



2026

# SPONSORSHIP BROCHURE



CALIFORNIA  
**BANKERS**  
ASSOCIATION



Hi everyone,

I hope you've all had a successful and fulfilling year! For those I haven't met yet, my name is Gina Titus, and I have the pleasure of serving as AVP of Conferences for the California Bankers Association. I oversee the planning and execution of our events throughout the year and have the joy of working closely with our sponsors, speakers, and members to bring these programs to life.

I want to thank both our long-time supporters and those who are new to the CBA community. Your partnership plays such a big role in the success of our programs, and we're grateful for the energy, ideas, and expertise you bring to every event.

We have an exciting year ahead with plenty of opportunities to get involved in 2026 through sponsorship and engagement across our conferences and mixers. We're also thrilled to share that in 2026, all CBA member banks will receive one complimentary registration to each of our five in-person conferences—Bank Presidents Seminar, Annual Conference & Directors Forum, Women in Banking, Lenders & Chief Credit Officers, and the Risk & Compliance Conference. We're very excited about this new benefit and the potential it has to drive attendance and create even more valuable connections for our sponsors.

CBA is excited for the opportunity to collaborate with you in 2026. Please don't hesitate to reach out with any questions, ideas, or ways we can help you make the most of your sponsorship experience.

Warm regards,

**Gina Titus**

AVP, Conferences



California Bankers Association is one of the largest and most dynamic state banking trade associations in the country. Since 1891, we have been here to take on challenges and help our banks prosper.

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**Bringing members together. Making our banks better.**

Navigating today's challenges in our industry can be difficult. We are surrounded by change. Change in consumer habits, change in the competitive and regulatory environment, change in technology and trends. Today, banks and bankers need to be more ready and nimble than ever.

Standing up for our interests in Sacramento and Washington, DC. Sitting at the table with each other to learn, engage the day's toughest issues, and exchange ideas. Preparing the executives of today and tomorrow. These are the things that can only be tackled when all of us do our part and come together for a common purpose.

## **PARTNERING FOR A STRONGER BANKING COMMUNITY**

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Each year, the California Bankers Association (CBA) brings together leaders, innovators, and partners from across the financial industry to learn, connect, and grow. Whether you're looking to expand your brand presence, develop new relationships, or support CBA's mission of advancing California's banking industry, our sponsorship opportunities offer flexible ways to get involved. We look forward to partnering with you for a year of connection, collaboration, and shared success.

Interested in sponsoring a CBA event? Contact Gina Titus at [gtitus@calbankers.com](mailto:gtitus@calbankers.com)

Have a creative sponsorship idea you'd like to explore? We're all ears — we love fresh ideas and new approaches!

*Sponsorship benefits vary based on program size and attendant offering. All information in this brochure, including anticipated attendance figures, is intended for planning purposes only and is not guaranteed.*

## THE CBA WAY

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Standard registration is reserved for bankers, but we invite those who work directly with the financial services industry to participate in our programs through sponsorship. Each conference attracts a unique audience and offers its own style of programming, making every event a special opportunity to connect, share solutions, and showcase your expertise.

A few things to keep in mind:

- ▶ **Each sponsorship level includes a set number of complimentary registrations.** Additional representatives can be added at the designated representative rate, which varies by conference.
- ▶ **All sponsors gain access to the full program,** including meals, sessions, and receptions. The only exception is banker-and fintech-member-only peer networking sessions.
- ▶ **You may choose a visibility item of your choice from the options available within your sponsorship level.** Options range from tote bag inserts and lanyards to golf hole sponsorships, meals, and more!
- ▶ **We welcome and encourage ancillary events** that complement the conference experience, as long as they are scheduled outside of official program hours.
- ▶ On occasion, we offer add-on activities (e.g., our Annual Golf Tournament). Registration for these events is not included with standard sponsorship packages.

Additional Benefits:

- ▶ Direct access to bank decision-makers
- ▶ Relationship-building with industry leaders
- ▶ Brand visibility and recognition
- ▶ Opportunities to showcase expertise
- ▶ Meaningful ROI and lead generation
- ▶ Partnership with a trusted association
- ▶ Support for California's banking community



# SPONSORSHIP PRICING – A LA CARTE

## (In-Person Events)

### BANK PRESIDENTS SEMINAR

**Date:** January 7–9, 2026

**Location:** Montage Laguna Beach

**Target Audience (Bankers):** Presidents & CEO's Senior Execs

**Expected Attendance:** 70+ Bankers, 215+ Total

The Bank Presidents Seminar is California Bankers Association's premier event tailored exclusively for bank presidents, CEOs, and senior executives. This intimate program brings together top decision-makers for timely, strategic conversations around the evolving financial landscape.

