



**CORNERSTONE
LEAGUE**

ELEVATE
Credit Union Leadership Summit

2024

Exhibit
& Sponsorship
Opportunities

EXHIBITS & SPONSORSHIP TEAM



WELCOME! Cornerstone League invites financial product and service providers to participate in our trade shows and events. When you become a sponsor or exhibitor with Cornerstone, you gain invaluable credit union access and visibility across our five-state region, along with marketing opportunities that can maximize the return on your investment by meeting your sales goals.

Our priority as an association is our membership and the ways we can help credit unions flourish. We work to ensure sponsors and exhibitors can provide our members with the latest and best trends, services, and innovations available.

As an approved sponsor for a Cornerstone event, you will receive invaluable publicity and recognition, while enabling us to provide high-quality professional development and networking for our members.

As an approved exhibitor, you'll benefit from the opportunity to display your offerings, make new contacts, build relationships, and discuss how your products and services can make credit union employees' and leaders' jobs easier.

We can't wait to discuss sponsor and exhibitor partnerships with you!

Best regards,

Brandon Walker

Brandon Walker, CUDE
Events Director, Cornerstone League

EXHIBITS AND SPONSORSHIP CONTACT INFORMATION:

exhibits@cornerstoneleague.coop



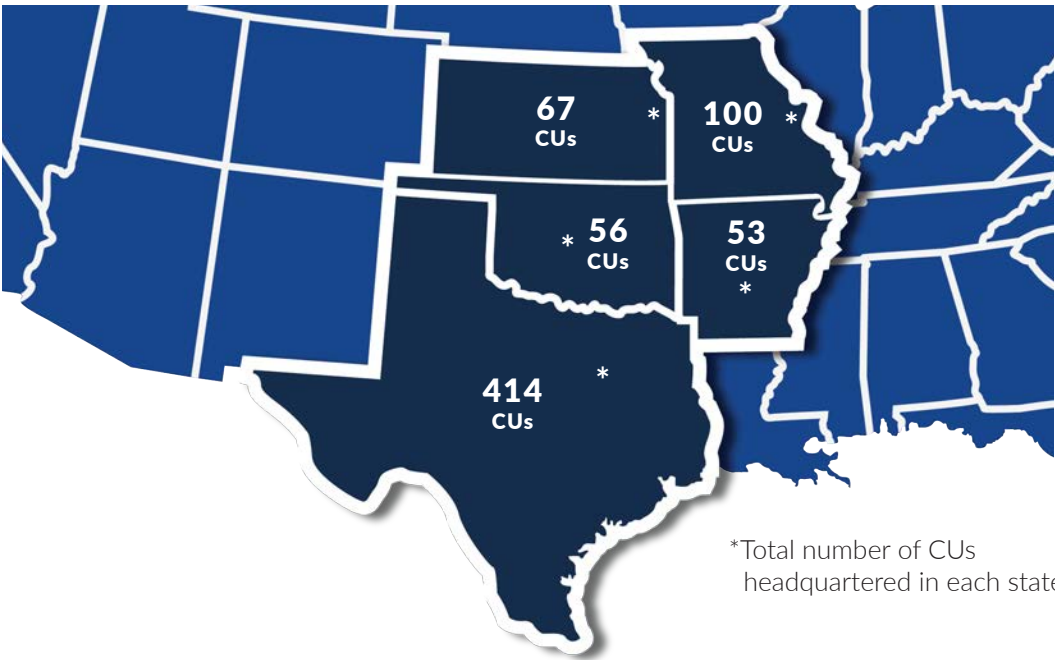
Brandon Walker, CUDE
Events Director
469-385-6426



Anna Neuner
Events Coordinator
573-619-2976

BY SPONSORING OR EXHIBITING AT ONE OF
CORNERSTONE’S EVENTS, YOU WILL:

- Gain access to industry buyers and decision-makers from our membership of nearly 700 credit unions throughout Arkansas, Kansas, Missouri, Oklahoma, and Texas.
- Establish name recognition by showcasing your innovative products and services that can assist our members.
- Demonstrate support for credit unions and stand out from industry competitors.
- Participate in an open forum, allowing you to meet face-to-face with potential customers to grow your client base.



