



**CAROLINAS**  
CREDIT UNION LEAGUE

**SPONSORSHIP  
OPPORTUNITIES  
2026**

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# About Us

The Carolinas Credit Union League, established in 2014, is at its core the primary advocate for credit unions in North and South Carolina. Not only do we serve as our members’ collective political voice, but we help promote credit union success through risk management, compliance, professional development offerings, and so much more.

*Our Mission: To be the leading advocate and catalyst for credit union success in the Carolinas.*

## WHO DOES CCUL REACH?



**An average of 21,590+ active users per year**



**2,100+ subscribers to *In the Loop* weekly newsletter**



**Over 7,130 total social media followers across Facebook, LinkedIn, Twitter, and YouTube**



**1,260+ active user profiles on the League website**



# Why Partner With Us?

## Your Support Enables Us To:

- Deliver even more impactful programs and offerings
- Build deeper and more significant connections
- Facilitate collaboration and innovation
- Effectively advance the League's mission

## Partnering With the League Will:

- Position your organization as a leading supporter of the credit union community in the Carolinas
- Provide access to 100 member credit unions that serve more than six million members across North and South Carolina
- Build brand awareness and align your brand with a highly reputable organization in the credit union movement
- Offer networking and relationship-building opportunities with credit union leadership
- Present your organization with channels to lend your expertise to members

## Who Should Partner With Us?

- Current business partners seeking to deepen their commitment to the League and its member CUs
- Member credit unions or League affiliates with an interest in providing extra support and investment in the Carolinas' credit union community
- Credit union industry vendors \*

*\* The League and Carrick Professionals values our premier and longtime partnership with TruStage and therefore retains the right to withhold sale of any and all sponsorship opportunities from competing organizations.*



## FROM THE CEO

"The Carolinas Credit Union League values our alliance with sponsors. Whether you exhibit at our trade shows or sponsor an event, you play an important role in helping our credit unions succeed. We are proud to offer valuable educational and networking events for our members, and to have these occasions serve as chances for you to deepen your relationships with decision makers in North and South Carolina."



**DAN SCHLINE**  
President and CEO

# Opportunities At-A-Glance



Event	Timing	Audience Reach	Investment
CUXEL - CU Emerging Leaders Network	Year round	50+ CU Attendees	\$4,000
HR & Organizational Dev. Summit	September	40+ CU Attendees	\$2,500
<b>NEW!</b> Pulse Live *	November 5	40+ CU Attendees	\$1,000 - \$2,000
Risk & BSA Conference	February 25 - 26	50+ CU Attendees	\$2,500
Senior Leadership Forum	October	25-30 CU Attendees	\$5,000/\$10,000
SE Regional Directors' Conference *	August 2 - 4	200+ CU Attendees	\$2,500 - \$5,000
<b>PREMIER EVENTS &amp; PROGRAMS</b>			
Annual Meeting *	June 1 - 3	250+ CU Attendees	\$1,000 - \$5,000
INSPIRE *	October 26 - 28	200+ CU Attendees	To Be Announced
LAUNCH *	February 10 - 11	200+ CU Attendees	\$1,295 - \$4,795
Leadership Development Institute	Mar - Dec (Quarterly)	40-50 CU Attendees	\$6,000

\* Multiple sponsorship opportunities listed

# Sponsorship Opportunities



## CUXEL - Credit Union Emerging Leaders Network | Year round

A League network created by and for credit union emerging leaders. This is a space where professionals, age 40 and under, can connect with their peers and *excel* in leadership roles as they drive educational events for all to enjoy, boost leadership growth and foster impactful relationships through Protégé programs, and uplift exemplary young professionals. Standout as a supporter of this initiative by being a yearlong sponsor! \*

Audience Reach: 50+



### Supporter Sponsorship:

Investment: \$4,000 (one year)

Available Slots: 2

- Opportunity to present at one of CUXEL's well-attended events (virtual workshop or in-person roundtable)
- Opportunity to provide leave-behind materials for distribution at events
- Logo prominently displayed on digital marketing pieces, event signage, and other collateral in the year

*\* Does not include emerging leaders' workshop hosted at the LAUNCH Conference*



*All sponsorships are subject to approval and can be modified by CCUL at any time.*

# Sponsorship Opportunities

## HR & Organizational Development Summit | September

Showcase your brand to HR and learning professionals from credit unions of all sizes as they participate in sessions, discussions, and networking while earning certification credits.

