



# SPONSORSHIP OPPORTUNITIES

*By investing in PACB's education and events, sponsors develop a positive brand image, create meaningful connections, and contributes to the future of Pennsylvania's Hometowns through the support of Community Banks.*



# SPONSORSHIP LEVELS AND BENEFITS

		VALUE SPONSORSHIP LEVELS					Associate
Investment		Elite	Champion	Premium	Select	Classic	
Includes Associate Membership Dues		\$25,000 +	\$20,000 - \$24,999	\$15,000 - \$19,999	\$10,000 - \$14,999	\$5,000 - \$9,999	\$1,300
Member Visibility	Hometown Banker Subscription	✓	✓	✓	✓	✓	✓
	Monthly CEO Report	✓	✓	✓	✓	✓	✓
	PACB Annual Report	✓	✓	✓	✓	✓	✓
	Member Pricing for All PACB Events	✓	✓	✓	✓	✓	✓
	Referrals to Banks for Your Services	✓	✓	✓	✓	✓	✓
	Listing in Associate Member Directory	✓	✓	✓	✓	✓	✓
	Consideration for Speaking Opportunities at PACB Events	✓	✓	✓	✓	✓	✓
	Pre- and Post-event Attendee List with Contact Information of Sponsored Events	✓	✓	✓	✓	✓	✗
Convention	Convention Sponsor	✓	✓	✓	✓	✓	Opportunity to purchase
	Exhibit Table at the Annual Convention	Choice of Complimentary Table or High Top	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Exhibit High Top at the Annual Convention		Complimentary	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to PACB Annual Convention	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Inclusion in PACB's Online Marketing	✓	✓	✓	✓	✓	Opportunity to purchase
Premiere Events	Registration to Risk Management Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to HR Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to Marketing Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to Mutuality Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to Women in Banking Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
Signature Events	Registration to INSPIRE Awards Gala	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Register & participate in Clay Shoot Events	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Register and participate in Top Golf Events	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
Recognition at Premiere and Signature Events	Premier Event Sponsorships	All	Choose 3 Events	Choose 2 Events	Choose 1 Event	Choice of 1 Premier or Signature Event	Opportunity to purchase
	Signature Event Sponsorships	All	Choose 2 Events	Choose 1 Event	Choose 1 Event		Opportunity to purchase
	Inclusion in PACB's Online Marketing	✓	✓	✓	✓	✓	Opportunity to purchase
Hometown Banker Magazine and Digital Newsletter	Magazine Advertisements	1 Half Page	1 Half Page	1 Quarter Page	Opportunity to purchase	Opportunity to purchase	Opportunity to purchase
	Editorial columns (500 word max, 2X a year)	Guaranteed 2 Columns	Guaranteed 1 Column	Opportunity to submit	Opportunity to submit	Opportunity to submit	Opportunity to purchase
Exclusive Opportunity to Present to the PACB Board of Directors		✓	✓	✗	✗	✗	✗

A tailored sponsorship plan will be developed and payment in full shall be received within 30 days of commitment.





# EDUCATION CONFERENCES SPONSORSHIP OPPORTUNITIES



# EDUCATION CONFERENCES SPONSORSHIP OPPORTUNITIES

- **Risk Management - March 6, 2025**
- **Marketing - April 3-4, 2025**
- **Branch Management - April 24, 2025**
- **Maximizing Mutuality - May 15-16, 2025**

- **Human Resources - Sept. 25-26, 2025**
- **Asset/Liability Management - Oct. 16, 2025**
- **WOMEN IN BANKING - Nov. 6, 2025**

*Each conference includes each of the following sponsorship opportunities:*

## **DINNER SPONSOR – \$3,500**

*(Only Available for Maximizing Mutuality Conference)*

- Sponsor will be recognized with the opportunity to say a few words during the dinner.
- Sponsoring company may provide a marketing piece that will be emailed from PACB to the CEO of each of the 120+ Pennsylvania community banks & will be recognized as event sponsor.
- Sponsor will receive attendee list for all respective track learning (conference & webinars).
- Sponsor receives two complimentary conference registrations.
- Sponsor's company name & logo recognized on PACB website, event marketing material & event signage.

- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.

## **LUNCH SPONSOR – \$1,500**

- Sponsor will be recognized with the opportunity to say a few words during lunch.
- Sponsor will receive attendee list from the conference.
- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.

## **EVENT SPONSOR – \$2,500**

- Sponsor will be recognized with the opportunity to say a few words during the conference.
- Sponsoring company may provide a marketing piece that will be emailed from PACB to the CEO of each of the 120+ Pennsylvania community banks & will be recognized as event sponsor.
- Sponsor will receive attendee list for all respective track learning (conference & webinars).
- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo recognized on PACB website, event marketing material & event signage.

