

NEW YORK
BANKERS
ASSOCIATION



MEDIA KIT

POSITION YOUR
BRAND AT THE
FOREFRONT OF
NEW YORK'S
BANKING
COMMUNITY

AMPLIFY YOUR BRAND WITH THE POWER OF NYBA

For more than a century, the **New York Bankers Association (NYBA)** has stood at the forefront of the financial services industry, representing institutions that drive New York's economy. As the **unified voice of community, regional, and large banks**, NYBA's members employ nearly 150,000 New Yorkers, safeguard \$2.6 trillion in deposits, and extend **\$100 billion in home and small business loans**. Together, our commitment goes beyond banking—through **over \$200 million in charitable donations and more than 500,000 volunteer hours**, NYBA members strengthen the very communities they serve.

Since 1894, NYBA has been the state's preeminent advocate for the banking industry, expanding its mission to **include education, public relations, political**

action, and member services that elevate both profitability and influence. This expansive reach makes NYBA a **powerful platform** for organizations looking to engage **top decision makers in the financial sector**.

Through **strategic advertising and exclusive sponsorship opportunities**, your brand can connect directly with **New York's banking leaders**—from C-suite executives to key industry influencers. Whether through **high-impact digital advertising or event sponsorships**, NYBA provides unmatched access to a highly engaged and influential audience.



WHY PARTNER WITH NYBA?

- Direct access to decision makers in New York's banking industry
- Highly-engaged membership and event attendees
- Exclusive branding opportunities in a trusted industry association

DISCOVER HOW NYBA CAN HELP YOU EXPAND YOUR REACH AND IMPACT.

STRATEGIC PARTNERSHIPS THAT DRIVE VISIBILITY AND IMPACT

DIGITAL ADVERTISING

NYBA's digital platforms provide **direct, high-impact access to banking executives, government relations professionals, and financial industry leaders** across New York. With **targeted website placements, high-engagement email campaigns, and strategic email advertisements**, your brand can effectively reach key decision makers where they seek industry insights and stay connected.

		MEMBER PRICE	NON-MEMBER PRICE
Sponsor a NYBA Publication "The Daily" or "The Advance"		\$2,000 for 1 week <i>(max 1 week per month)</i>	\$2,300 for 1 week <i>(max 1 week per month)</i>
Banner Advertisements 1000 x 300 px with URL	The Daily:	4 Weeks: \$1,000 12 Weeks: \$3,000 24 Weeks: \$4,000 48 Weeks: \$6,000	4 Weeks: \$1,150 12 Weeks: \$3,450 24 Weeks: \$4,600 48 Weeks: \$6,900
	Friday's News: The Advance:	\$750 per Month \$750 per Quarter	\$865 per Month \$865 per Quarter
Web Advertisements		Waitlist Only	

PUBLICATION SPONSORSHIP: THE DAILY & THE ADVANCE

Gain **premier visibility** among New York's banking leaders by sponsoring **NYBA's flagship publications, The Daily and The Advance**. These trusted industry updates provide direct access to **highly engaged financial professionals**, making them an ideal platform for brand exposure.



- **THE DAILY:** Reaches **2,500+ subscribers every weekday morning**, keeping them informed on critical industry news. Sponsorships are available in **weekly packages** for maximum visibility.
- **THE ADVANCE:** A monthly publication with **3,000+ subscribers**, offering in-depth insights. Sponsorships are available **per quarter** for optimal impact.

Publication Sponsors receive **top billing**, with options for a **banner ad or a "Message from Our Sponsor" feature**, ensuring maximum exposure to a highly targeted audience.

BANNER ADVERTISING OPPORTUNITIES

Increase your brand's **visibility and impact** with a **banner ad** in NYBA's widely read publications: *The Daily*, *Friday's News*, and *The Advance*. These high-engagement newsletters provide direct access to **top banking professionals, government relations experts, and financial industry leaders** across New York.

AVAILABLE PLACEMENTS & PACKAGES:

- **THE DAILY:** Reaches **2,500+ subscribers** each morning. Banner ads are available in **4-week, 12-week, 24-week, or 48-week** packages for sustained exposure.
- **FRIDAY'S NEWS:** Delivered every Friday to **nearly 2,000 subscribers**. Banner ad packages are available **on a monthly basis**.
- **THE ADVANCE:** A monthly publication with **nearly 3,000 subscribers**. Banner ad placements are available **by the quarter**.