*Total number of CUs
headquartered in each state.

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TRADE SHOW OPPORTUNITIES



IMPACT: Annual Meeting | April 3-5, 2024 | Kansas City, MO

This annual event gives our credit union members superior professional development opportunities, along with the chance to address and vote on issues pertaining to legal matters of Cornerstone League. The target audience for this event includes CEOs, executives, board members, members of compliance, accounting, HR, lending and collections, marketing, operations, and IT staff. As one of our largest events, the IMPACT 2023 trade show features an exceptional array of providers showcasing the latest products and services available in the credit union industry.



ELEVATE: Credit Union Leadership Summit | September 4-6, 2024 | Houston, TX

The annual ELEVATE event is designed to give credit union leaders the opportunity to mingle and network, expand their operational and leadership knowledge, discover insights and trends, and gain new tools and techniques to help them excel as leaders in the industry. The target audience for this event includes aspiring leaders, emerging executives, C-suite executives, and board volunteers.



Southwest Lending & Collections Conference | Oct. 22-25, 2024 | Oklahoma City, OK

This annual conference covers the latest industry trends, hot topics, and regulatory issues to help credit unions maximize loan growth and enhance collections strategies. The target audience for this event comprises loan officers, loan servicing specialists, loan processors, mortgage lenders, debt collectors, and collections managers.

<p>IMPACT: Annual Meeting</p> <p>Standard 8X10 Booth: \$2,600 early bird/ \$3,600 late (two complimentary attendee registrations)</p> <p>Premium 8X10 Corner Booth: \$3,200 early bird/\$4,200 late (four complimentary attendee registrations)</p> <p>Each booth includes:</p> <ul style="list-style-type: none"> » All meals and refreshments (excludes awards luncheon and golf) » Logo and profile on conference website and conference app » Listed on conference signage » Pre-conference attendee mailing list 	<p>ELEVATE: Credit Union Leadership Summit</p> <p>Standard 8X10 Booth: \$2,600 early bird/ \$3,600 late (two complimentary attendee registrations)</p> <p>Premium 8X10 Corner Booth: \$3,200 early bird/\$4,200 late (four complimentary attendee registrations)</p> <p>Each booth includes:</p> <ul style="list-style-type: none"> • All meals and refreshments (excludes networking luncheon and SYNG) • Logo and profile on conference website and conference app • Listed on conference signage • Pre-conference attendee mailing list
<p>Southwest Lending & Collections Conference Marketplace</p> <ul style="list-style-type: none"> » Vendor table: \$2,500 » Two full complimentary registrations » All meals, refreshments, and receptions » Logo and profile on conference website and conference app » Listed on conference signage 	<p>Small Credit Union Forum Marketplace</p> <ul style="list-style-type: none"> » Vendor table: \$500 » One full complimentary registration » All meals, refreshments, and Friday evening reception » Logo and profile on conference website » Listed on conference signage

****Booth rates vary based on time of booking and location of booth(s) selected.***

2024 KEY EVENTS WITH SPONSOR OPPORTUNITIES

Event	Date	Estimated Attendance		2024 Location	Audience
		Indiv.	CUs		
Small Credit Union Forum	March	75	40	DFW	Credit union leaders \$100 million and under
IMPACT: Annual Meeting	April	500	160	Kansas City, MO	CEO, board members, management team
Young Professionals Conference	May	100	50	Austin, TX	Professionals age 40 and younger
Southwest CUNA Management School (SCMS)	July	130	100	Fort Worth, TX	CEOs, C-suite, and rising leaders. Multi-state reach.
ELEVATE: Credit Union Leadership Summit	September	450	160	Houston, TX	Aspiring Leaders, Emerging Executives, C-Suite, Board Volunteers
Managers Roundtable	September	50	30	Hot Springs, AR	CEO, board members, management team
Southwest Lending & Collections Conference	October	100	50	Oklahoma City, OK	CEOs, lending & collection professionals
Small Credit Union Forum	October	30	15	Kansas City, MO	Credit union leaders \$100 million and under



