



2025 Annual Convention and Expo
Grand Traverse Resort & Spa, Traverse City
September 10-12, 2025



SPONSORSHIP OPPORTUNITIES

CBM convention sponsorship maximizes your organization's exposure and access to community bank executives at CBM's Annual Convention and Expo to be held September 10 – 12, 2025, at the Grand Traverse Resort and Spa in Traverse City, Michigan. As a 2025 convention sponsor, your organization will benefit in many ways, including:

- ✓ Recognition in the pre-convention issue of the CBM *Community Spirit* as well as the October convention wrap-up issue. Both issues of this publication have a circulation of over 1000.
- ✓ Recognition in the September and October issues of the *Great Lakes Banker* magazine.
- ✓ Signage throughout the convention at designated events and announcements that will provide additional recognition.
- ✓ All convention sponsors will be listed in the convention program and in the CBM convention app. Depending on the contribution level, an advertisement in the convention program may also be included with the sponsorship.
- ✓ CBM's website, www.cbofm.org and social media pages will feature a listing of convention sponsors with a link to individual sponsoring organization's websites.
- ✓ Email blasts to bankers and associate members recognizing sponsorships.

Complimentary registration, greeting guests at designated events, providing collateral marketing materials during events or distributed at the convention registration desk may be included depending upon sponsorship level. Events can be combined to achieve a higher level, respective benefits, and more exposure for your company.

Please see the following pages for more details.

Questions?

Call CBM at 517-336-4430 or e-mail kateangles@cbofm.org.

BENEFITS OF SPONSORSHIP

Sponsorship Level	BRONZE Sponsor \$1,500	SILVER Sponsor \$2,000	GOLD Sponsor \$2,750	PLATINUM Sponsor \$4,000	DIAMOND Sponsor \$5000 and above
Type of Recognition					
Company name on signage at sponsored event and public announcements	✓	✓	✓	✓	✓
Company name, sponsorship level and event listed in convention program and app	✓	✓	✓	✓	✓
Company listed on CBM website with link to company's website	✓	✓	✓	✓	✓
Company listing in pre- and post-convention issues of CBM <i>Community Spirit</i> and <i>Great Lakes Banker</i> magazine September and October issues	✓	✓	✓	✓	✓
FREE Advertisement in the convention program		Quarter Page Ad (Ad specs: 2 ¾" w x 4 ¼" h; PDF or JPEG)	Half Page Ad (Ad specs: 5 ½" w x 4 ¼" h; PDF or JPEG)	Full Page Ad (Ad specs: 5 ½" w x 8 ½" h; PDF or JPEG)	Full Page Ad (Ad specs: 5 ½" w x 8 ½" h; PDF or JPEG)
Company may provide materials at event or at registration desk and/or greet guests at event			✓	✓	✓
FREE Convention Registration for attendee				One convention registration included	Two convention registrations included

SPONSORSHIP AVAILABILITY

WEDNESDAY – SEPTEMBER 10, 2025

Event	Level	Sponsorships Remaining
Corporate Sponsors ICBA FHLBank Indianapolis Strobl PLLC	Diamond Platinum Platinum	SOLD SOLD SOLD
Hotel Key Cards Trion	Platinum	SOLD
Name Badges Investors Title Company	Diamond	SOLD
Convention App First State Bank Lenderful Solutions	Bronze Bronze	SOLD SOLD
Convention Wireless Access Wipfli	Gold	SOLD
Auction App Miedema Asset Management	Silver	SOLD
Fudge Thompson Phelan Group	Gold	SOLD
Registration Refreshments Agri-Access Clark Schaefer Hackett Financial Furnishings	Bronze Bronze Bronze	SOLD SOLD SOLD
Registration Favors BankOnIT Forvis Mazars	Bronze Bronze	SOLD SOLD
Grand Opening Expo Hall Reception College Ave Student Loans Hylant Mackinac Credit + Compliance	Silver Silver Silver	SOLD SOLD SOLD
Wednesday Cash Drawing in Expo PWCampbell QwickRate RJM	Gold Gold Gold	SOLD SOLD SOLD
Evening Reception and Bar Mercantile Bank	Diamond	SOLD

THURSDAY – SEPTEMBER 11, 2025

Event	Level	Sponsorships Remaining
Opening Continental Breakfast Angott Search Group Lasco Shield Compliance	Bronze Bronze Bronze	SOLD SOLD SOLD
Mid-Morning Refreshment Break Doeren Mayhew Mariner Varnum	Bronze Bronze Bronze	SOLD SOLD SOLD

THURSDAY – SEPTEMBER 11, 2025 (Continued)

Keynote Speaker Performance Trust	Diamond	SOLD
Cook Out Lunch ChoiceOne Bank	Diamond	SOLD
Trap Shoot Event Bank Compensation Consulting WWR	Silver Bronze	SOLD SOLD
Winery Tour Kotz Sangster	Bronze Bronze	SOLD 1
Brewery Tour McQueen Financial Advisors	Silver Silver	SOLD 1
Golf Tournament EBS Shazam	Platinum Diamond	SOLD SOLD
Reception with Exhibitors in Expo Donnelly Penman & Partners The Baker Group United Bankers' Bank	Silver Silver Silver	SOLD SOLD SOLD
Thursday Cash Drawing in Expo Hovde Group Ncontracts Strategic Resource Mgmt	Bronze Bronze Bronze	SOLD SOLD SOLD
Convention Banquet Isabella Bank	Diamond	SOLD
Banquet Refreshments Plante Moran Travelers	Gold Gold	SOLD SOLD

FRIDAY – SEPTEMBER 12, 2025

Event/Type of Sponsorship	Level	Sponsorships Remaining
Continental Breakfast in Expo Hall Dart Bank InfoTrust Michigan Planners	Bronze Bronze Bronze	SOLD SOLD SOLD
Cash Drawings in General Session Bankers' Bank ICBA Securities Metriciti	Silver Silver Silver	SOLD SOLD SOLD
Grand Prize Drawing MCBS	Platinum	1

CBM CONVENTION - COUNT US IN!

We are interested in sponsoring the following event(s):

For the best return on your investment and for optimum exposure, please return this form together with your payment by Friday, July 11. If you are interested in sponsoring several events, please indicate all events and sponsorship levels. If necessary, please copy this form.

Event: _____ Sponsorship Level: _____

Event selections for sponsorships will be awarded on a first come, first served basis. Sponsorships received after **August 15, 2025**, will not be promoted in the convention program. In order to process your sponsorship application, please complete or provide all of the information below.

Organization: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Contact Name: _____

Contact Title: _____ Contact E-mail: _____

Payment method:

☐ Check Enclosed - Please make checks payable to: Community Bankers of Michigan

☐ Credit Card

Credit Card Information ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Card Holder Name _____

Credit Card Number _____ Expiration Date _____ SEC CODE _____

☐ Please invoice me

Complete and return with your payment to:

Community Bankers of Michigan

830 W. Lake Lansing Road, Suite 250, East Lansing, MI 48823

Phone: 517-336-4430 • Fax: 517-336-7833