Hosted at the luxurious Montage Laguna Beach, this seminar blends thought-provoking content with unparalleled networking in a setting that encourages both connection and reflection. If you're a senior leader looking to stay ahead of the curve and engage with peers facing similar challenges and opportunities, this is the place to be.

#### 2026 PRICING

| 2026 PRICING                                                 |                                          |
|--------------------------------------------------------------|------------------------------------------|
| <b>Chairman Circle Sponsor</b><br>(includes 3 registrations) | <b>\$14,000</b><br>\$16,000 – Non-member |
| <b>Diamond Sponsor</b><br>(includes 2 registrations)         | <b>\$11,000</b><br>\$13,000 – Non-member |
| <b>Platinum Sponsor</b><br>(includes 2 registrations)        | <b>\$8,250</b><br>\$10,250 – Non-member  |
| <b>Gold Sponsor</b><br>(includes 1 registration)             | <b>\$6,250</b><br>\$8,250 – Non-member   |

This event does not feature an exhibit hall.

*Chairman Circle Only – Included Vendor Showcase\**

**\* Vendor Showcase: Your Five Minutes to Shine!**

Step into the spotlight and show our members what you've got! The Vendor Showcase gives 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. Space is limited. Available to add-on: **\$2,000**



# SPONSORSHIP PRICING – A LA CARTE

## (In-Person Events)

### ANNUAL CONFERENCE & DIRECTORS FORUM

**Date:** May 11 – 15, 2026

**Location:** The Ritz Carlton Kapalua, Maui, Hawaii

**Target Audience (Bankers):** Presidents & CEO's, C-Suite Executives, Senior Bank Leaders, Board of Directors

**Expected Attendance:** 95+ Bankers, 315+ Total

We're headed back to paradise! Mark your calendar for May 11 – 14, 2026, as CBA returns to Hawaii for our Annual Conference & Directors Forum at The Ritz-Carlton Maui, Kapalua. This flagship event brings together bank leaders, board members, and industry experts for four days of engaging sessions, timely insights, and high-level networking—all set against the stunning backdrop of Maui. From thought-provoking discussions on the industry's hottest topics to meaningful connections with peers, this is your opportunity to gain fresh perspectives and recharge in a truly unforgettable setting.

And for golf enthusiasts, don't miss the chance to tee off on the world-renowned Kapalua courses—where championship-level play meets jaw-dropping ocean views.

#### 2026 PRICING

**Chairman Circle Sponsor**  
(includes 3 registrations)

**\$15,750**  
\$18,750 – Non-member

**Diamond Sponsor**  
(includes 2 registrations)

**\$11,750**  
\$13,750 – Non-member

**Platinum Sponsor**  
(includes 2 registrations)

**\$9,250**  
\$11,250 – Non-member

**Gold Sponsor**  
(includes 1 registration)

**\$6,750**  
\$8,250 – Non-member

#### Exhibit Space:

All sponsorships for this program include CBA's standard exhibit setup: a 6-foot table-top display and two chairs (8ft x 8ft backdrops are welcomed). While many sponsors use the standard setup, some get creative with their booth design to stand out. If you have specific ideas or questions about customizing your space, please contact Gina.



# SPONSORSHIP PRICING – A LA CARTE

## (In-Person Events)

Chairman Circle Only – Included Vendor Showcase\* Participation at Bank Presidents Seminar and Annual Conference

**\* Vendor Showcase: Your Five Minutes to Shine!**

Step into the spotlight and show our members what you've got! The Vendor Showcase gives 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. Space is limited. Available to add-on: **\$2,000**

## WOMEN IN BANKING FORUM

**Date:** June 2026

**Location:** To Be Announced

**Target Audience (Bankers):** Women in banking across all management levels

**Expected Attendance:** 55+ Bankers, 80+ Total

This event is dedicated to advancing women in the banking industry, offering inspiring sessions on leadership, career growth, and navigating industry challenges. Connect with trailblazing professionals, engage in meaningful discussions, and gain actionable insights to fuel your personal and professional journey.

### 2026 PRICING

**Diamond Sponsor**

(includes 2 registrations)

**\$5,000**

\$5,500 – Non-member

**Platinum Sponsor**

(includes 2 registrations)

**\$4,000**

\$4,500 – Non-member

**Gold Sponsor**

(includes 1 registration)

**\$3,000**

\$3,500 – Non-member

**Exhibit Space:**

All sponsorships for this program include CBA's standard exhibit setup: a 6-foot table-top display and two chairs (8ft x 8ft backdrops are welcomed).