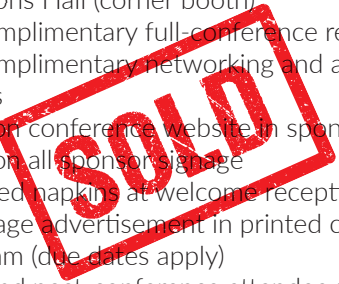
SPONSORSHIP LEVELS

by event

Cornerstone League offers exciting new sponsorship opportunities for companies ready to engage with potential customers in a unique sales environment that encourages maximum exposure to credit union end-users. A variety of sponsorship levels are available to satisfy every budget.

PRESENTING SPONSOR: \$30,000

- Listed as a Presenting Sponsor
- Welcome reception sponsor
- Includes an 8X10 premium booth in the Expo Solutions Hall (corner booth)
- Six complimentary full-conference registrations
- Six complimentary networking and awards luncheon tickets
- Logo on conference website in sponsor section
- Logo on all sponsor signage
- Branded napkins at welcome reception
- Full-page advertisement in printed conference program (due dates apply)
- Pre- and post-conference attendee mailing lists (we do not provide email address)
- Two mobile app push notifications during event
- Marketing material or giveaway for conference bag (one piece, self-produced by sponsor)



GOLD SPONSOR: \$10,000

- Listed as a Gold Sponsor
- Choice between:
 - Attendee notebook sponsorship
 - Key card sponsorship (branding on hotel key card)
 - General session sponsorship (three available)
 - Hotel door-drop sponsorship (marketing piece delivered to conference hotel guests)
- Includes an 8X10 standard booth in the Expo Solutions Hall (non-corner)
- Two complimentary full-conference registrations
- Logo on conference website in sponsor section
- Logo on all sponsor signage
- Half-page advertisement in printed conference program (due dates apply)
- Pre- and post-conference attendee mailing lists (we do not provide email address)

PLATINUM SPONSOR: \$20,000

- Listed as a Platinum Sponsor
- Choice between:
 - Attendee Wi-Fi sponsorship
 - Awards luncheon sponsorship: Four complimentary networking and awards luncheon tickets
- Includes an 8X10 premium booth in the Expo Solutions Hall (corner booth)
- Four complimentary full-conference registrations
- Logo on conference website in sponsor section
- Logo on all sponsor signage
- Full-page advertisement in printed conference program (due dates apply)
- Pre- and post-conference attendee mailing lists (we do not provide email address)
- One mobile app push notification during event
- Marketing material or giveaway for conference bag (one piece, self-produced by sponsor)

SILVER SPONSOR: \$5,000

- Listed as a Silver Sponsor
- Choice between:
 - Breakout session room sponsorship (six available) (logo on room signage)
 - Hydration Station sponsorship (branding on water stations throughout event)
 - General session seat-drop sponsorship (marketing piece placed on general session seats)
 - Networking breakfast sponsorship
 - All refreshment breaks sponsorship
- Includes an 8X10 standard booth in the Expo Solutions Hall (non-corner)
- Two complimentary full-conference registrations
- Listed on conference website in sponsor section
- Logo on all sponsor signage
- Pre- and post-conference attendee mailing lists (we do not provide email address)



PRESENTING SPONSOR: \$25,000

- Listed as a Presenting Sponsor
- Resource Hall reception sponsor
- Includes a 8X10 premium booth in the Expo Solutions Hall (corner booth)
- Six complimentary full-conference registrations
- Logo on conference website in sponsor section
- Logo on all sponsor signage
- Branded napkins at welcome reception
- Full-page advertisement in printed conference program (due dates apply)
- Pre- and post-conference attendee mailing lists (we do not provide email address)
- Two mobile app push notifications during event
- Marketing material or giveaway for conference bag (one piece, self-produced by sponsor)