Banner ad slots are **limited and available on a first-come, first-served basis** with sponsors. **Contact us today** to confirm availability and secure your spot!



EVENT SPONSORSHIPS & ADVERTISING

NYBA's events offer unparalleled access to **C-level banking executives and key decision makers** from across New York's financial sector. These exclusive gatherings provide sponsors with **high-visibility branding, direct engagement opportunities, and premium networking** access to influential leaders shaping the industry.



NYBA sponsorships allow you to **position your brand at the forefront of the banking community.**

GEM CIRCLE SPONSORSHIP

Year-Round Impact & Premier Visibility

As a GEM CIRCLE sponsor, your brand benefits from **strategic, year-round visibility** and direct engagement with **C-level banking executives and decision makers**. With **multiple sponsorship options**, GEM CIRCLE allows you to **maximize your impact** through a **consistent presence at key industry touchpoints**, reinforcing your leadership and commitment to New York's financial sector.

Join **NYBA's GEM CIRCLE**, an exclusive sponsorship opportunity providing **consistent, high-impact exposure** across **New York's most influential banking events:**

- **LEADERSHIP360:** Shaping the Future of Banking: A dynamic forum that fosters **networking, industry insights, and leadership development**, offering sponsors a **strategic platform to enhance visibility and advance advocacy initiatives.**
- **BUSINESS OF BANKING:** Bringing Bankers Together for Success: a multi-track conference **uniting banking professionals across departments to align operations with strategic goals, offering attendees key industry insight.**
- **FINANCIAL SERVICES FORUM:** Where Banking Leaders Connect: A premier gathering of financial industry leaders.

GEM-LEVEL SPONSORSHIP

Strategic Exposure & Targeted Engagement

NYBA's **GEM-Level Sponsorships** provide your brand with **high-impact exposure** across our **signature events** throughout the calendar year, each tailored to specific audiences within the banking industry. For more information on NYBA's Signature Events, turn to pg 10.





GEM CIRCLE SPONSORSHIP BENEFITS



ONLY ONE AVAILABLE

PRESENTING PARTNER	DIAMOND CIRCLE	EMERALD CIRCLE	RUBY CIRCLE	SAPPHIRE CIRCLE
\$60,000	\$38,000	\$25,000	\$20,000	\$15,000
<p>Recognition as 2025 NYBA Presenting Partner with logo on all marketing materials</p> <p>Complimentary Registration for three to attend Financial Services Forum, Business of Banking, and Leadership360*</p> <p>*Does not include Directors/Trustees Workshop for Financial Services Forum</p> <p>Logo included on name badges as 2025 NYBA Presenting Partner</p> <p>Full-page Company Ad in on-site Program Book for Financial Services Forum, Business of Banking, and Leadership360</p> <p>Recognition as 2025 NYBA Presenting Partner with logo in the "Know Before You Go" for Financial Services Forum, Business of Banking, and Leadership360</p> <p>One company-provided promo item included in Welcome Bag</p> <p>Recognition in all meeting rooms as Wi-Fi Sponsor</p> <p>13 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>Complimentary Registration for two to attend Financial Services Forum, Business of Banking, and Leadership 360*</p> <p>*Does not include Directors/Trustees Workshop for Financial Services Forum</p> <p>Logo included on name badges as 2025 NYBA Diamond Circle</p> <p>Full-page Company Ad in on-site Program Book for Financial Services Forum, Business of Banking, and Leadership 360</p> <p>Recognition as 2025 NYBA Diamond Circle with logo in the "Know Before You Go" for Financial Services Forum, Business of Banking, and Leadership 360</p> <p>One company-provided promo item included in Welcome Bag</p> <p>10 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>Complimentary Registration for one to attend Financial Services Forum, Business of Banking, and Leadership360*</p> <p>*Does not include Directors/Trustees Workshop for Financial Services Forum</p> <p>Logo included on name badges as 2025 NYBA Emerald Circle</p> <p>Full-page Company Ad in on-site Program Book for Financial Services Forum, Business of Banking, and Leadership360</p> <p>Recognition as 2025 NYBA Emerald Circle with logo in the "Know Before You Go" for Financial Services Forum, Business of Banking, and Leadership360</p> <p>One company-provided promo item included in Welcome Bag</p> <p>8 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>Complimentary Registration for one to attend Financial Services Forum, Business of Banking, and Leadership360*</p> <p>*Does not include Directors/Trustees Workshop for Financial Services Forum</p> <p>Logo included on name badges as 2025 NYBA Ruby Circle</p> <p>Full-page Company Ad in on-site Program Book for Financial Services Forum, Business of Banking, and Leadership360</p> <p>Recognition as 2025 NYBA Ruby Circle with logo in the "Know Before You Go" for Financial Services Forum, Business of Banking, and Leadership360</p> <p>One company-provided promo item included in Welcome Bag</p> <p>5 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>Complimentary Registration for one to attend Financial Services Forum, Business of Banking, and Leadership360*</p> <p>*Does not include Directors/Trustees Workshop for Financial Services Forum</p> <p>Full-page Company Ad in on-site Program Book for Financial Services Forum, Business of Banking, or Leadership360</p> <p>Recognition as 2025 NYBA Emerald Circle with logo in the "Know Before You Go" for Financial Services Forum, Business of Banking, and Leadership360</p> <p>3 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>

