

gcumc sponsorship kit



sponsor benefits

Founded in 1997, the Georgia Credit Union Marketing Council was organized by a group of credit union marketers seeking to form a network of industry professionals. The council's primary function is to enhance the skills of Georgia credit union marketing, public relations, and business development professionals through a series of educational and networking opportunities. As the exclusive sponsor of a Georgia Credit Union Marketing Council event, you have an opportunity to promote your business to our members in a way that is direct and personal.

The Georgia Credit Union Marketing Council offers multiple sponsorship packages:

Multi-Conference Sponsor: \$1,500

GCUMC hosts two live events each year: a spring conference and a fall conference. Sponsorship at this event has category exclusivity and includes:

- o **Networking with attendees:** Up to two company representatives are invited to attend each event to form relationships with attendees. The cost of your meal(s) is included.
- o **Two articles in GCUMC eNewsletters:** Each article will be featured in two separate issues to reinforce your company's message. Each article will also display your company logo and link.
- o **Addressing the group:** You will be given a 10-minute "open floor" to tell attendees about your company's services.
- o **Display table:** We will provide a prominent location for any marketing displays, information, or promotional items.
- o **Opportunity to place a small gift at each attendee's place setting**
- o **Access to the GCUMC member mailing list and event attendee list:** We will provide you the necessary contact information so that you may follow up with attendees or prospect those who could not attend.

sponsor benefits

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- **Company logo and link in our event marketing**
- **Company logo and link on the GCUMC website through the end of the calendar year**
- **Company logo on event signage onsite**

Single Conference Sponsor: \$1,000

If sponsoring two live events is beyond the needs of your exposure or budget, consider a Single Conference Sponsorship. Sponsorship at this level includes the benefits described for Multi-Conference Sponsorship and has category exclusivity, but for either the spring conference or the fall conference. The Single Conference Sponsorship also features one article in a GCUMC eNewsletter, rather than two.

Web Event Sponsor: \$350

GCUMC hosts several webinar-style learning events throughout the year. Sponsorship of one of these events includes:

- **Mini infomercial:** Right after welcoming guests, you will be provided three minutes to verbally share with the group what your business does and what it can offer. If you prefer, the GCUMC board member "hosting" the event can read an infomercial "script" that you provide.
- **Access to the event attendee list:** We will provide you a copy of the attendees' names, email addresses, and phone numbers so that you may follow up.
- **Company logo and link in our event marketing**
- **Company logo and link on the GCUMC website through the end of the calendar year**

In-Kind Sponsor

Any sponsor is welcome to donate a doorprize to be given away at a live event. In return for the gift, we will announce your company's name as the donator.

sponsor regulations

Rules and Regulations: These rules and regulations are part of the Agreement between the Georgia Credit Union Marketing Council (hereafter known as "GCUMC"), and any sponsor participating at GCUMC events. Failure to abide by any rule or regulation set forth herein shall constitute a breach of any Agreement between the sponsor and GCUMC and in such event, GCUMC may pursue any applicable legal or equitable remedy.

Theft or Damage: GCUMC will not assume responsibility or liability for any theft, damage or loss, whatever the cause to the property of the sponsor, his agents or employees. Any insurance to cover against such contingencies must be placed and paid for by the exhibitor, and GCUMC assumes no responsibility or liability for the same.

Insurance: Sponsor acknowledges that GCUMC does not maintain insurance covering sponsor's property, and that it is the sole responsibility of sponsor to obtain business interruption and property damage insurance covering such losses by sponsor.

GCUMC Cancellation: In the event of war, fire, strike, public catastrophe, an act of God or any other cause above and beyond the control of GCUMC that may prevent the event from being held, or is canceled by GCUMC, then GCUMC shall refund to the sponsor his or her share of the balance.

Non-Endorsement: The exposition of products and services at GCUMC events does not constitute an endorsement by GCUMC of any product or service exhibited. A sponsor is not permitted to represent in any manner that GCUMC has endorsed its goods or services.

Exhibitor Cancellation: It is understood by the sponsor that if the sponsoring company cancels its reservation after the signed agreement has been returned, there will be no refund of any sponsorship money paid.

Sale of Goods: The actual sale of goods or services is not permitted during the meeting.

Food: Any food items offered at booth must be wrapped or containerized (i.e. commercially wrapped candy or mints).

Violation of Rules and Regulations: Violation of any of these regulations by the sponsor, employees, or agents will annul the right to occupy space, and such sponsors will forfeit to the GCUMC event all fees that they may have paid. GCUMC reserves the right to refuse assignment of sponsorship at any or all GCUMC events for one year or more following a rule violation. These rules and regulations become a part of the contract between the sponsor and GCUMC. GCUMC respectfully asks the full cooperation of the sponsors in their observance.

sponsor agreement

The undersigned desires to participate in:

- Multi-Conference Sponsorship (Spring & Fall Conferences)
- Single Conference Sponsorship (Spring or Fall Conference: _____)
- Web Event Sponsorship
- In-Kind Sponsorship

The undersigned understands that it is subject to the terms, conditions, rules and regulations governing the meeting hereof and incorporated herein by this reference and subject also to any terms, conditions, rules and regulations adopted by the event venue in any way pertaining to or governing exhibitors as the same may exist from time to time. [We enclose herewith our check payable to the Georgia Credit Union Marketing Council for the full amount of the event sponsorship, as outlined on the Sponsor Benefits page.](#)

The application shall not become a binding agreement until and unless accepted and signed on behalf of the Georgia Credit Union Marketing Council ("GCUMC"). When so accepted and signed by GCUMC, it shall constitute a binding agreement upon the parties, their respective heirs, representatives, successors or assigns. If not so accepted and signed by a representative of the GCUMC Board of Directors, the payment made by the applicant as set forth above shall be refunded in full.

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Name of person(s) who will attend the event: _____

Signed: Authorized Company Representative

Date

Signed: GCUMC Board Member

Date