PLATINUM SPONSOR: \$20,000

- Listed as a Platinum Sponsor
- Choice between:
 - Attendee Wi-Fi sponsorship
 - Attendee lunch sponsorship - Four complimentary networking lunch tickets
- Includes a 8X10 premium booth in the Expo Solutions Hall (corner booth)
- Four complimentary full-conference registrations
- Logo on conference website in sponsor section
- Logo on all sponsor signage
- Full-page advertisement in printed conference program (due dates apply)
- Pre- and post-conference attendee mailing lists (we do not provide email address)
- One mobile app push notification during event
- Marketing material or giveaway for conference bag (one piece, self-produced by sponsor)

GOLD SPONSOR: \$10,000

- Listed as a Gold Sponsor
- Choice between:
 - Attendee notebook sponsorship
 - Key cards sponsor (company branding on hotel guest key cards)
 - General session sponsor (three available)
 - Breakfast sponsor
 - Hotel door-drop sponsorship (marketing piece delivered to conference hotel guests)
- Includes a 8X10 standard booth in the Expo Solutions Hall (non-corner)
- Two complimentary full-conference registrations
- Logo on conference website in sponsor section
- Logo on all sponsor signage
- Half-page advertisement in printed conference program (due dates apply)
- Pre- and post-conference attendee mailing lists (we do not provide email address)

SILVER SPONSOR: \$5,000

- Listed as a Silver Sponsor
- Choice between:
 - Breakout session room sponsorship (four available) (logo on room signage)
 - Hydration Station sponsorship (branding on water stations throughout event)
 - General session seat-drop sponsorship (marketing piece placed on general session seats)
 - All refreshment breaks sponsorship
- Includes a 8X10 standard booth in the Expo Solutions Hall (non-corner)
- Two complimentary full-conference registrations
- Listed on conference website in sponsor section
- Logo on all sponsor signage
- Pre- and post-conference attendee mailing lists (we do not provide email address)



Southwest Lending & Collections Conference

PLATINUM SPONSORSHIP - \$10,000

- Listed as Platinum Sponsor
- Choice between:
 - Tuesday Night Welcome Reception
 - Thursday Night Signature Event – **Sold**
 - Attendee Wi-Fi
- Includes a table in the Marketplace
- Six full conference registrations
- Six tickets to Thursday night signature event
- Listed on conference website in sponsor section
- Listed in conference app in sponsor section
- Logo on all sponsor signage
- Branded cocktail napkins at reception
- Opportunity to provide branded conference swag
- Pre- and Post-conference attendee mailing list (we do not provide email addresses)

GOLD SPONSORSHIP - \$7,500

- Listed as a Gold Sponsor
- Choice between:
 - Opening general session
 - Closing general session
 - General session (2 available)
 - Networking lunch (2 available)
- Hotel key cards
- Includes a table in the Marketplace
- Four full conference registrations
- Four tickets to Thursday night signature event
- Listed on conference website in sponsor section
- Listed in conference app in sponsor section
- Logo on all sponsor signage
- Opportunity to place collateral on tables in general session room
- Pre- and Post-conference attendee mailing list (we do not provide email addresses)

SILVER SPONSORSHIP - \$5,000

- Listed as Silver Sponsor
- Choice between:
 - Attendee notebook
 - Breakout session room sponsor (not a speaker) (3 available)
 - Seat drop sponsor (3 available)
 - Drink ticket sponsor (2 available)
- Includes a table in the Marketplace
- Two full conference registrations
- Two tickets to Thursday night signature event
- Listed on conference website in sponsor section
- Listed in conference app in sponsor section
- Pre-conference attendee mailing list (we do not provide email addresses)



ADDITIONAL CONFERENCE OPTIONS

Silver Sponsor: \$5,000

INCLUSION: Change Makers

- » Two complimentary full-conference registrations
- » Logo on website and conference signage
- » All meals, refreshments, and Friday evening reception
- » Pre- and post-conference attendee mailing lists (we do not provide email address)

Managers Roundtable

- » Two complimentary full-conference registrations
- » Logo on website and conference signage
- » All meals, refreshments, and Friday evening reception
- » Choice between Wi-Fi and networking luncheon
- » Pre- and post-conference attendee mailing lists (we do not provide email address)

Young Professionals Conference

- » Two complimentary full-conference registrations
- » Logo on website and conference signage
- » All meals, refreshments, and Friday evening reception
- » Choice between Wi-Fi and networking luncheon
- » Listed in conference app
- » Pre- and post-conference attendee mailing lists (we do not provide email address)

