship benefits, including exhibit space, registrations, promotional recognition, attendee information, and other benefits, may be withheld until payment is received in full. If payment is not received by the applicable due date, CBA reserves the right to cancel the sponsorship without further obligation and release any associated sponsorship opportunity, exhibit space, or other reserved benefits.

SPONSORSHIP CANCELLATION Initial _____

All sponsorship cancellations must be submitted to CBA in writing. Unless otherwise stated in the applicable sponsorship agreement:

- Cancellations received sixty (60) or more days before the event will receive a refund of 90% of sponsorship fees paid.
- Cancellations received thirty (30) to fifty-nine (59) days before the event will receive a refund of 50% of sponsorship fees paid.
- No refunds will be provided for cancellations received fewer than thirty (30) days before the event.

Any nonrefundable portion of the sponsorship fee is intended to compensate CBA for administrative expenses, commitments made in reliance upon the sponsorship, lost sponsorship opportunities, and benefits already provided. Sponsor registrations may be transferred to another representative of the same sponsoring organization by providing notice to CBA prior to the event. Sponsorships may not be transferred or assigned to another organization without CBA's prior written approval.

EVENT CHANGES, POSTPONEMENT & FORCE MAJEURE

CBA reserves the right to modify the event's schedule, program, speakers, format, venue, dates, or other event elements when reasonably necessary.
CBA may postpone, relocate, convert to a virtual or hybrid format, or cancel the event due to circumstances beyond its reasonable control, including but not limited to natural disasters, severe weather, fire, flood, epidemic or public health emergency, governmental action or restrictions, labor disputes, civil disturbance, acts or threats of terrorism, transportation disruptions, venue unavailability, or other circumstances that make conducting the event illegal, impossible, impracticable, or inadvisable.
If an event is postponed or relocated, the sponsorship will generally be applied to the rescheduled or relocated event, and such change will not, by itself, entitle Sponsor to a refund. If CBA cancels an event and does not reschedule it, CBA may, in its discretion, provide a refund or credit toward a future CBA event after deducting the reasonable value of sponsorship benefits already provided and nonrecoverable expenses incurred in connection with the sponsorship. CBA will not be responsible for Sponsor's travel, lodging, shipping, production, personnel, or other expenses resulting from an event modification, postponement, relocation, or cancellation.

SPONSORSHIP ITEMS & BENEFITS

Sponsorship opportunities, items, exhibit locations, and benefits are assigned on a first-come, first-served basis and are subject to availability. Sponsor may request preferred sponsorship items when executing the agreement, and CBA will confirm the selected items or benefits. CBA reserves the right to make reasonable substitutions or modifications to sponsorship items or benefits due to availability, inventory, shipping, vendor issues, venue requirements, program changes, or other circumstances. When reasonably possible, CBA will provide a benefit of comparable value. Reasonable substitutions or modifications will not entitle Sponsor to a refund or reduction in the sponsorship fee. If Sponsor has not selected a sponsorship item or benefit by an applicable deadline, CBA may assign available sponsorship items or benefits at its discretion.

SPONSOR MATERIALS & DEADLINES

Sponsor is responsible for providing all requested materials by CBA's published or communicated deadlines, including logos, advertisements, company descriptions, artwork, attendee names, and other materials required to fulfill sponsorship benefits. CBA is not responsible for sponsorship benefits that cannot be provided because Sponsor failed to provide required information or materials by the applicable deadline. Missed benefits resulting from Sponsor's failure to meet a deadline will not result in a refund, credit, or reduction of the sponsorship fee. Sponsor represents that it owns or has obtained all rights and permissions necessary for CBA to use any logos, trademarks, images, copy, advertisements, or other materials provided by Sponsor. CBA reserves the right to reject or require modification of promotional, advertising, exhibit, or other sponsor-provided content that CBA reasonably determines is inappropriate, misleading, unlawful, inconsistent with CBA policies or the purpose of the event, or otherwise unsuitable for CBA's membership or audience.

EXHIBIT SPACE & SPONSOR CONDUCT

Sponsor and its representatives must comply with all CBA, venue, hotel, safety, security, and event rules and instructions. Sponsor activities must be conducted professionally and may not interfere with conference programming, other sponsors or exhibitors, venue operations, or attendees' enjoyment of the event. CBA reserves the right to require Sponsor to discontinue any activity or remove any display, materials, equipment, or representative that CBA reasonably determines is disruptive, unsafe, inappropriate, misleading, unlawful, or inconsistent with the professional nature of the event. Sponsor is responsible for the conduct of its employees, representatives, contractors, and guests.

HOTEL ACCOMMODATIONS

Hotel accommodations are not included in the sponsorship fee unless expressly stated otherwise. Sponsors are encouraged and expected to book accommodations within the official CBA room block when rooms are available. Sponsors unable to use the room block due to extenuating circumstances are asked to notify CBA.
Sponsor is solely responsible for its hotel reservations, charges, cancellation fees, and other lodging expenses.

ANCILLARY EVENTS

Sponsor must obtain CBA's written approval before scheduling or promoting receptions, meetings, hospitality events, dinners, or other activities directed toward conference attendees during the event. Sponsor-hosted activities may not conflict with or detract from official CBA programming. Any sponsor event taking place at the official conference property must be coordinated through CBA and the applicable venue and must comply with venue requirements. CBA reserves the right to deny or require modification of any ancillary event that CBA reasonably determines conflicts with the conference schedule, CBA programming, contractual obligations, or the interests of the event.

