

# SPONSORSHIPS AND ADVERTISING PLANNING GUIDE

# 2025

Throughout the year, the New Hampshire Bankers Association hosts a number of events where exhibitor and sponsorship opportunities are available. This is a rewarding way to enhance your company's visibility and brand recognition among a select group of banking industry representatives and event attendees, including executives and key decision makers.

Please look over the list of upcoming sponsorship opportunities and let us know how you would like to become involved. We look forward to working with you to increase your engagement with our membership.

In 2025, we are holding most of our events in-person. We hold some of them in our new office location, where we have classroom space for up to 28 people.

**NH** Bankers  
ASSOCIATION

[www.nhbankers.com](http://www.nhbankers.com)



# 2025 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

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This guide is not all inclusive. We welcome any ideas regarding additional, creative sponsorships not otherwise listed.

Please contact Sandy Tracy at [stracy@nhbankers.com](mailto:stracy@nhbankers.com) or 603-224-5373 with any suggestions or questions on any of the information listed.

Pricing in this guide is intended for members only. Non-members, please contact NH Bankers for pricing. Registration for sponsorships is available online when event registration is open or by calling us at 603-224-5373.

**This guide is accurate as of 12/12/24 and is subject to change.** For an updated list of events, visit [nhbankers.com](http://nhbankers.com).

# 2025 SPONSORSHIP OPPORTUNITIES

## ANNUAL CONFERENCE

September 8-10, 2025 (Tentative) - TBD

***In partnership with Vermont Bankers Association***

**Audience:** CEOs, Presidents and Senior Management

### Sponsorship Benefits

*All sponsorships of our Annual Conference receive the following:*

- Attendee list before event
- Product/Service marketing brochure available at registration table
- Signage/appropriate recognition on the item or at the sponsored event
- Verbal recognition at the General Business Sessions on Friday & Saturday AND during the Banquet on Saturday
- Identification as Sponsor on Conference badge

*If your sponsorship amount reaches the Silver, Gold, or Platinum level – you will receive the following additional benefits:*

Sponsorship Level	Amount	Additional Benefits
Platinum	\$6000+	<ul style="list-style-type: none"><li>• 3 complimentary registrations</li><li>• Opportunity for a 2 minute “company commercial”</li><li>• Email sent to all pre-registered attendees with your company name &amp; logo announcing sponsorship</li><li>• Logo recognition on screen prior to General Business Sessions and during breaks</li></ul>
Gold	\$3000+	<ul style="list-style-type: none"><li>• 2 complimentary registrations</li><li>• Logo recognition on screen prior to General Business Sessions and during breaks</li></ul>
Silver	\$2000+	<ul style="list-style-type: none"><li>• 1 complimentary registration</li></ul>

### Sponsorship Opportunities

# 2025 SPONSORSHIP OPPORTUNITIES

Keynote Speaker	\$6,000
Golf Tournament or other group activity TBD	\$6,000
Banquet – logo on menu at each place setting	\$6,000
First Night Reception	\$4,500
Second Night Reception	\$4,500
Hotel Key Cards (supplied by association)	\$5,000
Registration Tote Bags (supplied by sponsor)	\$3,500
Name Badge Lanyards (supplied by sponsor)	\$3,500
Penny Candy (supplied by association)	\$3,000
Refreshment Break – First afternoon	\$3,000
Refreshment Break – Second morning	\$3,000
Special Amenity in Attendee Hotel Rooms or other delivery method (supplied by sponsor)	\$2,500 each/ 2 available
Speaker Sponsorship – introduction of speaker by sponsor (script prepared by Association)	\$2,500 each/ 4 available
Bottled Water – First Day or Second Day break	\$2,500
Conference Note Paper – sponsor logo on specialty printed paper available for note taking throughout conference (supplied by sponsor)	\$2,500
Conference Pens – sponsor’s name on pens provided at general session (sponsor supplied)	\$2,500
Door Prize Drawings – provided by sponsor (if association purchased, cost is additional \$500)	\$2,500
USB Flash Drive with Sponsor Logo (supplied by sponsor)	\$2,000
Social Awareness Fun Ribbons (supplied by association)	\$2,000

# 2025 SPONSORSHIP OPPORTUNITIES

## ANNUAL MEETING

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June 6, 2025 - Grappone Conference Center, Concord, NH

**Audience:** Open to all bankers from Entry to Senior level

### Sponsorship Opportunities

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#### **GOLD SPONSOR - \$3000**

- 3 complimentary conference registrations
- Company logo and website link on our event page, registration page and pre-event email
- Company logo on agenda
- Opportunity for tabletop display
- Opportunity for a 30 to 60-second commercial played during the meeting, or say a few words in person
- Opportunity to provide a door prize that you will announce at the end of the meeting, which is a great way to follow up with a participant – you pick the winner.
- Special recognition at event to include:
  - Logo recognition on screen during conference
  - Gold sponsor sign at registration desk
  - Shout-out on social media recognizing Gold Sponsors
  - Verbal announcement of gold sponsorship during Business Sessions

