



Thank you for your interest in sponsoring at CUNA Governmental Affairs Conference. Use this document to explore the detail behind the sponsorship opportunities you'd like to take advantage of to get your name in front of credit union leaders during their experience in Washington, D.C.

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# FOOD & BEVERAGE

## \$10,000-\$15,000 sponsorship options

### Water Wall

Attendees help themselves to flavored water from the water wall throughout the event. The wall includes your logo and is located in a high-traffic space.

### Breakfast on Wednesday Morning

Greet attendees on Wednesday morning by sponsoring the breakfast. Your company logo will display on screens, table tents and signage in the breakfast area.

### Margarita Bar at Opening Reception

- Frozen margaritas served during the reception on Sunday evening
- Specialty cups (cactus) with sponsor's logo
- Sponsorship sign/banner with the frozen margarita signage

### Closing Party: Bar Sponsor

Along with signage at the bar and your logo rotating on the big screens, we'll serve your company's signature cocktail. Your logo will be on the cocktail napkins and we'll save you a table near the stage.

## \$6,000 sponsorship options

### Closing Party: Food Station

Sponsor one of many food stations throughout the ballroom. Sponsorship includes signage at the station, your logo on napkins and your logo rotating on the big screens.

### Coffee Cup Wraps

Get your company logo in front of attendees as they grab their morning coffee. This opportunity includes a full logo on coffee cup wraps. There are three opportunities to sponsor morning coffee. Grab your spot today or sponsor all three!

### Exhibit Hall Food Events

Attendees love food events and appreciate their sponsors. You'll be recognized on signage at all exhibit hall food events.

# INTERACTIVE TECHNOLOGY

## \$20,000-\$25,000 sponsorship options

### **CUNA News GAC Daily Video**

CUNA News will cover every moment of the conference. Your ad will be front and center on the daily summary of GAC events and your logo is included in every frame.

### **Charging Station & Cybercafé on L Street Bridge**

Located in the heart of all the activity at GAC, on the L Street Bridge, the charging station and Cybercafé allows attendees to re-charge their mobile devices and tablets quickly and easily at no cost. Your company name and logo will be highly visible.

## \$10,000 sponsorship options

### **Conference App: Gold**

Go mobile and associate your brand with the biggest conference in the credit union movement when you sponsor the GAC App. You'll make a tech-savvy impact on the credit union leaders and decision-makers in attendance with these opportunities to display your logo on the App's opening screen, publish feature posts, send a conference-wide push notification and claim a section of the app as your own. Gold sponsorship includes:

- Your logo on the splash screen
- One promotional post pinned to the top of the activity feed for 30 minutes
- One app section with logo on the navigation screen and link to more info
- One global push notification

### **Onsite ATM**

## \$2,500-\$6,000 sponsorship options

### **Conference App: Silver**

Silver sponsorship includes:

- Two promotional posts pinned to the top of the activity fee for 30 minutes with
- One global push notification

### **General Session Breakfast Video**

Your 30 or 60 second advertisement will display in front of all attendees during a video presentation playing throughout breakfast in the General Session room on Wednesday morning.

### **Conference App: Bronze**

Bronze Sponsorship includes:

- One promotional post pinned to the top of the activity feed in the conference app for 30 minutes

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# SPECIAL EVENT

## \$80,000 sponsorship option

### **GAC Opening Event**

10 clings in the hallway leading to the General Session

## \$25,000 sponsorship option

### **Keynote Speaker**

As a keynote speaker sponsor, your company name and logo will be on display in front of the full GAC audience. You'll be recognized in signage, on screen, and by the emcee; and you will receive six reserved seats near the front of the stage.

## \$10,000 sponsorship options

### **CUNA Awards Video**

These videos are played on the big screen between speakers in the General Session. Your logo will appear at the beginning and end of the video and on the video frame.

### **Closing Party: Entertainment Sponsor**

You can say a few words about your company and kick off the party by introducing the band. Your logo will rotate on the big screens and you'll enjoy the view from a table near the stage.

## \$6,000-\$7,500 sponsorship options

### **Attendee & Guest Tours**

Invite six GAC attendees to attend one of CUNA's popular pre-event GAC tours. Two representatives from the sponsor are encouraged to attend. Your branding will be displayed in the tour bus.