ATTENDEE INFORMATION & PERMITTED USE Initial _____

If attendee information is included as a sponsorship benefit, CBA may provide Sponsor with attendee information approximately two weeks before the event or at another time specified by CBA. Sponsor may use attendee information solely for its own legitimate business networking and event-related communications and may not sell, license, transfer, publish, distribute, or provide the information to any third party. Sponsor may not use attendee information to create or supplement a database for resale or distribution or for purposes unrelated to Sponsor's own business activities. Sponsor is responsible for its use, storage, and protection of attendee information and agrees to comply with all applicable privacy, data protection, and marketing laws and regulations, including applicable requirements governing commercial email and opt-out requests. Sponsor must honor applicable unsubscribe, opt-out, and other privacy requests and must discontinue use of an attendee's information when legally required to do so. Sponsor shall take reasonable measures to protect attendee information against unauthorized access, disclosure, loss, or misuse and shall promptly notify CBA of any unauthorized access to or disclosure of attendee information provided by CBA. CBA may limit the information included on attendee lists and may exclude attendees who have requested that their information not be shared.

INTELLECTUAL PROPERTY & LOGOS

CBA retains all rights in its name, trademarks, service marks, logos, conference names, and other intellectual property. Sponsor may not use CBA's name, trademarks, logos, or other intellectual property except as expressly authorized by CBA in writing. Sponsor may not modify CBA's marks or imply that CBA endorses, recommends, certifies, or approves Sponsor or Sponsor's products or services. Sponsor grants CBA a limited, nonexclusive, royalty-free license to use Sponsor's name, trademarks, logo, and company description solely in connection with the event and CBA's promotion, administration, and reporting of the event.

NO ENDORSEMENT

Sponsorship of a CBA event does not constitute or imply CBA's endorsement, recommendation, certification, or approval of Sponsor or any of Sponsor's products or services. Sponsor may identify itself as a sponsor of the applicable CBA event but may not characterize the sponsorship as a partnership, endorsement, preferred-provider relationship, or other affiliation with CBA without CBA's prior written approval.

PHOTOGRAPHY & MEDIA

Photographs, video, audio, or other recordings may be taken during CBA events and related networking activities. Sponsor acknowledges that CBA may photograph or record event activities and may use images or recordings depicting Sponsor's representatives, exhibits, signage, or participation for legitimate CBA promotional, educational, archival, and communications purposes without additional compensation. Sponsor is responsible for informing its representatives of this provision.

INDEMNIFICATION

To the fullest extent permitted by law, Sponsor agrees to indemnify, defend, and hold harmless CBA and its officers, directors, employees, agents, and representatives from and against third-party claims, damages, losses, liabilities, judgments, costs, and reasonable attorneys' fees arising out of or relating to: Sponsor's participation in the event; the acts or omissions of Sponsor or its employees, representatives, contractors, or guests; Sponsor-provided materials, advertising, products, demonstrations, or activities; Sponsor's infringement or alleged infringement of third-party intellectual property rights; or Sponsor's violation of applicable law or these Terms and Conditions.

PROPERTY, INSURANCE & LIABILITY

Sponsor is solely responsible for its property, equipment, displays, materials, products, and personal belongings. CBA is not responsible for loss, theft, destruction, or damage to Sponsor property, except to the extent caused by CBA's gross negligence or willful misconduct. Sponsor is responsible for maintaining insurance appropriate to its activities and participation in the event. CBA may require Sponsor to provide evidence of insurance when reasonably necessary based upon the nature of Sponsor's exhibit, activities, equipment, or demonstrations. To the fullest extent permitted by law, CBA will not be liable for indirect, incidental, consequential, special, exemplary, or punitive damages, including lost profits, lost business opportunities, or travel or lodging expenses, arising from or related to the sponsorship or event.

COMPLIANCE WITH LAWS

Sponsor and its representatives are responsible for complying with all applicable federal, state, and local laws, regulations, ordinances, venue requirements, licensing requirements, and CBA policies in connection with their participation in the event. Sponsor is solely responsible for any permits, licenses, approvals, or authorizations required for Sponsor's activities, products, demonstrations, promotions, giveaways, or distribution of materials.

TERMINATION BY CBA

CBA may terminate Sponsor's participation, remove Sponsor from the event, or discontinue any sponsorship benefit if Sponsor materially violates these Terms and Conditions, fails to make required payment, engages in unlawful or disruptive conduct, misuses CBA intellectual property or attendee information, or engages in conduct that CBA reasonably determines could materially harm CBA, the event, its attendees, or CBA's reputation. If CBA terminates Sponsor's participation for cause, Sponsor will not be entitled to a refund.

ENTIRE AGREEMENT; MODIFICATION

The sponsorship agreement, together with these Terms and Conditions and any sponsorship package or benefits expressly incorporated into the agreement, constitutes the entire agreement between CBA and Sponsor regarding the sponsorship. Any modification or waiver must be made in writing and approved by an authorized representative of CBA. If there is a conflict between these Terms and Conditions and a signed sponsorship agreement containing specifically negotiated terms, the signed sponsorship agreement will control with respect to the conflicting provision.

GOVERNING LAW

This agreement will be governed by and construed in accordance with the laws of the State of California, without regard to conflict-of-law principles. Any legal action arising from this agreement shall be brought in the state or federal courts located in Sacramento County, California, and the parties consent to jurisdiction and venue in those courts.]

ACCEPTANCE

By signing the sponsorship agreement, Sponsor acknowledges that it has read, understands, and agrees to these Terms and Conditions and all applicable sponsorship requirements and deadlines. Signatory signing this agreement attests they are authorized by the sponsor company to enter into this binding agreement.

_____
SPONSOR COMPANY NAME

_____
SPONSOR REPRESENTATIVE SIGNATURE

_____
SPONSOR REPRESENTATIVE NAME

_____
DATE