Small Credit Union Forum

- » Includes a table in the Marketplace
- » Two complimentary full-conference registrations
- » All meals, refreshments, and Friday evening reception
- » Logo on website and conference signage
- » Choice between Wi-Fi and networking luncheon
- » Pre- and post-conference attendee mailing lists (we do not provide email address)

Bronze Sponsor: \$2,500

Managers Roundtable

- » One complimentary full-conference registration
- » Logo on website and conference signage
- » All meals, refreshments, and Friday evening reception

Young Professionals Conference

- » One complimentary full-conference registration
- » Logo on website and conference signage
- » All meals, refreshments, and Friday evening reception
- » Listed in conference app

Small Credit Union Forum

- » Includes a table in the Marketplace
- » One complimentary full-conference registration
- » Logo on website and conference signage
- » All meals, refreshments, and Friday evening reception



**Southwest CUNA
Management School**

- Academic Fellow: Over \$25,000
- Academic Patron: \$15,000 to \$24,999
- Educational Sponsor: \$10,000 to \$14,999
- Friends of SCMS: \$5,000 to \$9,999

Contact Janine McBee, SCMS director, for sponsorship opportunities. jmcbee@scms.coop

GOVERNMENT RELATIONS

By developing long-term legislative strategies, maintaining vigilance with regulatory agencies, keeping Cornerstone members informed of developments, and magnifying the voice of credit unions everywhere, Cornerstone works to preserve an environment in which credit unions not only exist but thrive. As part of this, Cornerstone advocates for credit union interests in Arkansas, Kansas, Missouri, Oklahoma, and Texas.

CUNA GAC (200+ attendees): \$10,000

- Legislative/regulatory briefing
- Hospitality suite sponsorship
 - Two attendees

Hike the Hill (2): \$5,000

- Reception
- Two attendees

Oklahoma GAC (125 attendees): \$2,500

- Luncheon

OCUPAC Century Club Dinner Sponsor (2): \$5,000

- Attendance for 10 at pre-dinner networking reception
- Table for 10 at dinner
- Verbal recognition during event
- Logo on select event materials and marketing

Oklahoma PAC Par-tee Oklahoma City and Tulsa

- Presenting Sponsor: \$3,000
 - Four attendees
 - Verbal recognition during event
 - Sponsor remarks during event
 - Logo on select event materials and marketing
 - May provide event giveaways for attendees
- Meal Sponsor: \$1,500
 - One attendee
 - Name listed as event sponsor
- Bar Sponsor: \$1,500
 - One attendee
 - Name listed as event sponsor



Kansas Day at the Capitol

- Presenting Sponsor: \$5,000 (one available)
 - Four attendees
 - 6-foot table for exhibiting
 - Verbal recognition during lunch session
 - Logo on select event materials and marketing
- Exhibitor: \$1,000 (nine available)
 - Two attendees
 - 6-foot table for exhibiting

Missouri Day at the Capitol

- Presenting Sponsor: \$5,000 (one available)
 - Four attendees
 - 6-foot table for exhibiting
 - Verbal recognition during lunch session
 - Sponsor remarks during event
 - Logo on select event materials and marketing
- Exhibitor: \$1,000 (four available)
 - Two attendees
 - 6-foot table for exhibiting
 - Name listed as event sponsor

Top Connections in Overland Park, KS (June) and Chesterfield, MO (August)

- Presenting Sponsor: \$5,000 (one available each event)
 - Four attendees
 - Verbal recognition during event
 - Sponsor remarks during event
 - Logo on select event materials and marketing
 - May provide event giveaways for attendees
- Meal Sponsor: \$1,500
 - One attendee
 - Name listed as event sponsor
- Bar Sponsor: \$1,500
 - One attendee
 - Name listed as event sponsor
- Networking Game Sponsor: \$1,500
 - One attendee
 - Name listed as event sponsor
- Wine Pull Sponsor: \$1,500
 - One attendee
 - Name listed as event sponsor