ALL GEM CIRCLE SPONSORS RECEIVE:

- Recognition during general sessions at key events
- Prominent branding in event Program Books
- Logo placement on registration, lobby, and welcome area signage
- Sponsor recognition on NYBA's website with a link to your site
- Opportunities to collaborate on bespoke activations tailored to your brand goals

NYBA partners with GEM CIRCLE sponsors to **tailor engagements** that boost visibility, strengthen connections, and drive **measurable impact**.

Secure Your Spot by April 1, 2025

Don't miss this opportunity to establish a **lasting presence across NYBA's premier events**. **Contact us today** to discuss how GEM CIRCLE can align with your brand's objectives and secure your sponsorship before the **April 1, 2025** deadline!

LEADERSHIP 360

GEM LEVEL SPONSORSHIP BENEFITS



MARQUEE SPONSOR	DIAMOND SPONSOR	EMERALD SPONSOR	RUBY SPONSOR	SAPPHIRE SPONSOR
<p>ONLY ONE AVAILABLE</p> <p>\$15,000</p> <p>Recognition as Marquee Sponsor with logo on all marketing materials for Leadership360</p> <p>Complimentary Registration for three to attend Leadership360</p> <p>Logo included on name badge as Marquee Sponsor</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>10 Complimentary Banner Advertisements in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$10,000</p> <p>Complimentary Registration for two to attend Leadership360</p> <p>Logo included on name badge as Sponsor</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>Opportunity to introduce an education session with script-support provided</p> <p>8 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$7,500</p> <p>Complimentary Registration for one to attend Leadership360</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>5 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$5,000</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>3 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$4,000</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>1 Complimentary Banner Advertisement in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>



ALL GEM LEVEL SPONSORS RECEIVE:

- **Recognition during general sessions** at their sponsored event(s)
- **Prominent branding in event Program Books**
- **Logo placement on NYBA.com, registration, lobby, and welcome area signage**
- **Strategic touchpoints for direct engagement** with banking professionals and industry leaders

By sponsoring **one or more of these key events**, your brand will gain **targeted visibility** among the most relevant banking professionals, from **C-suite executives to industry influencers**. GEM Level sponsorships ensure your brand remains **top of mind** through **strategic touchpoints before, during, and after each event**.

Whether you're looking to **build brand authority, connect with decision makers, or showcase thought leadership**, GEM Level sponsorships provide a **high-value platform** to achieve your goals.

BUSINESS OF BANKING

GEM LEVEL SPONSORSHIP BENEFITS



MARQUEE SPONSOR	DIAMOND SPONSOR	EMERALD SPONSOR	RUBY SPONSOR	SAPPHIRE SPONSOR
<p>\$15,000</p> <p>Recognition as Marquee Sponsor with logo on all marketing materials for The Business of Banking Conference</p> <p>Complimentary Registration for three to attend The Business of Banking Conference</p> <p>Logo included on name badge as Marquee Sponsor</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>10 Complimentary Banner Advertisements in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$10,000</p> <p>Complimentary Registration for two to attend The Business of Banking Conference</p> <p>Logo included on name badge as Sponsor</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>Opportunity to introduce an education session with script-support provided</p> <p>8 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$7,500</p> <p>Complimentary Registration for one to attend The Business of Banking Conference</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>5 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$5,000</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>3 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$4,000</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>1 Complimentary Banner Advertisement in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>

ONLY ONE AVAILABLE



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- **Strategic touchpoints for direct engagement** with banking professionals and industry leaders

By sponsoring **one or more of these key events**, your brand will gain **targeted visibility** among the most relevant banking professionals, from **C-suite executives to industry influencers**. GEM Level sponsorships ensure your brand remains **top of mind** through **strategic touchpoints before, during, and after each event**.