## **BREAKFAST SPONSOR – \$1,000**

- Sponsor will be verbally recognized during the conference.
- Sponsor will receive attendee list from the conference.
- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.

## **NETWORKING RECEPTION SPONSOR – \$2,000**

- Sponsor will be recognized with the opportunity to say a few words during the networking reception.
- Sponsor will receive attendee list for all respective track learning (conference & webinars).

## **BREAK SPONSOR – \$750**

- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.





# **SPECIAL MARKETING AND ADVERTISING OPTIONS**



# SPECIAL MARKETING AND ADVERTISING OPTIONS



## CUSTOMIZED DONUT BOXES

Want a unique, effective (and tasty) way to reach potential customers in the community banking world?

Our customized donut boxes can include your ad/messaging, along with some tasty munchies. After all, when your organization's advertisement is wrapped around donuts, it gets noticed!

- Small ad sponsorship (near handle), 4.5" x 6/25" : \$600 (two available)
- Large ad sponsorship (below handle), 9.75" x 6.25" : \$2,500 (two available)



## ASSOCIATE MEMBER ADS

Your business can stand out with a special business-card sized advertisement in our *Hometown Banker* associate member directory! These special ads are available in March and December editions for \$250.





# CONVENTION SPONSORSHIP OPPORTUNITIES



# CONVENTION SPONSORSHIP OPPORTUNITIES

## \$20,000 LEVEL

- ☐ Legacy Dinner for Board & Past Chairs
- ☐ Chairperson's Welcome Dinner [3 Title Sponsors]
- ☐ Keynote Speaker

### SPONSORSHIP BENEFITS:

- ✓ Company Representative to Provide Greetings at the Event
- ✓ Three Complimentary Convention Registrations (\$5,625 value)
- ✓ Discount of 25% off Exhibit Booth (\$700 value)
- ✓ Provide an Informational / Educational Article for the PACB Newsletter which is sent to all PA Community Banks.
- ✓ Plus All \$2,500 Level Benefits

## \$12,500 LEVEL

- ☐ Networking Breakfast (Thursday)
- ☐ Networking Lunch (Thursday)
- ☐ Networking Breakfast (Friday)
- ☐ Networking Lunch (Friday)
- ☐ CEO / Directors Breakfast
- ☐ Farewell Luncheon
- ☐ Convention Mobile App\*

### SPONSORSHIP BENEFITS:

- ✓ Company Representative to Provide Greetings at the Event
- \* Mobile App Sponsor's Logo Will Be Displayed on the Splash Screen, Displayed with an Icon on the Home Page and Will Be Provided a Push Notification
- ✓ Two Complimentary Convention Registrations (\$3,750 value)
- ✓ Discount of 15% off Exhibit Booth (\$420 value)
- ✓ Plus All \$2,500 Level Benefits

## \$10,000 LEVEL

- ☐ Legacy Dinner Engagement Event for Board & Past Chairs
- ☐ Chairperson's Welcome Dinner Bar
- ☐ Spouse Breakfast / Community Service Event
- ☐ Education Technology Sponsor\*
- ☐ General Session Technology Sponsor\*

### SPONSORSHIP BENEFITS:

- ✓ Company Representative to Provide Greetings at the Event
- \* Technology Sponsors to Provide Message using Slide Deck in Education Sessions or General Session
- ✓ One Complimentary Convention Registration (\$1,875 value)
- ✓ Discount of 10% off Exhibit Booth (\$280 value)
- ✓ Plus All \$2,500 Level Benefits

## \$7,500 LEVEL

- ☐ Chairperson's Welcome Dinner Entertainment
- ☐ Social Media Contest

### SPONSORSHIP BENEFITS:

- ✓ Company Logo Recognized at the Event
- ✓ One Convention Registration at 50% Off (\$938 value)
- ✓ Plus All \$2,500 Level Benefits

## \$5,500 LEVEL

- ☐ Networking Break (Thursday)
- ☐ Networking Break (Friday)
- ☐ Networking Break (Saturday)
- ☐ Chairperson's Welcome Dinner Engagement
- ☐ Hotel Keycards
- ☐ Lanyards
- ☐ Tote Bags

### SPONSORSHIP BENEFITS:

- ✓ Company Logo Recognized on the Sponsored Promotional Item or at the Event
- ✓ One Convention Registration at 25% Off (\$469 value)
- ✓ Plus All \$2,500 Level Benefits

