



**ASSOCIATION OF
MILITARY BANKS OF
AMERICA (AMBA)**

2022 SPONSORSHIP PROGRAM

**2022 AMBA FALL WORKSHOP
“RESILIENCE”**

**28 – 31 AUGUST 2022
MANDARIN ORIENTAL HOTEL
WASHINGTON, DC**



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Washington, DC 20036

6 May 2022

AMBA Members and Friends,

The Association of Military Banks of America is proud to announce our **Annual AMBA Workshop** to be held from **28 to 31 August 2022 at The Mandarin-Oriental Hotel in Washington, DC**. We invite your organization to join with us as a corporate sponsor to support our Workshop and the collaboration it fosters among partners focused on a common mission: to enable and enhance the financial resiliency of our Nation's service members, veterans, and their families.

This year, we continue to structure our corporate sponsorship program to closely follow the standard set by many of our partner non-profit organizations. 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.

We look forward to working with you to make this year's **in-person** Workshop a success. Thank you in advance for your support of this program as well as of our member banks as they provide their military and veteran communities the financial support, services, and education they need to achieve the financial well-being they deserve.

Sincerely,

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



WHY A 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 Washington, DC, in deference to and for the convenience of our federal government partners. In 2019, we broke that mold by hosting our Workshop in Palm Beach, Florida, to celebrate our 60th anniversary. Unfortunately, that was our last in-person event; COVID forced us to hold two back-to-back virtual Workshops in 2020 and 2021.

We are excited about returning to an *in-person* Workshop in 2022. Once again, we will work hard to offer AMBA's member banks a venue to consult with our non-profit partners, federal regulators, and corporate supporters on the state of military financial resiliency and readiness today. They will also be given an opportunity to add their own perspectives from their vantage at military installations and in military and veteran communities across the world. The positive feedback we've received following previous Workshops -- even our virtual Workshops -- has reinforced our commitment to continuing this event.

We are also encouraged by the prospects of enhancing our member banks' ability to serve their military and veteran communities. Why is that important? Because, despite the rise in alternative sources of financial services, support, and education, our service members and their families consider banks their most trusted sources of all these things.

Banks and credit unions remain important sources of financial information for our military families. When asked in myriad surveys over many years how they prefer to receive that information, most preferred face-to-face, in-person engagement.

On-base banks provide the best of both worlds: they're trusted sources of information and they provide face-to-face service. Since the pandemic, they have also become reliable digital financial management platforms. Our workshops are designed to discuss what these trends mean and how they should influence the ways our service members and their families receive their financial information. What they mean to us is that while banks are the most credible, trusted, and effective sources of financial information, we will achieve the greatest impact on the communities we serve only if we operate as part of a larger team. Frank conversations like this are a staple 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 processes 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/2022-amba-annual-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, AMBA will host the annual Workshop, on **28 - 31 August 2022**. To learn more about this year's Workshop, please visit our website at <https://ambahq.org/event/2022-amba-annual-workshop/>.

Our workshop's success depends on the generosity of members and partner organization donors. This event includes several networking and social events, along with a robust two-day program with speakers and panelists that provide multiple opportunities for attendees to engage in the military banking conversation.

This sponsorship packet includes a wide range of sponsorship opportunities and details about how your commitment will be appreciated and highlighted during the workshop. For more information, please contact Christiane Jacobs at Christiane.Jacobs@ambahq.org.



TITANIUM SPONSOR Armed Forces Financial Network

Includes:

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*Use "**Sponsor**" Registration Type during registration.

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2022 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: _____
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NOTE: To be included in our printed Workshop brochure, your sponsorship must be received by 15 July 2022. Sponsorships received after that date will be featured only on-site thru signage and by on screen recognition. If you have questions, please contact: Christiane.Jacobs@AMBAHQ.org.

SPONSOR'S CONTACT INFORMATION

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Platinum Sponsor = 4 complimentary registrations
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Please provide names and email addresses of complimentary attendees.
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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 2022 AMBA Fall Workshop and its Sponsorship Program!