



PROGRAM

2023 SPONSORSHIP

2023 AMBA FALL WORKSHOP

**The Ritz-Carlton, Philadelphia, Pennsylvania
20 – 23 August 2023**





BOARD OF DIRECTORS

John M. Bird
USAA
Chairman

Michael S. League
5-Star Bank
Chairman-Elect

Kelly A. Hughes
Citibank
Vice Chairman

Fred A. Alvarado
Bank of Hawaii

John P. Baeuchle
Armed Forces Bank

Steve Beres
Regions Bank

James M. Carlile
UMB Bank

Jill Castilla
Citizens Bank of Edmond

W. H. "Bill" Croak
FNB Community Bank

Todd Fox
First Heroes National Bank

Geoffrey P. Hickman
Aon Bank

Sean Passmore
Wells Fargo Bank

Tiffany Davis Schaefer
FSNB Bank

Lindsey G. Streeter
Bank of America

Larry T. Wilson
First Arkansas Bank & Trust

DIRECTORS EMERITUS

Don C. Giles
Terry Tuggle

OFFICERS

Steven J. Lepper
Major General, USAF (Ret.)
President & CEO

Andia Dinesen, AFC®
Executive Vice President

www.ambahq.org
(540) 347-3305 (office)

2300 Wilson Blvd., Ste. 700 #1042
Arlington, VA 22201

31 January 2023

AMBA Members and Friends,

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 and veteran 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 our annual Workshop from **20 – 23 August 2023 at the Philadelphia Ritz-Carlton Hotel**. To learn more about this year's Workshop, please visit our website at <https://ambahq.org/event/2023-amba-annual-fall-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 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.

Sincerely,

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



UNITED
FOR THOSE
WHO SERVE





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 the Washington, DC, area 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.

In 2023, we will once again host our Workshop outside ... but not far outside ... the DC area, at the Philadelphia Ritz-Carlton Hotel. Just as we have done for many years, 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 during the COVID pandemic -- 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 and veteran families. When asked in myriad surveys over many years how they prefer to receive that information, most preferred face-to-face, in-person engagement.

Military banks, whether on or off-base, 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 and enhancing the services off-base banks provide their military and veteran customers are just a couple of very important reasons 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 www.ambahq.org.

2023 AMBA WORKSHOP

SPONSORSHIP OPPORTUNITIES & APPLICATION



TITANIUM SPONSOR Armed Forces Financial Network

Includes:
6 Complimentary Registrations
Lead Sponsorship
Sponsor Branding on Registration Platform
Webcast Materials, Signage & Onscreen Recognition
Full-Page Ad in Workshop Brochure

PLATINUM SPONSOR

\$15,000 - \$24,999

Includes:
4 Complimentary Registrations
Sponsor Branding on Registration Platform
Signage & Onscreen Recognition
1/2 Page Ad in Workshop Brochure

GOLD SPONSOR

\$10,000 - \$14,999

Includes:
3 Complimentary Registrations
Sponsor Branding on Registration Platform
Signage & Onscreen Recognition
1/4 Page Ad in Workshop Brochure

SILVER SPONSOR

\$5,000 - \$9,999

Includes:
2 Complimentary Registrations
Sponsor Branding on Registration Platform
Signage & Onscreen Recognition
1/8 Page Ad in Workshop Brochure

BRONZE SPONSOR

\$2,500 - \$4,999

Includes:
1 Complimentary Registration
Sponsor Branding on Registration Platform
Signage & Onscreen Recognition
1/8 Page Ad in Workshop Brochure

Company Name: _____

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

Sponsorship package name
you wish to purchase: _____

Amount you wish to sponsor:

(Please see sponsorship level above)

\$ _____

NOTE: To be included in the printed Workshop brochure, your sponsorship form & ad must be received by 14 July 2023.

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.

Point of Contact Name: _____

Title: _____

Phone: _____

Email: _____

Street Address: _____

City: _____

State: _____

Zip Code: _____

Titanium Sponsor = 6 complimentary registrations

Platinum Sponsor = 4 complimentary registrations

Silver Sponsor = 2 complimentary registrations

Gold Sponsor = 3 complimentary registrations

Bronze Sponsor = 1 complimentary registration

Use "Sponsor" Registration Type during registration, at <https://ambahq.org/event/2023-amba-annual-fall-workshop/>.

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

Thank you for your support of the 2023 AMBA Fall Workshop and its Sponsorship Program.