#### **SILVER SPONSOR - \$2500**

- 2 complimentary conference registrations
- Company logo and website link on our event page and pre-event email
- Company logo on agenda
- Opportunity for tabletop display
- Opportunity to provide a door prize that NH Bankers will announce at the end of the meeting, which is a great way to follow up with a participant – you pick the winner.
- Special recognition at event to include:
  - Logo recognition on screen during conference
  - Silver sponsor sign at registration desk
  - Shout-out on social media recognizing Silver Sponsors
  - Verbal announcement of silver sponsorship during Business Sessions

#### **BRONZE SPONSOR - \$1500**

- 1 complimentary conference registration
- Company logo and website link on our event page and pre-event email
- Company logo on agenda
- Opportunity for tabletop display
- Special recognition at event to include:
  - Company logo displayed on sponsor sign at registration desk
  - Shout out on social media recognizing Bronze Sponsors
  - Verbal announcement of bronze sponsorship during Business Sessions

#### **GENERAL SPONSOR - \$900**

- Company Logo displayed on Sponsor Sign at Registration Desk
- Verbal announcement of sponsorship during opening Business Session

# 2025 SPONSORSHIP OPPORTUNITIES

## NORTHERN NEW ENGLAND CFO CONFERENCE

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April 23-24, 2025 - Whitefield, NH

*In partnership with Maine Bankers Association and Vermont Bankers Association*

Audience: CFOs

### Sponsorship Opportunities

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#### **GOLD SPONSOR - \$1500**

- Opportunity to include a 30 to 60-second pre-recorded commercial or live comments during the meeting
- Your standing banner in front of meeting room
- Logo listed on website event page, welcome slide at event and pre-event email
- Special recognition at event to include:
  - Shout Out on Social Media recognizing Gold Sponsors
  - Verbal announcement and sign after breakfast or before lunch

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#### **SILVER SPONSOR - \$900**

- Logo listed on website event page
- Special recognition at event to include:
  - Shout Out on Social Media recognizing Silver Sponsors
  - Verbal announcement of silver sponsorship

*Multiple sponsorships will be accepted for most opportunities.*

# 2025 SPONSORSHIP OPPORTUNITIES

## SPRING CEO/PRESIDENT/SENIOR MANAGEMENT MEETING

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May 15-16, 2025 - Riverwalk Resort at Loon Mountain, Lincoln, NH

*In partnership with Vermont Bankers Association*

Audience: CEOs, Presidents, and Senior Management

### Sponsorship Opportunities

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#### **GOLD SPONSOR - \$2500**

- Choice of sponsorship for Thursday Reception Hors d'oeuvres or Thursday dinner
- Special recognition at event to include:
  - Sponsor sign with gold recognition
  - Shout Out on Social Media recognizing Gold Sponsors
  - Logo recognition on agenda and attendee list
  - Standing Banner in the front of meeting room

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#### **SILVER SPONSOR - \$2000**

- Choice of sponsorship for Thursday Opening Luncheon, Friday Morning Breakfast or Friday Closing Luncheon
- Special recognition at event to include:
  - Sponsor sign with silver recognition
  - Shout Out on Social Media recognizing Silver Sponsors
  - Logo recognition on agenda and attendee list

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#### **BRONZE SPONSOR - \$1500**

- Choice of sponsorship for Thursday or Friday Coffee Break, or Special amenity (sponsor provided - exclusive)
- Special recognition at event to include:
  - Sponsor sign with bronze recognition
  - Logo recognition on agenda and attendee list

*Multiple sponsorships will be accepted for most opportunities.*



# 2025 SPONSORSHIP OPPORTUNITIES

## TRI-STATE TRUST FORUM

September 25-26, 2025 - The Venue at Portwalk Place, Portsmouth, NH

*In partnership with Maine Bankers Association and Vermont Bankers Association*

**Audience:** Trust and Wealth Management professionals

### Sponsorship Opportunities

#### Sponsors receive

- Sponsorship signage at the event
- 1 complimentary conference registration
- 6' skirted table with chair or standard 8' x 10' booth space
- Verbal announcements throughout the conference
- Shout-out on social media recognizing sponsors
- Email with logo and contact information to all pre-registered attendees

Thursday Luncheon	\$2,500
Thursday Afternoon Break	\$1,500
Exhibitor Reception	\$2,500
Friday Morning Breakfast	\$2,500
Friday Morning Break	\$1,500

### Exhibitor Opportunities

#### Exhibitors receive

- 1 complimentary conference registration
- 6' skirted table with chair
- Verbal announcements throughout the conference

