The ASSOCIATION OF MILITARY BANKS OF AMERICA (AMBA)

SPONSORSHIP PROGRAM

2019 AMBA Fall Workshop
The Breakers Hotel, Palm Beach, Florida
25-28 August 2019
AMBA Members and Friends,

The Association of Military Banks of America is proud to announce the 60th Anniversary of our Association and our Annual AMBA Workshop to be held from 25 to 28 August 2019 at The Breakers Hotel in Palm Beach, Florida. We invite your organization to join us as a corporate sponsor to support our Workshop and the collaboration it fosters among partners focused on a common mission: to enable the financial resiliency of our Nation’s service members, veterans, and their families.

This year, we have changed our corporate sponsorship program to more closely follow the standard set by many of our partner non-profit organizations. Your organization’s generosity will ensure the continued participation of all our public and private sector partners as well as the production of a meaningful Workshop program.

We look forward to working with you to make this year’s milestone Workshop a success. Thank you in advance for your support of this program as well as of our member banks as they provide their military and veteran communities the financial support, services, and education they need to achieve the financial well-being they deserve.

Sincerely,

STEVEN J. LEPPER
Major General, USAF (Ret.)
President & CEO
WHY A WORKSHOP?

For as long as anyone associated with AMBA can remember, our organization has sponsored an annual Workshop focused on providing an opportunity for everyone engaged or interested in military financial readiness to compare notes. Over the past several years, we hosted our Workshop in Washington, DC in deference to and for the convenience of our federal government partners. Because 2019 marks our 60th anniversary, we thought it would be appropriate for us to return to the venue where AMBA celebrated its 50th anniversary: The Breakers Hotel in Palm Beach, Florida.

While we are excited about the location for this milestone Workshop, we remain laser-focused on its purpose. Simply, this event provides AMBA’s member banks an annual venue to consult with our non-profit partners, federal regulators, and corporate supporters on the state of military financial resiliency and readiness today. Our member banks are also given an opportunity to add their own perspectives from their vantage at military installations and in military and veteran communities across the world. The feedback we’ve received following previous Workshops has reinforced our commitment to continuing this event.

We are also encouraged by the prospects of enhancing our member banks’ ability to serve their military and veteran communities. Why is that important? Because, despite the rise in alternative sources of financial services, support, and education, our service members and their families consider banks their most trusted sources of all these things.

In 2017, Military Saves conducted a “Saver Survey” in which it asked several questions about financial readiness and resiliency:

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<tr>
<th>Most Helpful Sources of Financial Information*</th>
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<tr>
<td>Banks or Credit Unions</td>
<td>59%</td>
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<tr>
<td>Family and Friends</td>
<td>39%</td>
</tr>
<tr>
<td>Military Peers</td>
<td>26%</td>
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<tr>
<td>Personal Financial Managers/Family Readiness Programs</td>
<td>16%</td>
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<tr>
<td>Military Chain of Command</td>
<td>7%</td>
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</tbody>
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Clearly, banks and credit unions remain important sources of financial information for our military families. When asked how they prefer to receive that information, 55% preferred face-to-face, in-person engagement. In contrast, only 19% preferred social media as a source of financial information and advice.

On-base banks provide the best of both worlds: they’re trusted sources of information and they provide face-to-face service. Our workshops are designed to discuss what data like this means and how it should influence the ways in which our service members and their families should receive their financial information. What this data means to us is that while banks are the most credible, trusted, and effective sources of financial information, only if we operate as part of a larger team will we achieve the greatest impact on the communities we serve. Frank conversations like this are a staple of our Workshop.

Stressing the importance of preserving on-base banks is just one – albeit one very important– reason for our Workshop. The team we assemble during this event reflects the teams in which we participate both in the policy and law development process in Washington, DC, and in the execution of financial services in the field. Together, we and our audience are exposed to the information necessary for effective advocacy and delivery of services in both arenas.

