



The ASSOCIATION OF MILITARY BANKS OF AMERICA (AMBA)

2021 Sponsorship Program

2021 AMBA VIRTUAL FALL WORKSHOP
“Military Banking – Focus on the Future”

23 - 24 August 2021



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1120 Connecticut Ave, NW
Washington, DC 20036

25 May 2021

AMBA Members and Friends,

The Association of Military Banks of America is pleased to announce the **2021 Annual AMBA Workshop** to be held on **23 and 24 August 2021**. Based on feedback we received from a majority of likely attendees, we are once again planning a **fully virtual event**.

We invite your organization to join with us as a corporate sponsor to support our Workshop and the collaboration it fosters among public and private partners focused on a common mission: to enable the financial resiliency of our Nation's service members, veterans, and their families. This year, we are once again adapting our sponsorship program to the virtual nature of our Workshop. Your organization's generosity will ensure the continued participation of all our public and private sector partners as well as the production of a meaningful Workshop program.

Last year's virtual Workshop was a great success; we look forward to working with you to build on that experience this year. Thank you in advance for your support of this program as well as of our member banks as they continue to provide their military and veteran communities the financial support, services, and education they need as we all emerge safely from what will likely be remembered as the worst public health crisis of our lifetimes.

Sincerely,

STEVEN J. LEPPER
Major General, USAF (Ret.)
President & CEO



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WHY A VIRTUAL WORKSHOP?

For as long as anyone associated with AMBA can remember, our organization has sponsored an annual Workshop focused on providing an opportunity for everyone engaged or interested in military financial readiness to compare notes. For many years, we hosted our Workshop in the Washington, DC area in deference to and for the convenience of our federal government partners. Because 2019 marked our 60th anniversary, we returned to the venue where AMBA celebrated its 50th anniversary: The Breakers Hotel in Palm Beach, Florida. Last year and this year, another special situation – COVID-19 – drives a new approach.

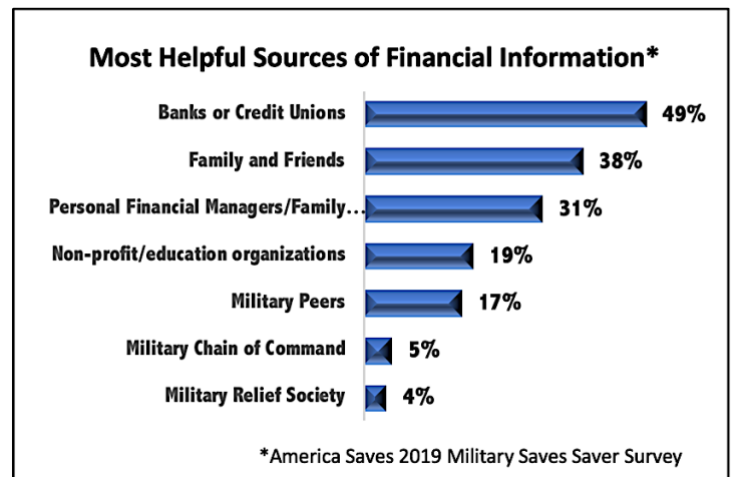
Last year, COVID-19 added an unprecedented level of complexity to our Workshop planning efforts. Our plan was to hold a physical event at The Mandarin Oriental Hotel in Washington, DC, from 30 August to 2 September 2020. However, because we were unsure whether travel, social distancing, and hotel occupancy restrictions would accommodate a physical gathering, we decided to host a fully virtual event. This year, we're faced with similar concerns. An April 2021 survey of likely Workshop attendees revealed significant discomfort with an in-person event. So, like last year, we have decided to host another fully virtual event. We plan to build on and improve the program we put together last year. Registration will open on 1 June 2021.



AMBA at ADC Live, 21 April 2021, on Financial Readiness advocacy

Because COVID-19 has been such a recent and dominant force in military and veteran financial resiliency, we will continue to focus on the challenges those communities have encountered, our responses, and some lessons learned. As dominant as the virus has been, though, our program will also focus on other important, traditional aspects of military banking. As we focus on the future, we want to make sure that after this crisis ends, our service members, veterans, and their families will still consider banks their most trusted sources of financial information and services.

Clearly, banks and credit unions remain important sources of financial information for our military families. When asked how they prefer to receive that information, 30% preferred face-to-face, engagement, down from 55% in 2017. The remaining 70% preferred digital media channels as conduits of financial information and advice.