Whether you're looking to **build brand authority, connect with decision makers, or showcase thought leadership**, GEM Level sponsorships provide a **high-value platform** to achieve your goals.

FINANCIAL SERVICES FORUM

GEM LEVEL SPONSORSHIP BENEFITS



MARQUEE SPONSOR	DIAMOND SPONSOR	EMERALD SPONSOR	RUBY SPONSOR	SAPPHIRE SPONSOR
<p>\$25,000</p> <p>Recognition as Marquee Sponsor with logo on all marketing materials for the Financial Services Forum</p> <p>Complimentary Registration for three to attend Financial Services Forum</p> <p>*Does not include Directors/Trustees Workshop for Financial Services Forum</p> <p>Logo included on name badge as Marquee Sponsor</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>10 Complimentary Banner Advertisements in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$15,000</p> <p>Complimentary Registration for two to attend Financial Services Forum</p> <p>*Does not include Directors/Trustees Workshop</p> <p>Logo included on name badge as Sponsor</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>Opportunity to introduce an education session with script-support provided</p> <p>8 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$10,000</p> <p>Complimentary Registration for one to attend Financial Services Forum</p> <p>*Does not include Directors/Trustees Workshop</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>5 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$7,500</p> <p>Full-page Company Ad in on-site Program Book</p> <p>Logo included in the "Know Before You Go" email</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>3 Complimentary Banner Advertisements in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$5,000</p> <p>One promo item included in Welcome Bag</p> <p>**Promotional item to be provided by firm</p> <p>1 Complimentary Banner Advertisement in The Daily**</p> <p>**Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>

ONLY ONE AVAILABLE



ALL GEM LEVEL SPONSORS RECEIVE:

- **Recognition during general sessions** at their sponsored event(s)
- **Prominent branding in event Program Books**
- **Logo placement on NYBA.com, registration, lobby, and welcome area signage**
- **Strategic touchpoints for direct engagement** with banking professionals and industry leaders

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ANNUAL GOLF OUTING & DINNER

GEM LEVEL SPONSORSHIP BENEFITS

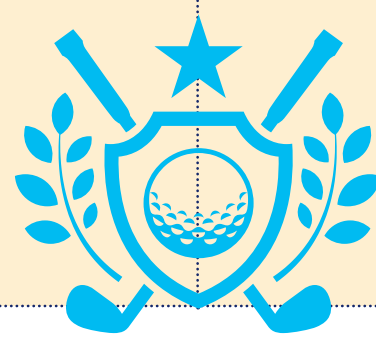


MARQUEE SPONSOR	DIAMOND SPONSOR	RECEPTION SPONSOR	LUNCH SPONSOR	CADDIE SPONSOR
<p>\$8,000</p> <p>Recognition as Marquee Sponsor with logo on all marketing materials for NYBA's Annual Golf Outing & Dinner</p> <p>Recognition as Marquee Sponsor with logo on signage at event</p> <p>Complimentary Registration for 2 Golf Foursomes</p> <p>Logo included in the "Know Before You Go" email</p> <p>Recognized as Marquee Sponsor from podium at dinner</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>5 Complimentary Banner Advertisements in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$7,000</p> <p>Recognition as Diamond Sponsor with logo on NYBA's Website</p> <p>Recognition as Diamond Sponsor with logo on signage at event</p> <p>Complimentary Registration for 1 Golf Foursome</p> <p>Logo included in the "Know Before You Go" email</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>3 Complimentary Banner Advertisements in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$6,000</p> <p>Recognition as Reception Sponsor with logo on signage at event</p> <p>Logo included in the "Know Before You Go" email</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>1 Complimentary Banner Advertisement in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$5,000</p> <p>Recognition as Lunch Sponsor with logo on signage at event</p> <p>Logo included in the "Know Before You Go" email</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>1 Complimentary Banner Advertisement in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$4,000</p> <p>Recognition as Caddies Sponsor with logo on signage at event</p> <p>Logo included in the "Know Before You Go" email</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>1 Complimentary Banner Advertisement in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>