Members	Early reg. by Aug. 1, 2025	After Aug. 1, 2025
Exhibitor Fee (includes one registration)	\$750	\$799
Additional Attendees	\$249	\$249

# 2025 SPONSORSHIP OPPORTUNITIES

## TRI-STATE MORTGAGE CONFERENCE

February 6-7, 2025 - The Venue at Portwalk Place, Portsmouth, NH

*In partnership with Maine Bankers Association, Vermont Bankers Association, Maine Association of Mortgage Professionals, Mortgage Bankers & Brokers Association of New Hampshire, Vermont Mortgage Bankers Association*

Audience: Mortgage professionals

### Exhibitor Opportunities

#### Exhibitors receive

- 1 complimentary conference registration
- 6' skirted table with chair
- Sponsorship recognition during the event to include:
  - Social Media shout out
  - Verbal announcements throughout the conference

Members	Early reg. by Dec. 15, 2024	After Dec. 15, 2024
Exhibitor Fee (includes one registration)	\$750	\$799
Additional Attendees	\$325	\$325

### Sponsorship Opportunities

#### \$750 - Sponsorships receive

- 1 complimentary conference registration
- Sponsorship choice of Thursday Breakfast, Morning Beverage Break, Buffet Luncheon, or Afternoon Break, Thursday Reception, Friday Breakfast or Morning Break
- Standing Banner in the front of meeting room
- Special recognition during the event to include:
  - Shout-out on social media recognizing sponsors
  - Signage at the sponsored event
  - Verbal announcement of sponsorship during the conference

*Multiple sponsorships will be accepted.*

# 2025 SPONSORSHIP OPPORTUNITIES

## TRUSTEES AND DIRECTORS FORUM

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November TBD, 2024 - Grappone Conference Center, Concord, NH

**Audience:** CEOs, Presidents, Directors and Senior Management

### Sponsorship Opportunities

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#### **GOLD SPONSOR - \$1500**

- 2 complimentary conference registrations
- Lunch sponsorship
- Opportunity for tabletop display
- Name, Logo and Website Link on the event page, event registration page and pre-event email
- Special recognition at event to include:
  - Sponsor sign with gold recognition
  - Verbal announcement of gold sponsorship

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#### **SILVER SPONSOR - \$750**

- 1 complimentary conference registration
- Sponsorship choice of continental breakfast or morning break
- Opportunity for tabletop display
- Logo and Website Link on the event page and pre-event email
- Special recognition at event to include:
  - Sponsor sign with silver recognition
  - Verbal announcement of silver sponsorship

*Multiple sponsorships will be accepted.*

# 2025 SPONSORSHIP OPPORTUNITIES

## WOMEN IN BANKING

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April 16, 2025 - Grappone Conference Center, Concord, NH

**Audience:** CEOs, CFOs, Senior Officers, Bankers of all levels

### Sponsorship Opportunities

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#### **GOLD SPONSOR - \$1,750**

- 3 complimentary conference registrations
  - 30-60 second commercial (live or pre-recorded)
  - Logo on agenda
  - Verbal recognition during opening and closing remarks
  - Logo recognition on pre-event email to attendees and during business session
  - Shout Out on Social Media recognizing Gold Sponsors
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#### **SILVER SPONSOR - \$1,250**

- 2 complimentary conference registrations
  - Verbal recognition during opening and closing remarks
  - Logo recognition on pre-event email to attendees and during business session
  - Shout Out on Social Media recognizing Silver Sponsors
- 

#### **BRONZE SPONSOR - \$900**

- 1 complimentary conference registration
- Verbal recognition during opening and closing remarks
- Logo recognition on pre-event email to attendees

*Multiple sponsorships will be accepted.*

# 2025 SPONSORSHIP OPPORTUNITIES

## EMERGING LEADERS IN BANKING WORKSHOP

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January 13, 2025 - Church Landing, Meredith, NH

*In partnership with Community Bankers Association*

**Audience:** Emerging leaders as defined by each attending institution

### Sponsorship Opportunities

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#### **GOLD SPONSOR - \$750**

- 1 Complimentary conference registration
- Event Page/Emails/Registration Page: Logo and Website Link
- Opportunity for a 30 to 60-second commercial played during the meeting, or live comments during the workshop
- Special recognition during the event to include:
  - Shout Out on Social Media recognizing Gold Sponsors
  - Signage at the event
  - Verbal announcement of sponsorship during the workshop

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#### **SILVER SPONSOR - \$500**

- Event Page: Logo and Website Link
- Special recognition during the event to include:
  - Shout Out on Social Media recognizing Silver Sponsors
  - Signage at the event
  - Verbal announcement of sponsorship during the workshop