### **Monday and Tuesday DJ Sponsorship**

Two Sponsorships available. Sponsor the General Session DJ for recognition from the main stage by the Emcee. Your logo will appear on screen with a thank you message for all attendees to see.

### **CUNA Awards Reception**

Join us as the sponsor of Wednesday night's Awards Reception at the Marriot Marquis prior the GAC Closing Reception. Nearly 200 attendees including the winners, their credit union's CEOs, staff and Board along with CUNA Leadership and the Awards Committee. Your logo will be on the invitations, signage, and napkins, and five members of your team can network at the event.

### **CUNA Awards Sponsorships**

- The Dora Maxwell Social Responsibility Community Service Award
- The Louise Herring Philosophy-in-Action Member Service Award
- Desjardins Youth Financial Literacy Award
- Desjardins Adult Financial Literacy Award

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# ATTENDEE EXPERIENCE

## \$25,000-\$35,000 sponsorship options

### **Maui Jim Sunglass Station**

Maui Jim got its start in 1980 as a small company selling sunglasses on the beach in Hawaii. Now it's the fastest growing premium polarized sunglass maker in the world. This sponsorship offers you a booth-driver card in attendee bags and a sunglass fitting station near your booth. Attendees will bring the card to your booth to see if they've won a pair of premium sunglasses.

## \$15,000-\$20,000 sponsorship options

### **L Street Lounge**

#### **Maui Jim Sunglass Station**

50 pairs for giveaway as described above

#### **Candy in the Welcome Center**

Help us greet attendees on Sunday in the Welcome Center. We'll provide candy for attendees as they arrive, and your company logo will be showcased on the bag and with signage at the candy station.

## \$2,500-\$6,000 sponsorship options

### **Coat Check at the Convention Center**

Make thousands of attendees feel at home. Become the sole sponsor of the coat check in the highly trafficked GAC Welcome Center, where you'll be recognized with signs displaying your brand. Plus, your logo will be on every coat check ticket, so you'll remain in attendees' pockets and purses throughout the conference.

### **Hotel Room Drop**

Reach attendees at their respective hotels with an early morning, mid-afternoon or early evening room drop. Each drop will be placed directly under or at each attendee's door. Applicable room drop fees will apply.

# SIGNAGE & BRANDING

## \$35,000 sponsorship options

### Attendee & Exhibitor Registration Kiosks

Be the official sponsor of a CUNA GAC registration kiosk. Your logo will be prominently displayed on the kiosks as attendees stop by to register and kickoff their GAC experiences. You'll also get one custom printed ticket to use to drive traffic to your booth.

### Transportation

10 clings in the walkway connecting the Marriot Marquis to the Convention Center.

## \$12,000-\$20,000 sponsorship options

### Digital Display in the Convention Center Lobby

Attendees won't miss your message displayed in the Convention lobby outside of the CUNA Welcome Center throughout the GAC.

### Digital Display Outside the Exhibit Hall Entrance

Attendees won't miss your message displayed above the Exhibit Hall Entrance.

### Digital Signage above Exhibit Hall

### Lanyards

Your company logo or name will appear along with the conference logo on the name badge lanyard. Name badges are required for conference admittance, so this is a great way to keep your name in front of all attendees.

### Digital Display on the Marriott Marquis Connector Monitors

Your video message can play on six Marriot Marquis connector displays and the video wall in the high-traffic Connector between the Marriott Marquis and the Convention Center.

### Escalator Banner

Attendees will see your logo and message on the way to the exhibit hall, grand opening reception, general sessions and for all breakfast and lunch meals. There are two sets of escalators and your banner will be on both. The lower set of escalators are 29.4' long x 12" tall. The upper set of escalators are 31.7' long x 12" tall.

## \$3,000-\$7,500 sponsorship options

### Aisle Signs (3 pack)

Get outstanding exposure in the exhibit hall! Highlight your company name and logo on a 4' x 8' sign that hangs at one end of the aisle.