## \$2,500 LEVEL

- ☐ Candy Basket at the Registration Desk
- ☐ Name Badge Recognition — Sponsors Logo / Message included on the back of each Name Badge
- ☐ Pens — Supplied by Sponsor — provided in Education Sessions & at Reg Desk
- ☐ Notepads — Supplied by Sponsor — provided in Education Sessions & at Reg Desk

### SPONSORSHIP BENEFITS PROVIDED TO ALL CONVENTION SPONSORS:

- ✓ Company Logo Recognized on Convention Mobile App
- ✓ Company Logo Recognized on PACB Website
- ✓ Company Logo Recognized on all Convention Materials
- ✓ Receive the Registration List Two Weeks Prior to Convention

*This is a sampling of sponsorship opportunities available. Tailored event sponsorships or customized sponsorship packages can be created. Please contact the Vice President of Education and Events, Tricia Fleisher Willhide at [tricia@pacb.org](mailto:tricia@pacb.org) for more information.*





# 2025 MEDIA KIT: HOMETOWN BANKER

The Official Publication of the Pennsylvania Association of Community Bankers

***Your first choice to reach community bankers throughout PA!  
Advertise in Hometown Banker to increase your visibility.  
Make Hometown Banker a part of your marketing plan!***



# GET YOUR MESSAGE IN FRONT OF KEY DECISION-MAKERS AND MEMBERS IN PRINT OR DIGITALLY WITH PACB'S HOMETOWN BANKER!

PACB's *Hometown Banker* magazine and digital newsletter is the perfect way to advertise and promote your business to the readers of our magazine!

In addition to our community bankers and associate members who provide an array of bank-related products and services, *Hometown Banker* also reaches legislative representatives and those who follow the news and trends of community banking in Pennsylvania. You can target directly to all of these groups by targeting your visibility in *Hometown Banker*.

Informative and educational features, guest columns by many subject-matter experts from the financial services field, news on people and companies in an ever-changing business climate and more—all are great reasons to keep up-to-date with information and insight that our readers can quickly adopt and model from and put to use in their own organizations.

Select from PACB's **four print issues** each year—and from **8 digital newsletters** delivered directly to our recipient's email box.

## EACH ISSUE INCLUDES:

- A column from PACB's Chair of the Board of Directors
- A column and insight from PACB's CEO & President
- A column highlighting current government relations and advocacy news on behalf of Pennsylvania community banks
- Informative and insightful articles from our association partners (including ICBA)
- News dedicated to highlighting new members that have recently become members of PACB
- A variety of articles, including features on PACB events, such as the INSPIRE Awards gala, annual convention, and the Year in Review.
- Stories on organization performance, workplace strategies and best practices, and HR-related topics

## ... AND MUCH MORE!



*Hometown Banker* magazine is the official publication of the Pennsylvania Association of Community Bankers.

### 2024 PRODUCTION, ARTWORK, AND DATES

Product	Editorial/Ad Artwork Due	Anticipated Distribution Date
Digital	January 17, 2025	February 7, 2025
Digital	February 18, 2025	February 28, 2025
<b>PRINT</b>	March 14, 2025	March 28, 2025
Digital	April 18, 2025	May 2, 2025
Digital	May 16, 2025	May 30, 2025
<b>PRINT</b> Inspire Awards Issue	June 23, 2025	July 3, 2025
Digital	July 11, 2025	July 25, 2025
Digital	August 12, 2025	August 26, 2025
<b>PRINT</b> Post-Convention Issue	September 22, 2025	October 6, 2025
Digital	October 27, 2025	November 10, 2025
Digital	November 17, 2025	November 24, 2025
<b>PRINT</b> Year-in-Review Special Section	December 1, 2025	December 22, 2025