Audience Reach: 40+



### Spotlight Sponsorship:

Investment: \$2,500

Available Slots: 2

**SOLD OUT**

- Exclusively sponsor and attend day one or day two of the event
- Sponsorship recognition on event signage as well as verbal recognition
- Opportunity to present an HR-related session (approval required).



## NEW! Pulse Live | November 5

Sponsor Pulse LIVE to gain visibility through logo placement, verbal recognition, and engagement opportunities at a dynamic virtual event covering leadership, innovation, technical expertise, strategy, and industry insights.

### Showcase Sponsorship:

Investment: \$2,000

Available Slots: 2

- Present a 10-minute virtual session to attendees

### Keynote Sponsorship:

Investment: \$1,000

Available Slots: 2

- Introduce the keynote speaker and share a few words about them or your company

### Lunch on Us Sponsorship:

Investment: \$1,500

Available Slots: 1

- Provide lunch via eGift cards (e.g., Uber Eats, Grubhub, etc.)
- Option to customize the gift card or note to participants

*All sponsorships are subject to approval and can be modified by CCUL at any time.*

# Sponsorship Opportunities



## Risk & BSA Conference | February 25 - 26

This event provides an update on current issues in the BSA/AML examination process, the latest policies and procedures a credit union must have in place, and helps attendees gain insight from risk management experts in the field.

Audience Reach: 50+



### Lunch Sponsorship:

Investment: \$2,500

Available Slots: 1

- Sponsorship recognition clearly placed on event page and materials on CCUL website
- Day-of recognition to all attendees and lunch sponsorship announcement
- Day-of signage recognition & opportunity to provide promotional materials



## Senior Leadership Forum | October

An exclusive, two-day networking and learning opportunity for non-CEO senior leaders of the largest credit unions in the Carolinas.

Audience Reach: 25-30+



### Day 1 Sponsorship:

Investment: \$5,000

Available Slots: 1

- Entry to attend day one
- Entertainment/event sponsor
- Verbal recognition at event
- Opportunity to address attendees
- Signage and website recognition

### Day 2 Sponsorship:

Investment: \$5,000

Available Slots: 1

- Entry to attend day two
- Sole breakfast sponsor
- Verbal recognition at event
- Opportunity to address attendees
- Signage and website recognition

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# Sponsorship Opportunities



## Southeast Regional Directors' Conference | August 2 - 4

Sponsor SRCUS' Southeast Regional Directors' Conference to **gain visibility via on-site collateral and verbal recognition**, while connecting with board and supervisory committee volunteers at this engaging, expert-led event.

Audience Reach: 200+



### Welcome Reception Sponsorship:

Investment: \$5,000

Available Slots: 1

- Registration for two (2) for exclusive networking
- Recognition in on-site materials and tabletop signage at the reception

### Closing Reception & Dinner Sponsorship:

Investment: \$5,000

Available Slots: 1

- Registration for two (2) for exclusive networking
- Recognition in on-site materials and tabletop signage at the dinner

### Activity Sponsorship:

Investment: \$3,500

Available Slots: 2

- Sponsor one of the conference outings
- Recognition in on-site materials and tabletop signage where possible

### Welcome Gift Sponsorship:

Investment: \$3,000

Available Slots: 1

- Name or logo featured on marketing materials and welcome bags
- Option to include an approved branded item with other themed gifts

### Meal Sponsorship:

Investment: \$2,500

Available Slots: 2

- Support conference meals during the event (excl. receptions and closing dinner)
- Recognition in on-site materials and meal signage

**“** Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others. **”**

**JACK WELCH**

All sponsorships are subject to approval and can be modified by CCUL at any time.



The League wants to work with you to identify sponsorships that fit your goals and objectives. **To discuss a specific opportunity or a custom option for consideration, contact:**

**CCUL Development**  
[development@carolinasleague.org](mailto:development@carolinasleague.org)



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# Premier Events Ahead

The League hosts a series of relevant and valuable events throughout the year but none more highly anticipated by our members than Annual Meeting, INSPIRE, LAUNCH, and the Leadership Development Institute. Being a sponsor for one or more of these events is an excellent chance for exposure and connection with present and future decision makers.



