



2024 AMBA FALL WORKSHOP

Celebrating 65 Years

Lotte Hotel Seattle, Seattle, Washington
25 - 28 August 2024

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AMBA Members and Friends,

Since 1959, the Association of Military Banks of America (AMBA) has supported the military and veteran communities 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, veterans, and their families. This year, AMBA will host our annual Workshop from 25 - 28 August 2024 at the Lotte Hotel Seattle. To learn more about this year's Workshop, please visit our website at <https://ambahq.org/event/2024-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 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



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 2024, we will host our Workshop at the Lotte Hotel in Seattle, Washington. 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 and veteran 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, veterans, and their families consider banks their most trusted sources of all these things.

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 worldwide. 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.

SPONSORSHIP OPPORTUNITIES



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TITANIUM SPONSOR: \$45,000: *Armed Forces Financial Network*

- Lead Sponsorship
- 6 Complimentary Registrations
- Full-Page Ad in 65th Anniversary Brochure
- Full-Page Ad in Workshop Booklet
- Signage & Onscreen Recognition
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- Sponsor Branding on Registration Platform

PLATINUM SPONSOR: \$30,000

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GOLD SPONSOR: \$20,000

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SILVER SPONSOR: \$10,000

- 2 Complimentary Registrations
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- Signage & Onscreen Recognition
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BRONZE SPONSOR: \$5,000

- 1 Complimentary Registration
- Sponsor Branding on Registration Platform
- 1/8 Page Ad in 65th Anniversary Brochure
- Signage & Onscreen Recognition
- 1/8 Page Ad in Workshop Booklet

65TH ANNIVERSARY COMMEMORATIVE BROCHURE AD: \$2,000

- 1/8 Page Ad in Workshop Booklet
- 1/8 Page Ad in 65th Anniversary Brochure

SPONSORSHIP APPLICATION FORM

This sponsorship packet includes a wide range of sponsorship opportunities and details about how your commitment will be appreciated and highlighted during the Workshop. We look forward to sharing our 65th Anniversary Workshop with all of you.

SPONSOR LEVELS

Please select the sponsorship level you are interested in:

Titanium Sponsorship - \$45,000

Silver Sponsorship - \$10,000

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NOTE: To be included in the printed Workshop brochure, your sponsorship form & ad must be received by 19 July 2024. Sponsorships received after that date will be featured only on-site thru signage and by onscreen recognition. If you have questions, please contact Christiane.Jacobs@AMBAHQ.org.

Use "Sponsor" Registration Type during registration, at <https://ambahq.org/event/2024-amba-annual-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 2024 AMBA Fall Workshop and its Sponsorship Program.



AMBA

Association of Military Banks of America
*Those Who Serve **Bank on Us***

AMBA Headquarters Office
2300 Wilson Blvd., Suite 700, #1042
Arlington, VA 22201
540-347-3305 • info@ambahq.org
<https://ambahq.org>