# SPONSORSHIP PRICING – A LA CARTE

## (In-Person Events)

### LENDERS & CHIEF CREDIT OFFICERS CONFERENCE

**Date:** Fall 2026

**Location:** To Be Announced

**Target Audience (Bankers):** Chief Credit Officers, Chief Lending Officers, EVPs & SVPs & AVPs in Lending and/or Credit, Commercial Lending Managers, Loan Operations Managers, Credit Administration Officers & more!

**Expected Attendance:** 35+ Bankers, 75 Total

This is an exclusive, day-and-a-half event tailored for lending professionals and chief credit officers! This focused conference delivers impactful sessions on the latest trends in credit risk, regulatory changes, and lending innovations, along with peer discussions on challenges and opportunities in the lending landscape.

#### 2026 PRICING

**Diamond Sponsor**  
(includes 2 registrations)

**\$7,500**  
\$8,500 – Non-member

**Platinum Sponsor**  
(includes 2 registrations)

**\$6,000**  
\$7,000 – Non-member

**Gold Sponsor**  
(includes 1 registration)

**\$4,500**  
\$5,500 – Non-member

#### Exhibit Space:

All sponsorships for this program include CBA's standard exhibit setup: a 6-foot table-top display and two chairs (8ft x 8ft backdrops are welcomed).



# SPONSORSHIP PRICING – A LA CARTE

## (In-Person Events)

### RISK & COMPLIANCE CONFERENCE

**Date:** Fall 2026

**Location:** To Be Announced

**Target Audience (Bankers):** Chief Risk Officers, Chief Compliance Officers, BSA/AML and Fraud Officers, Risk & Compliance Managers, Operations & Security Leaders. Internal Auditors & more!

**Expected Attendance:** 45+ Bankers, 85 Total

This program is designed for professionals in regulatory compliance and risk management! Attendees will gain crucial insights into evolving regulations, risk mitigation strategies, and best practices for maintaining compliance in a dynamic environment. With expert-led sessions and collaborative discussions, attendees will connect with industry peers and leave equipped with practical tools to enhance their organization's risk and compliance frameworks.

#### 2026 PRICING

**Diamond Sponsor**  
(includes 2 registrations)

**\$7,500**  
\$8,500 – Non-member

**Platinum Sponsor**  
(includes 2 registrations)

**\$6,000**  
\$7,000 – Non-member

**Gold Sponsor**  
(includes 1 registration)

**\$4,500**  
\$5,500 – Non-member

#### Exhibit Space:

All sponsorships for this program include CBA's standard exhibit setup: a 6-foot table-top display and two chairs (8ft x 8ft backdrops are welcomed).



# SPONSORSHIP PRICING – A LA CARTE

## (In-Person Events)

### MIXER: WOMEN IN BANKING NETWORKING MIXER

**Date:** Various Dates Available

**Location:** Various Locations Available

**Target Audience (Bankers):** Women in banking across all management levels

**Expected Attendance:** 30+

Show your support for women leaders in banking by sponsoring a Women in Banking Mixer — hosted at select locations throughout California. These engaging networking events bring together female professionals from all levels of leadership to share experiences, foster connections, and strengthen community within the industry. Opportunities are available for exclusive or co-sponsorships, offering meaningful visibility and direct interaction with attendees.

|                                                       |                                        |
|-------------------------------------------------------|----------------------------------------|
| <b>Solo Sponsorship</b><br>(includes 4 registrations) | <b>\$5,000</b><br>\$6,000 – Non-member |
| <b>Co-Sponsorship</b><br>(includes 2 registrations)   | <b>\$2,500</b><br>\$3,000 – Non-member |

### MIXER: NEXTGEN NETWORKING MIXER

**Date:** Various Dates Available

**Location:** Various Locations Available

**Target Audience (Bankers):** Emerging Leaders, Banking Professionals, Future Executives, Cross-Discipline Pros – from retail, lending, compliance, risk operations, etc.

**Expected Attendance:** 30+

Support the next generation of banking leaders by sponsoring a NextGen Mixer — hosted at locations throughout California. These informal networking events bring together emerging professionals for connection and collaboration. Opportunities are available for exclusive or co-sponsorships, providing direct access to bankers in a relaxed, community-focused setting.

|                                                       |                                        |
|-------------------------------------------------------|----------------------------------------|
| <b>Solo Sponsorship</b><br>(includes 4 registrations) | <b>\$5,000</b><br>\$6,000 – Non-member |
| <b>Co-Sponsorship</b><br>(includes 2 registrations)   | <b>\$2,500</b><br>\$3,000 – Non-member |



# SPONSORSHIP PRICING – A LA CARTE

## (Virtual Events)

### BANK COUNSEL SEMINAR

**Date:** September 2026

**Location:** Virtual Event

**Target Audience (Bankers):** Bank General Counsel and In-House Legal Teams, Outside Counsel, Risk & Compliance Executives, Regulatory and Government Affairs Professionals

**Expected Attendance:** 25+ Bankers

The Bank Counsel Virtual Seminar is tailored for legal professionals in banking. This online event provides in-depth sessions on the latest legal and regulatory developments, compliance challenges, and risk management strategies, and more!

