

The ASSOCIATION OF MILITARY BANKS OF AMERICA (AMBA)

REVISED SPONSORSHIP PROGRAM PACKET FOR A FULLY VIRTUAL WORKSHOP



**2020 AMBA Fall Workshop
Military Lifecycle Banking**

31 August – 1 September 2020

A Fully Virtual Event



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1120 Connecticut Ave, NW
Washington, DC 20036

9 June 2020

AMBA Members and Friends,

The Association of Military Banks of America is proud to announce the **2020 Annual AMBA Workshop** to be held on **31 August and 1 September 2020**. This year, in response to COVID-19 and the restrictions many communities have imposed to stop the virus' spread, we are planning a **fully virtual event**.

We invite your organization to join with us as a corporate sponsor to support our Workshop and the collaboration it fosters among public and private partners focused on a common mission: to enable the financial resiliency of our Nation's service members, veterans, and their families. This year, we are also adapting our sponsorship program to the virtual nature of our Workshop. 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 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 during these difficult times to achieve the financial well-being they deserve.

Sincerely,

STEVEN J. LEPPER
Major General, USAF (Ret.)
President & CEO

This letter updates our previous decision to hold a hybrid Workshop that would have included both physical in-person events as well as a virtual program. Unfortunately, there are too many unknown variables at this time to continue with any in-person events.

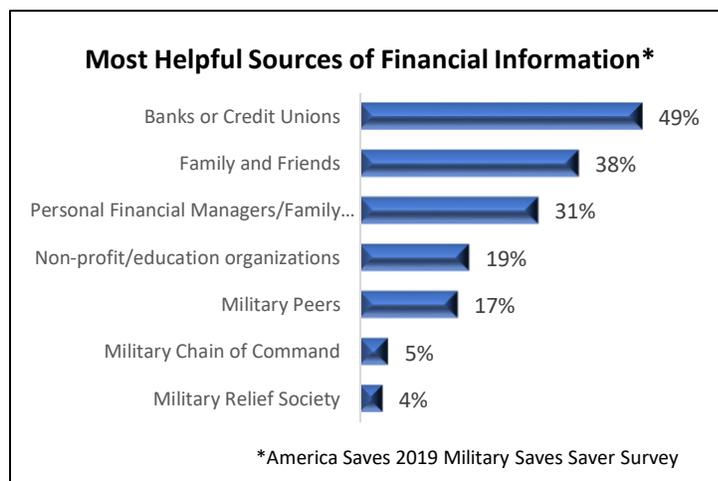


WHY A WORKSHOP?

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. For many years, we hosted our Workshop in the Washington, DC area in deference to and for the convenience of our federal government partners. Because 2019 marked our 60th anniversary, we returned to the venue where AMBA celebrated its 50th anniversary: The Breakers Hotel in Palm Beach, Florida. This year, another special situation – COVID-19 – is driving a new approach.

This year, COVID-19 has added an unprecedented level of complexity to our Workshop planning efforts. Our plan was to hold a physical event at The Mandarin Oriental Hotel in Washington, DC, from 30 August to 2 September 2020. However, because we are unsure whether travel, social gathering, and hotel occupancy restrictions will accommodate a physical gathering or, even if they will, whether our invitees will feel comfortable attending a physical event, we have decided to plan for a **fully virtual event**. Our vision includes a program that provides a webcast for speakers and attendees. Registration for our virtual event will open on 15 June.

Because COVID-19 has been such a recent and dominant force in military and veteran financial resiliency, we are planning a program that will focus on the challenges we've encountered, our responses, and some lessons learned. As dominant as the virus has been, though, our program will also focus on other important, traditional aspects of military banking. Above all, we want to make sure that after this crisis subsides, our service members, veterans, and their families will still consider banks their most trusted sources of financial information and services.



Clearly, banks and credit unions remain important sources of financial information for our military families. When asked how they prefer to receive that information, 30% preferred face-to-face, engagement, down from 55% in 2017. The remaining 70% preferred digital media channels as conduits of financial information and advice.

On-base banks provide the best of all worlds: they're trusted sources of information and they provide face-to-face and digital 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/2020-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, to accommodate COVID-19 restrictions and concerns, AMBA will host a **fully virtual event**. To learn more about this year's Workshop, please visit our website: <https://www.ambahq.org/events/2020-amba-fall-workshop/>.

Our Workshop's success depends on the generosity of members and partner organization donors. This sponsorship packet includes a range of sponsorship opportunities and details about how your commitment will be appreciated and highlighted during the Workshop. For more information, please visit our website at www.ambahq.org. If you have any questions, please contact Andia Dinesen at Andia.Dinesen@ambahq.org.

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- 1 Complimentary Registration
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All levels of sponsorship will include your organization's logo on AMBA's website and onscreen logo presence. Other sponsorship opportunities may be available, please contact Andia Dinesen at Andia.Dinesen@ambahq.org.



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: 31 July 2020 is the deadline for 2020 AMBA Sponsorship.
Please contact: Christiane.Jacobs@AMBAHQ.org or 540-347-3305, ext. 1.

SPONSOR'S CONTACT INFORMATION

Point of Contact Name: _____
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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 Check, please make check payable to:
ASSOCIATION OF MILITARY BANKS OF AMERICA

Mailing address:

1120 Connecticut Avenue, NW
Suite 600
Washington, DC 20036

If you have questions or you need more information,
please contact:
Christiane Jacobs
Christiane.Jacobs@AMBAHQ.org
540-347-3305, ext. 1

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Please contact the AMBA office.

Thank you for your support of the 2020 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.