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### **Convention Center Floor Clings: General Session Hallway**

Direct attendees straight to your booth with these highly visible, full-color floor clings. An excellent way to maximize your booth traffic. Your company's floor clings will alternate with CUNA messages. Your company's floor clings will alternate with CUNA messages. 10 Floor Clings in Convention Center hallway leading to the General Session room.

### **Convention Center Floor Clings: Marriott Marquis Tunnel**

Direct attendees straight to your booth with these highly visible, full-color floor clings. An excellent way to maximize your booth traffic. Your company's floor clings will alternate with CUNA messages. Your company's floor clings will alternate with CUNA messages. 10 Floor Clings in the walkway connecting the Marriot Marquis to the Convention Center.

### **Convention Center Floor Clings: L Street Bridge Hallway**

Direct attendees straight to your booth with these highly visible, full-color floor clings. An excellent way to maximize your booth traffic. Your company's floor clings will alternate with CUNA messages. Your company's floor clings will alternate with CUNA messages. 10 Floor Clings in the hallway near the L-Street Bridge.

### **Digital Display top of Escalator on L Street Bridge**

Four horizontally mounted 52" high-definition LCD displays (2 on each side) are located in the overhead directional banners at the top of the escalator. You can have live video, recorded video, still images, PowerPoint and text, displayed for attendees to see in between sessions.

### **High Boy Table Tops (10)**

Seize your opportunity for front and center, high visibility brand exposure in the exhibit hall! Your company name, logo and message will adorn 10 high-boy table tops - a spot for attendees to stop, eat and regroup. Table tops are 30" rounds and your company logo and message will be custom fit for maximum exposure.

### **Three-Sided Rotating Sign**

This signage provides excellent exposure to attendees in a central area of the convention center. Each of the three-sided graphics are approximately 4' x 7'. Use this space to promote your brand and drive traffic to your booth.

### **Aisle Signs (1 sign)**

Get outstanding exposure in the exhibit hall! Highlight your company name and logo on a 4' x 8' sign that hangs at one end of the aisle. Two available per aisle sign.

# ATTENDEE GIVEAWAYS

## \$25,000 sponsorship option

### Conference Bags

Your company name and logo will be imprinted on the conference bags along with the CUNA logo. Gain exposure as attendees carry the bags throughout the conference and use them after the conference.

## \$10,000-\$15,000 sponsorship options

### Laptop Cam Cover

Distributed to all attendees in the conference bags.

### Notebook with Pen

Distributed to all attendees in the conference bags.

### Conference Pen

Distributed to all attendees in the conference bags.

### Hill Visit Folder

### Hill Visit Travel Pocket Portfolio

Attendee "Hill Visit" documents will be inserted into this portfolio with your company name and logo on front for attendees to carry to their Hill visits. The portfolio is inserted into the attendee conference bag.

### Pop Socket

Distributed to all attendees in the conference bags.

### Reusable Personal Straws

Distributed to all attendees in the conference bags.

## \$6,000-\$7,500 sponsorship options

### Luggage Wraps

Add your logo to a colorful GAC luggage wrap that attendees will see every time they travel. The wrap will be distributed in all attendee conference bags.

### Cell Phone Secure Card Holder

Attendees can save your business card in this smartphone wallet. The versatile design can be secured on the back of most smartphone cases.

### Device Wipes

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Make credit unions' voyage into the mobile age a little bit cleaner with these device wipes, distributed in each conference bag. Whether it's their smart phone or tablet, attendees will see your logo every time they clean their screen.

### **Hand Sanitizer**

These handy containers of hand sanitizer with your logo will be distributed in the GAC conference bags for four full days of spring weather, door handles and high-traffic surfaces - and many will end up on attendees' desks back home.

### **Lip Balm Stick**

Burt's Bees lip balm stick with your company logo will be inserted into every attendee bag.

# OTHER

## \$15,000 sponsorship options

### **Hotel Key Cards**

Be seen at check-in and every time attendees enter their rooms at the main hotel. The key card sponsorship includes your company name/logo, as well as a "visit us at our booth" message printed on the hotel key cards.

### **Pocket Agenda**

This sponsorship provides a full panel (dimensions approx. 3.75" x 4.5") for your company name, logo, and marketing message on the much-used pocket agenda.