#### 2026 PRICING

##### Gold Sponsor

(includes 2 registrations)

**\$1,000**

\$2,000 – Non-member

### MEMBERSHIP UPDATES

**Date:** Various Dates

**Location:** Virtual Event

**Target Audience (Bankers):** Audience varies based on content

**Expected Attendance: 25-100+ Bankers**

CBA offers complimentary Membership Update sessions throughout the year—one-hour, informational sessions designed exclusively for California bankers. These sessions are free for bankers and not open to associates. As a sponsor, you'll receive (2) registrations, exclusive logo recognition on all marketing and have the opportunity to provide a brief speaker introduction. Please note, this is not a speaking engagement, and opportunities are limited.

#### 2026 PRICING

##### Gold Sponsor

(includes 2 registrations)

**\$500**

\$1,000 – Non-member

Joining us for more than one event? We'd love to connect and help you find the perfect package to match your goals. See more details below.

## DETAILS:

**All sponsorships include the following:**

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Event Registration(s):</b> | <ul style="list-style-type: none"><li>▶ The number of complimentary registrations is determined by the sponsorship level at each program.</li></ul>                                                                                                                                                                                                                                                                                          |
| <b>Additional Benefits:</b>   | <ul style="list-style-type: none"><li>▶ Sponsorship Visibility item of your choice based on sponsorship level</li><li>▶ Logo Visibility in-person (if applicable) and on virtual conference communication</li><li>▶ Attendee list with email contact information two weeks prior to the event</li><li>▶ <b>Chairman Circle Only</b> – Included Vendor Showcase*<br/>Participation at Bank Presidents Seminar and Annual Conference</li></ul> |

**\* Vendor Showcase: Your Five Minutes to Shine!**

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## PACKAGE PRICING:

CBA is pleased to offer a tiered discount program for sponsors who support multiple events throughout the year. Sponsors who commit to three or more events will receive a **5% discount**, and those who sponsor four or more events will enjoy a **7% discount**.

We appreciate your continued partnership and support of our programs and look forward to helping you maximize your impact across our community of financial professionals.

**Questions?** Please contact AVP, Conferences, Gina Titus at [gtitus@calbankers.com](mailto:gtitus@calbankers.com)

# ASSOCIATE MEMBERSHIP TIERS

The California Bankers Association offers a range of membership options designed to meet the diverse needs of professionals across the banking, finance, and fintech sectors. Membership is active for a full 12 months from the date you join—rather than following a traditional calendar year—so you can enjoy your benefits for a complete year no matter when you sign up.

## ASSOCIATE MEMBER \$2,500

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- ▶ Exposure on CBA Website
- ▶ Discounted Sponsorship Pricing at CBA Conferences
- ▶ Eligible for Discounted Annual Sponsorship Bundles & Packages

## ASSOCIATE+ MEMBER \$5,000

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- ▶ All benefits included in Associate Member Tier
- ▶ Month Complimentary Advertising Opportunity on CBA Website
- ▶ Complimentary Advertising Opportunities in the CBA Weekly Newsletter
- ▶ Annual Membership List Provided
- ▶ Exclusive Access to Bank Members Through (1) Direct Email Campaign

## PREMIER MEMBER \$10,000

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- ▶ All benefits included in Associate & Associate+ Membership Tiers
- ▶ CBA Premier Member Logo Usage
- ▶ Company highlighted on CBA Website
- ▶ CBA Premium Member Spotlight on LinkedIn
- ▶ Preferred Exhibit Booth Site at CBA Events
- ▶ Participation in Vendor Showcases at Annual Conference
- ▶ Featured LinkedIn Posts Promoting Sponsorships
- ▶ Pre-Conference Registration List Provided in Advance Upon Request
- ▶ Sponsorship Opportunity for CBA Membership Updates
- ▶ (2) Complimentary Advertising Opportunities in the CBA Weekly Newsletter (\$300 Value)
- ▶ (1) Complimentary ½ Page Advertising Opportunity in the CBA Magazine (\$1,100 Value)