ONLY ONE AVAILABLE

18 AVAILABLE

BEVERAGE CART SPONSOR	BREAKFAST SPONSOR	PUTTING CONTEST SPONSOR	GOLF HOLE SPONSOR
<p>\$5,000</p> <p>Recognition as Beverage Cart Sponsor with logo on signage at event</p> <p>Logo included in the "Know Before You Go" email</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p> <p>1 Complimentary Banner Advertisement in The Daily***</p> <p>***Complimentary banner advertisements, scheduled at the sponsor's discretion, subject to NYBA's content availability.</p>	<p>\$3,500</p> <p>Recognition as Breakfast Sponsor with logo on signage at event</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p>	<p>\$3,500</p> <p>Recognition as Putting Contest Sponsor with logo on signage at event</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p>	<p>\$1,500</p> <p>Recognition as Sponsor with logo on signage at event</p> <p>Product showcase on-site and promo item included in Welcome Bag**</p> <p>**Promotional item to be provided by firm</p>



EXPLORE NYBA'S SIGNATURE EVENTS

Align your brand with the most influential banking events in New York and gain direct access to the professionals shaping the industry's future.

PARTNER WITH NYBA AND POSITION YOUR BRAND AT THE FOREFRONT OF NEW YORK'S BANKING COMMUNITY

LEADERSHIP360

Leadership360 empowers leaders at all levels with **actionable insights and strategies** tailored to New York's banking industry. Bringing together **150+ professionals from diverse financial institutions**, this dynamic forum fosters **networking, idea sharing, and industry innovation**, while sponsorship opportunities offer a **powerful platform to elevate brand visibility, champion leadership development, and drive meaningful advocacy initiatives.**

WHO ATTENDS: *Early and mid-career Bank Officers, Bank Leaders, Human Resource departments, Gov Relations teams.*



BUSINESS OF BANKING

Business of Banking is a **comprehensive, multi-track conference** designed to **break down silos and align banking operations with strategic goals** across **Retail & Small Business, Trust & Investment Management, Compliance, and Risk Management**. With attendees from across banking departments, this event offers **valuable insights for every banker** and provides sponsors with **prime visibility and engagement opportunities across the financial industry.**

WHO ATTENDS: *Senior to mid-level officers responsible for retail strategy and distribution; branch administration; retail sales management; retail marketing; small business relationship managers. Chief Risk Officers, Chief Financial Officers, Chief Information Security Officers, Compliance Officers, Auditors, IT/MIS Managers, Trust Department management, Chief Fiduciary Officers, Investment Officers.*



FINANCIAL SERVICES FORUM

Financial Services Forum is **NYBA's premier annual event**, bringing together **300+ banking decision makers** to explore **industry trends, challenges, and innovations** while celebrating the sector's achievements. With a **highly engaged C-suite audience**, this forum offers sponsors a **powerful platform to elevate brand visibility, connect with industry leaders, and position themselves at the forefront of banking excellence.**

WHO ATTENDS: *Chief Executive Officers, Chief Financial Officers, senior officers, members of banks executive management team and directors/trustees from across NY State and beyond.*





NYBA offers a range of **high-impact sponsorship and advertising opportunities** designed to connect your brand with key decision makers in New York's banking industry.

In addition to the opportunities outlined in this media kit, NYBA offers **customizable promotional options** to maximize **brand exposure** across **events, digital channels, and publications**. We **collaborate with our partners** to develop tailored solutions that **enhance brand visibility, drive engagement, and deliver value to our members**.

**LET'S WORK TOGETHER TO MAKE A LASTING IMPACT—CONTACT US TODAY
TO EXPLORE THE BEST OPPORTUNITIES FOR YOUR ORGANIZATION.**

For rates, custom packages, and availability, contact Barbara Leboff

Project Coordinator New York Bankers Association

212.297.1688 | BLeboff@nyba.com

NEW YORK
BANKERS
ASSOCIATION

NYBA

COMMITMENT TO COMMUNITY

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