



Thank you for your interest in sponsoring at CUNA Governmental Affairs Conference. Sponsorship allows you to enhance your exhibit presence at the largest event in the credit union industry. This document provides additional information about all the sponsorship options available, organized by category. Whatever your marketing goal, we have opportunities that will work within your budget and help you make the most of your experience in Washington, D.C.

Categories:

- [Food & Beverage](#)
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# FOOD & BEVERAGE

## \$10,000-\$20,000 sponsorship options

### **Margarita Bar at Opening Reception**

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

### **Martini Bar at Opening Reception**

- Martinis served during the reception on Sunday evening
- Martini glasses with sponsor's logo
- Sponsorship sign/banner with the martini signage

### **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.

### **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.

### **Barista Station (exclusive)**

Sponsorship includes signage, as well as your logo on coffee cup wraps and napkins.

## \$6,000 sponsorship options

### **Closing Party: Food Station (multiple)**

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 Sponsor (multiple)**

Make an impression as attendees grab their morning coffee. This opportunity includes a full logo on coffee cup wraps. There are three opportunities to sponsor morning coffee. Choose a morning or sponsor all three!

**Exhibit Hall Food Events (multiple)**

The center of networking opportunities is also the center of food events. Sponsorship includes recognition on signage at all exhibit hall food events.

**Barista Station (multiple)**

Sponsorship includes signage, as well as your logo on coffee cup wraps and napkins.

**Logoed Wristband Drink Tickets**

Enhance your reception sponsorship when you add on a wristband with your logo and the evening's drink tickets. Will be distributed to all attendees over 21.

# INTERACTIVE TECHNOLOGY

## \$10,000-\$20,000 sponsorship options

### Facebook Live Stream

Key CUNA messaging will be livestreamed via Facebook Live. As a sponsor, you'll be recognized in social media posts and marketing of the Facebook Live event.

### On Air Sign at CUNA News Booth

Lights up when on air! Sponsorship of the sign includes an interview conducted by CUNA News staff.

### Be on the Cover of *CU Magazine* (multiple)

All attendees that stop by the CUNA News Booth can get a headshot that will appear on a special digital version of a *CU Magazine* cover. Two opportunities available – a “dot whack” advertisement, and a teaser headline.

### Charging Station & Cybercafe on L Street Bridge

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

- Charging station with video, two chairs, a table, and signage
- Charging station with video, soft seating, a table, signage and the ability to distribute a flyer on the table
- Charging station with video, soft seating, a table, signage, ability to distribute a flyer on the table with a larger unit, allowing for more brand exposure

### 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

Please note: All copy and artwork for the above sponsorships must be approved by CUNA. Pricing subject to change. Please contact your [Business Development Manager](#) for details.

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

### **Conference App: Silver**

Silver sponsorship includes:

- Two promotional posts pinned to the top of the activity feed 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

# SPECIAL EVENT

## \$50,000 sponsorship option

### Opening Keynote Speaker

As the opening 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-\$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.

### 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

Kick off the party onstage with the band. Your logo will rotate on the big screens and you'll enjoy the view from a table near the stage.

## \$6,000-\$10,000 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 available)

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

## \$20,000-\$30,000 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's 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.

## \$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.

### **Shoe Shine**

Sponsorship includes a mobile shoe shine stand and shoe shine attendant in or near your booth. We'll print and include a notice in attendee bags.

### **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

## \$25,000-\$40,000 sponsorship options

### **Attendee & Exhibitor Registration Kiosks**

Be the official sponsor of the CUNA GAC registration kiosks in the GAC Welcome Center, as well as the remote registration locations. 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. Enhance your sponsorship with a fully branded slide in the East Salon flag rotation.

### **Digital Display: Convention Center Lobby (exclusive)**

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

### **Exclusive Escalator Sponsor (two available)**

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 messaging will appear on the banners, rails and runners of both. Two opportunities available – up and down.

### **Transportation: Full Bus Wrap**

## \$10,000-\$20,000 sponsorship options

### **Digital Display: Convention Center Lobby (multiple)**

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

### **Digital Display: Above the Exhibit Hall Entrance**

Attendees won't be able to miss your branding as they enter the industry's biggest exhibit program.

### **Digital Salon Flags: West Salon**

Two opportunities available.

### **Digital Display: 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 Rail**

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 messaging will appear on the rail of both. Two opportunities available – up and down.

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## **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 messaging will appear on the banner of both. Two opportunities available – up and down.

## **Lanyards**

Your company logo or name will appear 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.

## **Signage above the Exhibit Hall Exit to L Street**

Let the last message attendees see when they leave the exhibit hall be yours when you sponsor the large banner that hangs above the exhibit hall doors.

## **Transportation: Half Bus Wrap**

## **\$7,500-\$10,000 sponsorship options**

### **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. Ten floor clings in the walkway connecting the Marriott Marquis to the Convention Center.

### **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. Ten floor clings in the Convention Center hallway leading to the General Session room.

### **Convention Center Floor Clings: L Street Bridge Hallway/E Corridor**

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. Ten floor clings in hallway near the L-Street Bridge, leading to the General Session.

### **Convention Center Floor Clings: Escalators going to L Street**

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. Ten floor clings at the top of the escalators, through L Street, leading to the exhibit hall.

### **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.

### **Column Wrap: L Street**

Those pillars on the L Street Bridge can be a real eyesore. They'd be much better looking if they featured your company's logo and messaging.

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## **\$3,000-\$6,000 sponsorship options**

### **Digital Display: Outside the Exhibit Hall Entrance (multiple)**

This four-sided sign will feature your branding on one side, visible as attendees enter the exhibit hall.

### **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.

### **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.

### **Column Wrap: Exhibit Hall**

Those pillars in the exhibit hall can do a lot more than hold the building together – they provide another opportunity for you to put your branding and messaging out to attendees.

### **Transportation: Full Bus Ribbon**

### **Transportation: Partial Bus Ribbon**

# 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.

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## **Device Wipes**

Electronic devices are great, fingerprints are not. Make your mark with attendees by cleaning things up with these device wipes, distributed in each conference bag. Whether it's their smartphone 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 handshakes, door handles and high-traffic surfaces—and 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.

## **\$4,000 sponsorship options**

### **Insert in Conference Bags (multiple)**

We'll place your one-page insert in attendee bags. Some restrictions apply, please contact your Business Development Manager for more information.

# OTHER

## \$15,000 sponsorship options

### **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.

### **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.