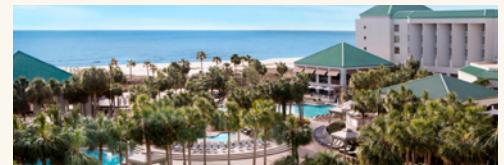
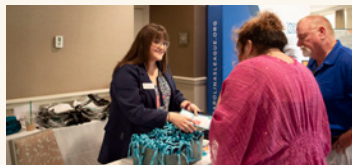
PREMIER LEAGUE EVENT

# ANNUAL MEETING

JUNE 1 - 3, 2026

Ideal for credit union executives and board members, this experience features motivating content, networking and peer-sharing opportunities, a golf outing, and an exhibit hall where new and familiar connections bring their best solutions for today and tomorrow.

With our suite of 2026 sponsorship opportunities now available, we invite you to explore the ways your organization can connect, engage, and stand out throughout the event.



## Sponsorship Opportunities

### Summer Soirée

#### Summer Soirée Grand Prize Sponsorship

**SOLD OUT**

Available Slots: 1

Showcase your brand by providing the featured grand prize for our Summer Soirée raffle, earning standout visibility during one of the evening's most anticipated highlights. *Note: A limited number of Soirée tickets are available for vendors interested in attending for \$375.*



### Exhibit Hall

#### Meal Sponsorship

**GOING FAST!**

Investment: \$5,000 | Available Slots: 2

Align your brand with one of the most attended and anticipated moments of the conference. As an exclusive meal sponsor, your company will receive premium visibility during two days of conference-wide dining events attended by all participants. Signage and collateral recognition are included.



#### Grand Prize Sponsorship

**SOLD OUT**

Available Slots: 1

Showcase your brand by providing the featured grand prize for our Exhibitor Showcase raffle, earning standout visibility during one of the event's crowd-favorite closing moments.



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## Refreshment Booth Sponsorship

Investment: \$3,000 | Available Slots: 6

Looking to make a splash at our conference? Consider this sponsorship! Our popular refreshment booth will give you ample recognition as the provider of conference-themed refreshments, with prime placement near your exhibit hall booth. Logo included on conference materials and applicable signage.



## NEW! Smoothie Break Sponsorship

SOLD OUT

Investment: \$3,000 | Available Slots: 1

Refresh and energize attendees as the sponsor of our Smoothie Break. Your brand will receive prominent visibility during this high-traffic networking pause, where participants recharge and connect between sessions. Logo included on conference materials and applicable signage.

## Experience

### NEW! Keynote Sponsorship

SOLD OUT

Investment: \$3,500 | Available Slots: 1

Stand out as a keynote sponsor with a pre-keynote slide and emcee announcement, plus added visibility through event signage and an Annual Meeting TV (AMTV) ad spot. Logo included on conference materials.

### NEW! Activity Sponsorship

Investment: \$2,500 | Available Slots: 2

Position your brand at the center of attendee engagement during one of our featured Annual Meeting activities. Your sponsorship includes one complimentary activity ticket and recognition on conference materials and applicable signage.

### NEW! Credit Union Roundtable Sponsorship

SOLD OUT

Investment: \$2,500 | Available Slots: 1

Enjoy exclusive visibility as the sole sponsor of this roundtable for small credit union CEOs and board members. Your sponsorship includes onsite recognition and the opportunity to offer brief remarks during the session welcome. Logo included on conference materials and applicable signage.

## Welcome & Hospitality

### NEW! Networking Lounge Sponsorship

SOLD OUT

Investment: \$5,000 | Available Slots: 1

Showcase your brand at the heart of attendee interaction as the sponsor of the Networking Lounge, located in a prime prefunction space outside the ballroom. This high-traffic area draws attendees between sessions, ensuring consistent visibility. Logo included on conference materials and applicable signage.

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## PREMIER LEAGUE EVENT

## ANNUAL MEETING CONT'D

**Hotel Room Key Card Sponsorship****SOLD OUT****Investment: \$4,000 | Available Slots: 1**

Great visibility for your brand as one of the first vendors participants see when they check in! Your company name and logo will be shown on each attendee's hotel key. Sponsorship also includes two (2) complimentary tickets to the Summer Soiree (\$750 value).

**Wi-Fi Sponsorship****SOLD OUT****Investment: \$3,500 | Available Slots: 1**

Looking for a fun and tech-savvy way to promote your business? Look no further than this sponsorship! By branding the password for all attendees to access convention hall Wi-Fi, as well as having branded Wi-Fi access signs throughout the event, you can ensure maximum exposure for your business.

**Tote Bag Sponsorship****SOLD OUT****Investment: \$2,500 | Available Slots: 1**

Put your brand directly in the hands of every attendee by providing the official conference bag distributed at registration.

