



ANNUAL PARTNERSHIP PROGRAM FAQ

What is the IMBA's Annual Partnership Program (APP)?

The Annual Partnership Program is an opportunity for member companies to purchase advertising, education, association marketing and event sponsorships within a single package. This is an annual commitment to the IMBA and, with one payment, you will receive recognition and exposure to our members all year long. Each package offers a different combination of benefits.

What are the investment options associated with the APP?

IMBA has developed four separate levels of investment in the APP from \$1,000 to \$5,500 to provide opportunities for companies of all sizes to take advantage of and budget for. Each level offers a different combination of benefits. The IMBA is also open to tailoring a customized opportunity within the framework of the program. There is a separate handout detailing each level, as well as a page on our website at IndianaMBA.org.

Are membership dues included with this investment?

No. This program was designed to be separate from membership dues.

Can we use the credits with the partnership levels for IMBA PAC events?

No. Due to PAC regulations, this program is separate from any IMBA PAC activities.

As a lender, what are the benefits for us to invest?

There are many benefits with this program for lenders, including:

- » Multiple channels for exposure of your company's products and services throughout the year, including IMBA's website and newsletter, plus our Facebook and LinkedIn feeds.
- » These additional opportunities provide the opportunity to develop business beyond what singular meeting/event sponsorships have been able to do.
- » A single fee on an annual basis vs. requests for multiple meetings and events, allowing for an easier budgeting process.
- » Credit for attending IMBA state and chapter meetings at most levels, including the State Convention.

Finally, this program ensures IMBA's ability to offer the services you have come to rely on as our costs go up, along with yours, and provides IMBA with the opportunity to offer **more** services to our members with the increased resources.

How can I apply for the Annual Partnership Program?

Go to the IMBA website, IndianaMBA.org, and download an application to submit, or contact Josh Myers at the IMBA office at (317) 333-7165 or JMyers@indiana.bank.