CORNERSTONE FOUNDATION

The Cornerstone Credit Union Foundation is the 501 (c)(3) charity of the Cornerstone Credit Union League. Proceeds from events will provide grants and scholarships for credit union's overall development as well as supporting community partnerships, promote and fund credit union financial wellness initiatives, and help credit union staff and volunteers get back on their feet after an unforeseen disaster.



| June 17-19, 2024 | DFW

Gold Sponsor: \$2,500

- Logo on conference website
- Recognition in student workbook
- Promo video during workshop
- Recognition in event communications



| April 2, 2024 | Kansas City, MO

Diamond Sponsor: \$12,000

- Recognition on tournament golf shirt sleeve
- Two complimentary foursomes
- Prominent recognition during IMPACT
- Logo on Foundation website

Emerald Sponsor: \$8,000

- Six complimentary players
- Logo recognition on signage at golf course
- Logo on Foundation website
- Prominent recognition during IMPACT
- Swag of choice

Titanium Sponsor: \$6,000

- Complimentary foursome
- Appropriate recognition/signage at tournament
- Logo on Foundation website
- Choice of tournament lunch, golf hats, or drink carts

Platinum Sponsor: \$4,000

- Complimentary twosome
- Appropriate recognition/signage at tournament
- Logo on Foundation website
- Choice of golf cart, golf balls, pin flags, or exploding golf ball challenge

Gold Sponsor: \$3,000

- Complimentary twosome
- Appropriate recognition/signage at tournament
- Logo on Foundation website
- Choice of hole-in-one or air cannon hole

Silver Sponsor: \$2,000

- One player
- Appropriate recognition/signage at tournament
- Name listed on Foundation website
- Choice of longest drive (men's and women's), straightest drive (men's and women's), closest-to-pin contests (four total)

Bronze Sponsor: \$1,000

- Appropriate recognition/signage at tournament
- Non-contest hole

BASH

| April 4, 2024 | Kansas City, MO

Diamond Sponsor: \$10,000

- One VIP table (10 seats)
- Logo on all event marketing materials, print and digital
- Logo on event sponsor loop and donor listing
- One post on social media
- Naming one signature cocktail

Platinum Sponsor: \$5,000

- Six VIP seats
- Logo on all event marketing materials, print and digital
- Logo on event sponsor loop and donor listing

Gold Sponsor: \$2,500

- Three VIP seats
- Name on all event marketing materials, print and digital
- Name on event sponsor loop and donor listing

Silver Sponsor: \$1,000

- One VIP seat
- Name on event sponsor loop and donor listing



| October 1-3, 2024 | Lake of the Ozarks

Diamond Presenting Sponsor: \$10,000 (six available)

- Two sponsor representative registrations, including lodging, meals, golf, and activities
- Verbal recognition and sponsor remarks during event
- Input on event design and activities
- Logo on select event signage and marketing materials

- May provide branded items for event attendee giveaways
- One social media recognition post



| September 5, 2024 | Houston, TX

Diamond Presenting Sponsor: \$10,000

- Two reserved tables with VIP seating for 16: best seating
- Top billing in all publicity, website, and social media
- Logo prominently featured in all marketing/media
- Verbal, digital, and printed recognition at event
- Eight extra drink tickets or two bottles of wine

Platinum Sponsor: \$5,000

- One reserved table with VIP seating for eight
- Premium billing in all publicity, website, and social media
- Logo rotated on slide show at event
- Verbal, digital, and printed recognition at event
- Four extra drink tickets or one bottle of wine

Gold Sponsor: \$3,000

- One reserved table for six with preferred seating
- Listing on all publicity and on social media
- Logo rotated on slide show at event
- Verbal, digital, and printed recognition at event

Silver Sponsor: \$2,000

- Reserved seating for four
- Listing on all publicity and on social media
- Logo rotated on slide show at event
- Printed recognition in program

Bronze Sponsor: \$1,000

- Reserved seating for two
- Mention in SYNG publicity
- Name rotated on slide show at event



CORNERSTONE LEAGUE



**For more
information on**

exhibits and sponsorships opportunities,
email: exhibits@cornerstoneleague.coop