**AMTV Station Sponsorship****Investment: \$1,000 | Available Slots: 10**

Looking for maximum impact whether you exhibit or not? The Annual Meeting TV (AMTV), positioned along the high-traffic registration area, will feature your 16:9 formatted video or image ad (max length: 60 seconds) on a continuous loop throughout the conference—ensuring consistent visibility for your brand.

**Candy Station Sponsorship****SOLD OUT****Investment: \$1,000 | Available Slots: 2**

Our attendees are always looking for yummy takeaways during the event. Now, they can help themselves to an assortment of candies with your logo prominently featured. When the vendor hall is closed, you or your representative may spend additional time networking at the candy table with our credit unions.



*All sponsorships are subject to approval and can be modified by CCUL at any time.*



# Annual Meeting Highlights



340+ on average  
in attendance  
per year



88% of '25 survey  
respondents rate this event  
as 'Excellent'  
or 'Good'



5,430+ views of the  
event pages  
in 2025



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PREMIER LEAGUE EVENT

# ANNUAL MEETING CONT'D



## Golf

### NEW! Eagle Sponsorship

Investment: \$4,000 | Available Slots: 1

Stand out as an Eagle Sponsor with two (2) golf registrations, prime signage, website and rules-sheet recognition, and a featured on-stage moment to help announce tournament prizes alongside your branded slide and logo. Your sponsorship also includes one premium golfer gift—provided by the sponsor—such as a tumbler, hat, or branded towel.

### NEW! Birdie Sponsorship

SOLD OUT

Investment: \$3,000 | Available Slots: 1

As a Birdie Sponsor, you'll receive two (2) golf registrations, signage, website and rules-sheet recognition, plus exclusive hole-sponsor visibility with your logo on hole signage. Your support also includes a branded water bottle—supplied by the sponsor—placed in each golfer's bag.

### NEW! Refresh & Play Sponsorship

SOLD OUT

Investment: \$2,500 | Available Slots: 1

Position your brand on the course as the exclusive sponsor of a designated golf hole. You'll host an on-course station with water, snacks, and approved branded items, with additional visibility through hole signage and recognition in tournament materials. Sponsorship includes one (1) golf registration.

### Beverage Cart Sponsorship

SOLD OUT

Investment: \$2,500 | Available Slots: 1

Enjoy standout visibility as the Beverage Cart Sponsor. Benefits include logo recognition on the beverage cart, your company name and logo on the rules sheet, verbal and on-site signage recognition, the opportunity to designate the beverage cart drivers, and complimentary golf for two (2) representatives.

### NEW! Par Sponsorship

SOLD OUT

Investment: \$1,500 | Available Slots: 1

As a Par Sponsor, you'll receive one (1) golf registration along with signage, website recognition, and inclusion on the tournament rules sheet. Your support also provides a small gift or snack—provided by the sponsor—placed in each golfer's bag.



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**GOLF**  
is Tee-rrific!



## PREMIER LEAGUE EVENT

# INSPIRE

**OCTOBER 26 - 28, 2026**

INSPIRE – powered by the Carolinas Credit Union League, the League of Credit Unions and Affiliates, and the Global Women’s Leadership Network – offers incredible opportunities to align your brand with an event that empowers and connects women and their allies.

In 2026, LCUA is the lead host of the event, with a variety of sponsorships designed to boost your visibility, engage with a dynamic audience, and support meaningful change.

Click below to explore LCUA’s sponsorship kit for more details or contact LCUA at [sponsorshipsandexhibits@the-league.coop](mailto:sponsorshipsandexhibits@the-league.coop).

[VIEW SPONSORSHIP KIT](#)

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# INSPIRE Highlights



200+ on average in attendance per year



92% of '25 survey respondents rate this event as 'Excellent'



5,530+ impressions on social media posts about the 2025 event



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## PREMIER LEAGUE EVENT

# LAUNCH

**FEBRUARY 10 - 11, 2026**

LAUNCH is one of the League's premier trade shows and is for credit union professionals with a mind to propel their operations and service success with the latest trends, products, services, and strategies. This event includes chances to network with a wide range of staff including decision makers, sponsor popular specialty group sessions and events, and feature as breakout or sprint session speakers.