*Multiple sponsorships will be accepted.*

# 2025 SPONSORSHIP OPPORTUNITIES

## \$700 Sponsorship Opportunities

The following event offers sponsorship opportunities offer the following benefits:

- Your logo and website link on our event page and pre-event emails
- Verbal recognition during the program
- Signage at the event
- Opportunity to provide a short commercial or say a few words live

## COMPLIANCE CONFERENCE

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May TBD, 2025 - NH Bankers Association Training Room, Concord, NH

*In partnership with Vermont Bankers Association*

**Audience:** Compliance professionals, regulatory risk officers, Consumer Lending, BSA/AML Specialists, Fraud and Security Specialists

*Multiple sponsorships will be accepted.*

## FALL COMPLIANCE WORKSHOP

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November TBD, 2025 - NH Bankers Association Training Room, Concord, NH

*In partnership with Vermont Bankers Association*

**Audience:** Compliance professionals, regulatory risk officers, Consumer Lending, BSA/AML Specialists, Fraud and Security Specialists

*Multiple sponsorships will be accepted.*

# 2025 ADVERTISING OPPORTUNITIES

*Advertising your business in our newsletters or on our website will reach decision makers in every facet of the banking industry across NH and beyond, including CEOs, presidents, and executive and senior vice presidents.*

## NEWSLETTER ADVERTISING

### BANK NOTE MONTHLY NEWSLETTER

**What is it?** A general monthly update includes topics such as: up-to-the-minute information from the state legislature or Congress, upcoming events, topical webinars, helpful tools and more.

**Who is our audience?** Over 2200 of our member bank employees, associate members, preferred partners and trust companies at all levels.

### UNDER THE DOME LEGISLATIVE UPDATE

**What is it?** Our weekly Legislative Update provides the latest developments on state legislative issues impacting the NH banking industry during the legislative session, typically January through June.

**Who is our audience?** This very targeted audience of almost 300 consists of CEOs, our Legislative Committee members, and those who are actively involved in government relations.

### PROFESSIONAL DEVELOPMENT NEWS

**What is it?** Monthly newsletter specific to human resources and training information and includes educational opportunities from classes to webinars, in-person events, and much more.

**Who is our audience?** Exclusive to Human resource and training professionals at our member banks.

*Sample of newsletter ad space*



## WEBSITE BANNER ADVERTISING

**What is it?** Reach member banks, associate members and trust company members of NH Bankers year round.

**What is the format?** The website banner package allows for your company message to be displayed prominently throughout nhbankers.com, reaching the members of NH Bankers all year.

**Interested? Association Revenue Partners** is our referral partner who your company would work with to place your banner. For more information contact them today at <https://associationrevenuepartners.com/advertise-contact-us>.

*Sample of website ad space*



## COMING SOON!

## ADDITIONAL WEBSITE DIRECTORY CATEGORIES

### ASSOCIATE MEMBERS: ADD AN ADDITIONAL CATEGORY FOR YOUR BUSINESS

Associate Members receive one category with their membership! Want an additional category to help our bank members locate you? For \$100 per category per year, your business can be added to additional categories for better search. Don't see a category you'd like? We are happy to add one for you!

See the [Associate Member Directory](https://members.nhbankers.com/associate-member-directory) at [members.nhbankers.com/associate-member-directory](https://members.nhbankers.com/associate-member-directory) for a full list of categories.

**Questions? Contact Sandy Tracy at [stracy@nhbankers.com](mailto:stracy@nhbankers.com) or 603-224-5373**

## **THANK YOU TO OUR 2024 MEMBER SPONSORS**

Agri-Access  
Allied Solutions  
American Bankers Association  
Anthem  
Baker Newman Noyes  
Bank of America  
Bank of New Hampshire  
BerryDunn  
BHG - Bankers Healthcare Group  
Career Management Associates (CMA)  
COCC  
EPG, Inc.  
Federal Home Loan Bank of Boston  
Fiverity  
Gallagher, Callahan & Gartrell, PC  
Granite Edvance  
Griffin Financial Group  
ICI Consulting, Inc.  
Independent Community Bankers of America  
Integrated Security Group  
IntraFi  
Ledyard National Bank  
M&M Consulting, LLC  
M&T Bank  
Mascoma Bank  
Merrimack County Savings Bank  
Northeast Delta Dental  
Passumpsic Bank  
Performance Trust Capital Partners  
Strategic Resource Management, Inc.  
The NBS Group, LLC  
The Richards Group  
Travelers Insurance Company  
Wolf & Company PC





# NH▶Bankers

ASSOCIATION

PO Box 2586, Concord, NH 03302-2586  
603-224-5373 | [info@nhbankers.com](mailto:info@nhbankers.com)  
[www.nhbankers.com](http://www.nhbankers.com)