



# Preferred Vendor Program

2026



## Building Stronger Partnerships

*Community banks in Virginia thrive on trusted relationships. The VACB Preferred Vendor Program is designed to elevate those partners who invest in our industry and share in our mission of supporting Virginia's community banks.*



# Introduction

For decades, VACB has brought together banks and service providers through membership, sponsorships, advertising, and events. The Preferred Vendor Program (PVP) represents the next step: a comprehensive, structured way to recognize our most committed partners while providing them unmatched access to our member banks.



## PVP: Why & What

### Why?

This initiative is about more than advertising space or a booth at convention. It is about visibility, credibility, and a seat at the table. By consolidating dues, sponsorships, event participation, and promotional opportunities into one visibility package, the program makes it easier for vendors to plan their annual engagement while ensuring banks know who VACB has recognized as trusted partners.

### What?



Each level of participation provides opportunities tailored to the vendor's investment and desired visibility. At the top tiers, vendors receive maximum exposure through convention sponsorships, dedicated e-blasts, and special recognition across VACB's platforms. At every level, participation signals to our member banks a strong commitment to the success of community banking in Virginia.

# VACB Preferred Vendor Program - 2026

Each Preferred Vendor level offers a blend of recognition, visibility, and access. Higher tiers deliver maximum impact through expanded branding and premium event exposure, while every tier demonstrates a clear commitment to Virginia's community banks. While Preferred Vendor status offers unmatched recognition, VACB will continue to provide standalone sponsorship, advertising, and exhibit opportunities for all Associate Members.

PROGRAM LEVELS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	ASSOCIATE
VACB Associate Member Dues	•	•	•	•	•	•
<b>RECOGNITION OPPORTUNITIES</b>						
Listing on VACB's online Associate Member directory page by membership level	•	•	•	•	•	•
Link to your company's website from the online directory	•	•	•	•	•	•
Complimentary subscription to VACB's bi-weekly e-newsletter	•	•	•	•	•	•
Subscription to VACB magazine <i>The Community Banker</i>	•	•	•	•	•	•
Opportunity to submit educational articles for VACB publications	•	•	•	•	•	•
Access to CEO mailing list	•	•	•	•	•	•
Referrals to banks for your services	•	•	•	•	•	•
Consideration for speaking opportunities at education programs	•	•	•	•	•	•
Member Discount Pricing at VACB Events	•	•	•	•	•	•
Option to attend VACB conventions, schools, events	•	•	•	•	•	•
Option to use Member VACB logo	•	•	•	•	•	•
Company logo and level showcased on PSP website page	•	•	•	•	•	•
Quarterly e-blast featuring Preferred Service Provider companies	•	•	•	•	•	•
Listing of PSPs in all four 2025 VACB magazines	•	•	•	•	•	•
PSP feature rotation in weekly e-newsletter	•	•	•	•	•	•
Recognition among VACB & ICBA members as supporter of the banking industry	•	•	•	•	•	•
Referrals to banks of your services via VACB webpage	•	•	•	•	•	•
Other mutually agreed upon membership benefits	•	•	•	•	•	•
<b>VACB ADVERTISING OPPORTUNITIES</b>						
Option to Advertise in VACB Quarterly Magazine (Managed by NewsLink)						
Ad on VACB Website - 12 Months	Rotating Banner Ad - \$2,500 value	Rotating Banner Ad - \$2,500 value	Rotating Sidebar Ad - \$1,500 Value			Separate Advertising Opportunities Available
Ad in VACB Bi-Weekly E-Newsletter - Months	Top Banner Ad - 6 mos. \$2,500 value	Content Banner - 6 mos. \$1,500 value	OR Content Banner - 6 mos.			
PSP Video featured on social media and e-news	•					
<b>VACB PREMIER EVENTS</b>						
<b>Annual Convention &amp; Trade Show</b>						
Annual Convention - Exhibit Space (includes one registration)	•	•	•	•		Separate Sponsorship, Exhibit, Registration Options Available
Annual Convention - Additional Registration	3	2	1	1		
Annual Convention - Sponsor at Level	•	•	•	•	•	
Additional "Named" Exclusive Sponsorship Opportunities	•	•	•			
Annual Convention - 60 Second Commercial at Business Session	•					
<b>Advocacy</b>						
Opportunities include annual Bankers' Cup Tournament, other advocacy events based on level	Flex Funds	Flex Funds	Flex Funds	Flex Funds	Flex Funds	N/A
<b>Education   Professional Development Opportunities</b>						
Opportunities include PSP provided program, full meeting sponsorship, lunch/break sponsorship, for in-person or virtual event based on level.	Flex Funds	Flex Funds	Flex Funds	Flex Funds	Flex Funds	N/A
<b>Flex Funds</b>						
Flex Funds: Additional Opportunities - Customize and use for Exclusive Convention Sponsorships, Advocacy events, or Education programs	\$2,000	\$1,500	\$1,000	\$750	\$500	N/A
<b>2026 VACB Preferred Vendor Program Investment</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,000</b>	<b>\$4,000</b>	<b>\$1,300</b>

Full Page Ad (4 Quarters @ \$2,733) or Half Page Ad (4 Quarters @ \$2,050) - Contact: Neal Bergstrom at neal@theinvestlinkgroup.com / (801) 676-9722



# Participation & Next Steps



Becoming a Preferred Vendor is straightforward but meaningful. Companies must be VACB Associate Members in good standing, submit an application, and be recommended by the Member Services Committee for approval by VACB leadership. This process ensures that our banks can trust the companies who carry the Preferred Vendor mark.

The program will be introduced at the 2025 VACB Annual Convention in Roanoke, with official launch set for January 2026. Between now and then, vendors will have the opportunity to meet with VACB staff, learn more about the program, and determine the level of participation that best fits their goals.

For more information or to begin the application process, contact VACB at:



## Phone

(804) 673-8250



## Email

[info@vacb.org](mailto:info@vacb.org)



## Website

[www.vacb.org](http://www.vacb.org)

**Partner with VACB to strengthen  
Virginia's community banks!**