On-base banks provide the best of all worlds: they're trusted sources of information and they provide face-to-face and digital service. Our workshops are designed to discuss what data like this means and how it should influence the ways in which our service members and their families should receive their financial information. What this data means to us is that while banks are the most credible, trusted, and effective sources of financial information, only if we operate as part of a larger team will we achieve the greatest impact on the communities we serve. Frank conversations like this are staples of our Workshop.

Stressing the importance of preserving on-base banks is just one – albeit one very important – reason for our Workshop. The team we assemble during this event reflects the teams in which we participate both in the policy and law development process in Washington, DC, and in the execution of financial services in the field. Together, we and our audience are exposed to the information necessary for effective advocacy and delivery of services in both arenas.

Our workshop is all about teambuilding and teamwork. Thank you for your support in this important effort. If you'd like to know more about our Workshop and see our agenda as it's being developed, please visit us online at <https://ambahq.org/event/2021-amba-fall-workshop/>.

AMBA WORKSHOP SPONSORSHIP OPPORTUNITIES

Since 1959, the Association of Military Banks of America (AMBA) has supported the military community through its member banks on installations and in communities where our military families reside. Each year, AMBA hosts an annual Workshop to provide opportunities for its members, government officials overseeing military banking, federal regulators, banking trade organizations, and other stakeholders to exchange ideas and discuss the latest banking issues affecting servicemembers and their families. This year, to accommodate COVID-19 restrictions and concerns, AMBA will host a **virtual event, on 23-24 August 2021**. To learn more about this year's Workshop, please visit our website at <https://ambahq.org/event/2021-amba-fall-workshop/>.

Our Workshop's success depends on the generosity of members and partner organization donors. This sponsorship packet includes a range of sponsorship opportunities and details about how your commitment will be appreciated and highlighted during the Workshop. *Other sponsorship opportunities may be available*, please contact Christiane Jacobs at Christiane.Jacobs@ambahq.org.

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** AMBA sponsorship platform is powered by Whova.

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2021 AMBA Annual Workshop

Washington, DC

Aug 23 - 24, 2021

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2021 AMBA VIRTUAL FALL WORKSHOP

23-24 August 2021

A Fully Virtual Event

This event is also available on the Whova Mobile App: [Download Link](#).

You can interact with others on your phone in the app more conveniently wherever you go.

Venue location

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AMBAHQ, 1120 Connecticut Avenue, NW, Suite 600, Washington, DC, 20036, US

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2021 AMBA Annual Workshop

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John.Broda@AFFN.org

https://www.affn.org

John Broda

The Armed Forces Financial Network® (AFFN®) is an electronic transfer network (EFT) providing network access to the U.S. military, veteran, and civilian communities with ready access to their funds through ATM and POS terminals located at or near U.S. military bases worldwide. For more than 35 years, The Armed Forces Financial Network (AFFN) has provided service to the Association of Military Banks of America (AMBA)

Chat

May 23, 2021 4:07 PM

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Thank you AFFN for your generous support of the AMBA Workshop!

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2021 AMBA SPONSORSHIP FORM

Company Name: _____
(Print the company/sponsor's name exactly as it should appear for acknowledgement.)

SPONSORSHIP PACKAGE

Sponsorship package name you wish to purchase: _____
Package Cost (details on page 4): _____

NOTE: To be included in our printed Workshop agenda, your sponsorship must be received by 15 July 2021. Sponsorships received after that date will be featured only on our Workshop web and mobile platforms. If you have questions, please contact: Christiane.Jacobs@AMBAHQ.org or 540-347-3305, ext. 1.

SPONSOR'S CONTACT INFORMATION

Point of Contact Name: _____
Title: _____
Phone: _____ Email: _____
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Titanium Sponsor = 6 complimentary registrations

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Please provide names and email addresses of complimentary attendees. Please contact the AMBA office for promo code prior to registration.

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3) Name: _____	Email: _____
4) Name: _____	Email: _____
5) Name: _____	Email: _____
6) Name: _____	Email: _____

AMBA accepts ACH, check or credit card payment. An invoice will be issued to you upon receipt of your sponsorship form. Please submit your form to Christiane.Jacobs@AMBAHQ.org. A W-9 form is available upon request.

Thank you for your support of the 2021 AMBA Virtual Fall Workshop and its Sponsorship Program!

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