

A NEW DIRECTION

Reimagine ↗ Reinvent ↗ Revolutionize

2021 QUAD STATES CONVENTION

June 14-15, 2021

The Monument, Rapid City, South Dakota

South Dakota | North Dakota | Montana | Wyoming

— SPONSORING & ADVERTISING —

2021 QUAD STATES CONVENTION



As we **REIMAGINE, REINVENT** and **REVOLUTIONIZE** in **A NEW DIRECTION** at the 2021 Quad States Convention on June 14-15 at The Monument (former Rushmore Plaza Civic Center) in Rapid City, S.D., the South Dakota Bankers Association invites you to explore the following ways that business partners can participate and connect with attendees.

Due to the ongoing COVID-19 pandemic, we have made the decision to forgo the exhibit hall for 2021. Instead, the SDBA invites you to consider sponsoring, which offers a multitude of benefits to your organization. If a sponsorship doesn't fit with your organization's plans, we invite you to register to attend as a participant and connect with bankers through a variety of socially-distanced networking opportunities such as meal functions, breaks, golf and outings, or to explore advertising opportunities.

The 2021 Quad States Convention is currently being planned in a hybrid manner. We plan to host a live event in Rapid City but will also live stream speakers for those who are unable to or uncomfortable attending in person. Safety protocols will be in place throughout the convention. In the event that the convention would need to pivot to a virtual-only platform, your sponsorship will be converted accordingly.

CONVENTION AGENDA

Monday, June 14, 2021

**Times are MDT and are subject to change.*

11:00 a.m.	Golf Tournament
11:00 a.m.	Optional Outings
5:00-6:00 p.m.	Emerging Leaders Reception
6:00-7:00 p.m.	Curt Everson Retirement Celebration
7:00-9:00 p.m.	Welcome Party

Golf Tournament and Optional Outings

Details about the golf tournament and optional outings on Monday afternoon will be available when convention registration opens on April 1. There will be an additional fee to golf and to attend the optional outings. Be watching for more details.

Tuesday, June 15, 2021

7:30-8:45 a.m.	SDBA/NDBA/MBA/WBA Business Breakfasts
9:00-10:00 a.m.	Session 1
10:00-10:15 a.m.	Break
10:15-11:15 a.m.	Session 2
10:15 a.m.-12:15 p.m.	Guest Program
11:15 a.m.-12:15 p.m.	Session 3
12:15-1:00 p.m.	Lunch
1:00-2:00 p.m.	Session 4
2:00-3:00 p.m.	Session 5
3:00-3:15 p.m.	Break
3:15-4:15 p.m.	Session 6
4:15-4:30 p.m.	Closing Comments
5:00-6:00 p.m.	Reception

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SPONSORSHIP DETAILS

ALL sponsorships include the following:

- Logo on event signage
- Recognition in convention program
- Recognition in convention registration materials (*if confirmed by March 15*)
- Sponsor ribbons and verbal recognition during convention
- Thank you in the four state banking associations' publications following the event

ADDITIONAL package inclusions at each sponsorship level:

DIAMOND SPONSOR (\$10,000)

- 6 complimentary convention registrations
- 2 complimentary golf hole sponsorships
- 60-second infomercial
- On-demand educational video
- Full-page ad in convention program

PLATINUM SPONSOR (\$5,000)

- 3 complimentary convention registrations
- 60-second infomercial
- On-demand educational video
- Half-page ad in convention program

GOLD SPONSOR (\$3,000)

- 2 complimentary convention registrations
- Quarter-page ad in convention program

SILVER SPONSOR (\$1,000)

- 1 complimentary convention registration

GOLF HOLE SPONSOR (\$1,000)

- 1 complimentary convention registration
- Sign at sponsored golf hole
- Opportunity to greet bankers on the golf hole

ON-DEMAND EDUCATIONAL VIDEO (\$1,000): Video must be educational in nature and not a sales pitch. Video library will be available online to convention attendees for 60 days after the event. Video must not exceed one hour in length and must be provided in MP4 format electronically to the SDBA by May 17.

Sponsorship must be placed by March 15 to be listed in convention registration materials.

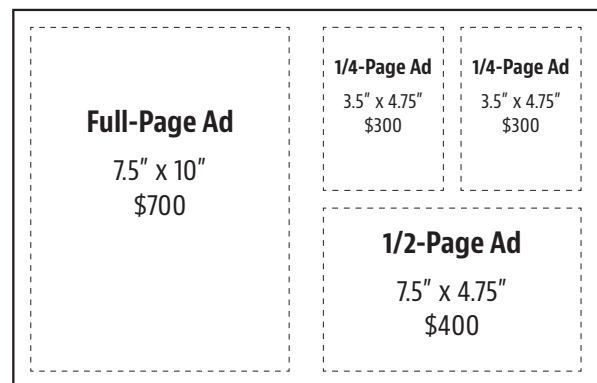
To secure your sponsorship, fill out the Sponsorship & Advertising Form and submit it to the SDBA. To discuss a sponsorship that best fits your company's needs, contact Alisa Bousa with the SDBA at 605.224.1653 or abousa@sdba.com.

ADVERTISING DETAILS

The convention program is an 8.5" x 11" spiral booklet. All ads are in full color. Bleeds are not available, except on inside front and inside back covers.

Ad Sizes (width x height)

Inside Front Cover (8.5" x 11").....	\$850
Inside Back Cover (8.5" x 11")	\$800
Full-Page Ad (7.5" x 10")	\$700
Half-Page Ad (7.5" x 4.75")	\$400
Quarter-Page Ad (3.5" x 4.75")	\$300



Advertising must be placed by May 3.

To secure your advertising spot, fill out the Sponsorship & Advertising Form and submit it to the SDBA. If you are sponsoring and receive a complimentary ad, you do not need to complete the advertising section of the form. Email high-resolution PDF or EPS file to abousa@sdba.com. Questions, contact Alisa Bousa, SDBA, at 605.224.1653 or abousa@sdba.com.

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SPONSORSHIP & ADVERTISING FORM

Yes, I would like to SPONSOR

Sponsorship Amount/Request _____

Yes, I would like to SPONSOR an on-demand video: \$1,000

Yes, I would like to ADVERTISE

Inside Front Cover: \$850

Full-Page Ad: \$700

Quarter-Page Ad: \$300

Inside Back Cover: \$800

Half-Page Ad: \$400

Company Details

Company Name _____
exactly as you want it printed in convention materials

Contact Name _____

Mailing Address _____

City/State/Zip _____

Email _____ Phone _____

Submit Payment to South Dakota Bankers Association

Mail: PO Box 1081, Pierre, SD 57501 **Fax:** 605.224.7835 **Email:** convention@sdba.com **Details:** www.sdba.com



Total fees due: \$ _____ Check enclosed. Please send me an invoice.

Please bill credit card: Visa MasterCard Discover American Express

Card Holder's Name _____

Credit Card No. _____ CVV _____

Expiration _____ Zip Code _____

Authorized Signature _____

Attendee Registration

Registration to attend the Quad States Convention and the hotel blocks will open April 1. Be watching for more details to come. If you are a sponsor receiving complimentary registrations, you must register the people who will be attending and using the comp registrations. Questions, contact the SDBA at 605.224.1653.