Our workshop is all about teambuilding and teamwork. Thank you for your support in this important effort. If you’d like to know more about our Workshop and see our agenda as it’s being developed, please visit us online at https://www.ambahq.org/events/2019-amba-fall-workshop/.
**AMBA Workshop Sponsorship Opportunities**

Since 1959, the Association of Military Banks of America (AMBA) has supported the military community through its member banks on installations and in communities where our military families reside. Each year, AMBA hosts an annual workshop to provide opportunities for its members, government officials overseeing military banking, federal regulators, banking trade organizations, and other stakeholders to exchange ideas and discuss the latest banking issues affecting servicemembers and their families. This year, AMBA will be celebrating its 60th anniversary as part of its workshop. To learn more about this year’s Workshop, please visit our website: [https://www.ambahq.org/events/2019-amba-fall-workshop/](https://www.ambahq.org/events/2019-amba-fall-workshop/).

Our workshop’s success depends on the generosity of members and partner organization donors. This event includes several networking and social events, along with a robust two-day program with speakers and panelists that provide multiple opportunities for attendees to engage in the military banking conversation.

This sponsorship packet includes a wide range of sponsorship opportunities and details about how your commitment will be appreciated and highlighted during the workshop. For more information, please contact us at info@ambahq.org.

We look forward to sharing our 60th anniversary workshop with all of you.

<table>
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<th>Sponsorship Level</th>
<th>Sponsorship Details</th>
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| **Titanium Sponsor** | $25,000+  
**Armed Forces Financial Network**  
Includes:  
6 Complimentary Registrations  
Introduction and Remarks at Banquet  
60th Anniversary Brochure Full-Page Ad  
Banquet Recognition & Signage  
General Session Onscreen Recognition |
| **Platinum Sponsor** |  
(2 available)  
$15,000-$24,999  
Includes:  
4 Complimentary Registrations  
Luncheon Recognition/Signage  
Introduction at Luncheon  
Seat at Head Table  
General Session Onscreen Recognition  
60th Anniversary Brochure 3/4-page ad |
| **Gold Sponsor** |  
(3 available)  
$10,000-$14,999  
Includes:  
3 Complimentary Registrations  
Reception Recognition/Signage  
Introduction at Reception  
General Session Onscreen Recognition  
60th Anniversary Brochure 1/2-page ad |
| **Silver Sponsor** |  
(unlimited)  
$5,000-$9,999  
Includes:  
2 Complimentary Registrations  
Breakfast Recognition/Signage  
General Session Onscreen Recognition  
60th Anniversary Brochure 1/4-page ad |
| **Bronze Sponsor** |  
(unlimited)  
$2,500-$4,999  
Includes:  
1 Complimentary Registration  
General Session Onscreen Recognition  
60th Anniversary Brochure 1/8-page ad |
| **60th Anniversary Commemorative Brochure Advertising** |  
$1,000 per 1/8-page ad |

All levels of sponsorship will include your organization’s logo on AMBA’s website, on-site acknowledgment with signage, and onscreen logo presence. Other sponsorship opportunities may be available. Please contact us at info@ambahq.org for more information.
AMBA SPONSORSHIP FORM

Please complete this form, keep a copy for your records, and email a copy to Christiane.Jacobs@AMBAHQ.org.

COMPANY NAME: ____________________________________________________________
(Print the company/sponsor name exactly as it should appear for acknowledgement.)

SPONSORSHIP PACKAGE

Sponsorship package name you wish to purchase: __________________________ Package Cost: ________
(Specify package name, details on page 4)

NOTICE: June 14, 2019 is the deadline for ad inclusion in the 60th AMBA Anniversary brochure. Please contact: Christiane.Jacobs@AMBAHQ.org or 540-347-3305, ext. 1.

SPONSOR’S CONTACT INFORMATION

Point of Contact Name: ________________________________________________________
Phone: __________________________ Email: __________________________
Street Address: _____________________________________________________________
City: __________________________ State: __________ Zip code: __________

PAYMENT INFORMATION

Payment method, check one:  □ ACH  □ Wire  □ Check  □ Credit Card
(aditional 3% service fee)

Payment by ACH
Bank: BB&T
Routing #: 051404260
Account #: 5163239371

Payment by Wire Transfer
Bank: BB&T
Bank address: 1730 Rhode Island Ave., NW
Washington, DC 20036
Routing #: 051404260
Account #: 5163239371
Account Name: Association of Military Banks of America

Payment by Credit Card (additional 3% service fee)
Please contact the AMBA office.

Thank you for your support of the 2019 AMBA Workshop and its Sponsorship Program!

The Association of Military Banks of America (AMBA) is a non-profit 501(c)(6) organization, tax ID number (EIN) 47-0583461. A W-9 form is available upon request.