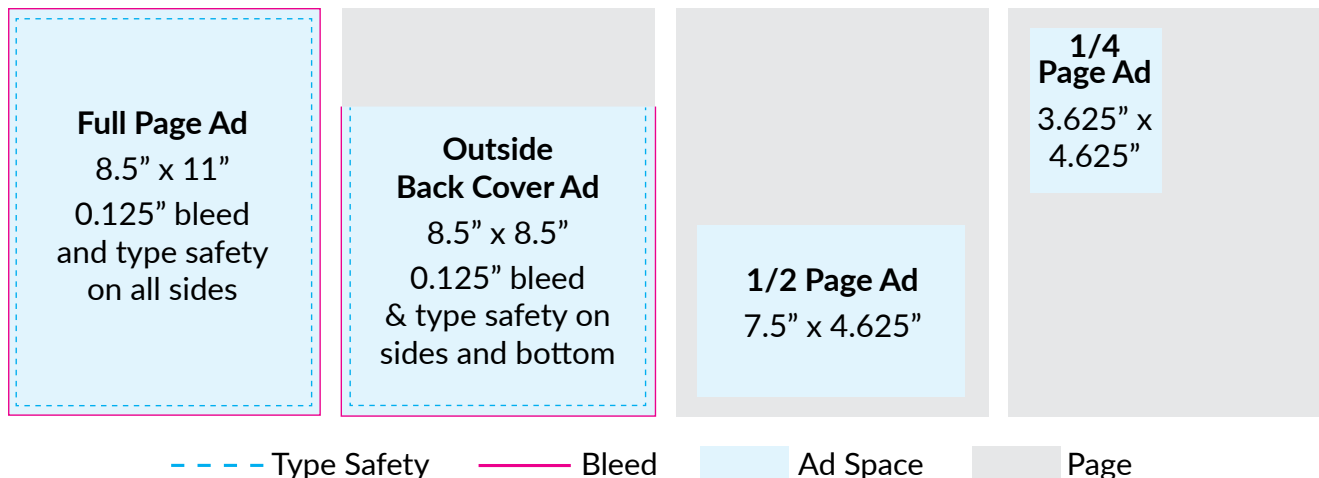


# PRINT AD SPECIFICATIONS & PRICING

2024 PRINT ADVERTISING RATES		
Unit Size	1x Rate	4x Rate
Full Page	\$1,000	\$3,550
1/2 Page	\$800	\$2,800
1/4 Page	\$600	\$2,100
Premium Position (Pgs 3 or 5)	\$1,100	\$3,900
Inside Front	\$1,250	\$4,500
Inside Back Cover	\$1,250	\$4,500
Outside Back Cover	\$1,300	\$4,700
Centerfold - As Available; Call for rates		

COMBO PRINT & DIGITAL PACKAGES	
Total 1x Rate	Total Multiple Rate
One Full Page + One Homepage Skyscraper \$1,800	Four Full Page + Eight Homepage Skyscrapers \$11,250
One 1/2 Page + One Homepage Skyscraper \$1,600	Four 1/2 Page + Eight Homepage Skyscrapers \$10,000
One 1/2 Page + One Leaderboard Top \$1,400	Four 1/2 Page + Four Leaderboard Tops \$5,500

For digital ad options, including pricing, please call 717-231-7447.



## RESERVE YOUR SPOT TODAY!

[pacb@pacb.org](mailto:pacb@pacb.org) | 717-231-7447

# AD PURCHASE FORM FOR HOMETOWN BANKER MAGAZINE

Name	Company		Title
Phone	Email		Website
Address			
City	State	Zip Code	Country
Production Contact Name		Production Contact Email	

Print Ad	# of Insertions	Run Dates	Total Cost
Full Page			
1/2 Page			
1/4 Page			
Premium Position (Pgs 3 or 5)			
Inside Front/Back Cover			
Outside Back Cover			

Digital Ad	# of Issues	Run Dates	Total Cost
Issue Homepage Skyscraper			
Article Leaderboard Top (all articles)			
Article Leaderboard (one article)			

Print + Digital Packages	Print Ad Size	Digital Ad Size	Run Dates	Total Cost
Package 1	One Full Page	One Homepage Skyscraper		\$1,800
Package 2	One 1/2 Page	One Homepage Skyscraper		\$1,600
Package 3	One 1/2 Page	One Leaderboard Top		\$1,400
Package 4	Four Full Page	Eight Homepage Skyscraper		\$11,250
Package 5	Four 1/2 Page	Eight Homepage Skyscraper		\$10,000
Package 6	Four 1/2 Page	Four Leaderboard Top		\$5,500

## AD DESIGN:

☐ We will provide an ad in the required format/specifications. ☐ We will pay you to design our ad for \$250.

## PAYMENT METHOD:

☐ Please invoice me ☐ Credit Card

**Hometown Banker Magazine**  
**Pennsylvania Association of Community Bankers**  
**800 N. 3rd Street, Suite 304 • Harrisburg, PA 17102**

CC Number	Signature	
Exp. Date	CVV Code	Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.





*“PACB’s mission is to empower community banks to make positive impact within the communities they serve.”*

**Pennsylvania Association of Community Bankers**  
**800 N. 3rd Street, Suite 304, Harrisburg, PA 17102**  
**Phone: (717) 231-7447 • Email: [pacb@pacb.org](mailto:pacb@pacb.org)**

**www.pacb.org**