## Sponsorship Opportunities

### Takeoff Sponsorship

**Investment: \$4,795**

Educational Session Sponsor: Present a 45-min breakout session as a part of our agenda

Benefits include:

- Complete exhibitor package with 8' x 10' booth
- Email addresses included with attendee list
- Sponsor profile in program guide
- Logo on event website, marketing and additional signage
- Recognition during multiple show announcements
- A unique promo code to invite credit union professionals to attend for just \$50
- Up to six (6) complimentary booth staff registrations



### Sprint Sessions Sponsorship

**Investment: \$3,795**

Benefits include:

- Present a 20-minute session on the trade show floor in-between breakouts
- Complete exhibitor package with 8' x 10' booth
- Email addresses included with attendee list
- Sponsor profile in program guide
- Logo on event website, marketing, and additional signage
- Recognition during multiple show announcements
- A unique promo code to invite credit union professionals to attend for just \$50
- Up to six (6) complimentary booth staff registrations.



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## Ignition Sponsorship

**Investment: \$3,795**

Sponsorship options include:

1. Breakfast & Lunch: Multiple 3' x 4' signs with your logo and sponsorship credit will be placed on easels around the breakfast and lunch buffets and seating.
2. Button Game Sponsor: Your logo on a 3" button worn by all attendees as part of the famous button-matching game with \$10 cash prizes
3. Cocktail Reception Sponsor: Your logo and sponsorship credit will be displayed on signs around the reception, with special recognition during the event announcement. Branded napkins may also be provided at your expense.
4. Grand Prize Raffle: Your logo on the grand prize raffle ticket used by all attendees to mark off the required booths and enter to win \$500 cash. All tickets are dropped at your booth.
5. Lanyards: You supply the lanyards (at your cost) with the style and design of your choice that will be offered to all attendees as they enter the show.
6. Professional Headshots Station: Your logo on signage in prime location next to the booth, plus all other Ignition sponsor benefits.
7. Program Guide: Your logo on the front of the printed program guide and a full-page ad on the back of the guide. Includes logo and recognition on the digital guide as well.
8. Registration: Your logo will be placed on the large banners running across the top and bottom of the registration desk where all attendees check in and come for questions.
9. Tote Bags: You supply the bags (at your cost) with the style and design of your choice that will be offered to all attendees as they enter the show.
10. Wi-Fi: Sponsor attendee Wi-Fi for the show. Your logo on signage in a prime location, and on table tents in the dining room.



Benefits include:

- Complete exhibitor package with 8' x 10' booth
- Email addresses included with the attendee list
- Logo on event website, marketing, and additional signage
- Recognition during multiple show announcements
- A unique promo code to invite credit union professionals to attend for half price
- Up to four (4) complimentary booth staff registrations



*All sponsorships are subject to approval and can be modified by CCUL at any time.*

PREMIER LEAGUE EVENT

# LAUNCH CONT'D



## Specialty Sponsorship

**Investment: \$2,995 - \$3,795**

Sponsorship options include:

1. Credit Union Roundtable
2. Emerging Leaders' Workshop
3. CUxEL Protégé Competition Finals Dinner

Benefits include:

- Complete exhibitor package with 8' x 10' booth
- Speaker introduction and welcome message at the meeting
- Logo on event website, marketing, and on-site signage at the meeting



## Arm Rocket Sponsorship

**Investment: \$1,295**

Benefits include:

- Two tickets to attend the conference with access to breakout sessions, trade show floor, breakfast, and lunch.
- Multiple 3'x4' signs with your logo and sponsorship recognition placed around the coffee and dessert displays



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# 2025 RECAP

## BY THE NUMBERS

**202**  
REGISTERED ATTENDEES

**49**  
CREDIT UNIONS REPRESENTED

**54%**  
FROM NC

**43%**  
FROM SC

**59%**  
OF ATTENDEES WERE C-SUITE OR EXECUTIVE-LEVEL PROFESSIONALS  
(I.E., CEO, COO, SVP, VP, SR., AVP, ETC.)

**40%**  
**OF REPRESENTED**  
CREDIT UNIONS WERE SMALL (< \$100M IN ASSETS)

**19%**  
**OF REPRESENTED**  
CREDIT UNIONS WERE MID-SIZE (\$100 - \$400M IN ASSETS)

**40%**  
**OF REPRESENTED**  
CREDIT UNIONS WERE LARGE (> \$400M IN ASSETS)

**TOP 10 POINTS OF INTEREST**  
(BASED ON IN-APP TOP RATED SESSIONS)

- BUSINESS LENDING
- SUCCESSION PLANNING
- CONFLICT RESOLUTION
- CYBERSECURITY
- BUSINESS SERVICES
- NEXT GEN DIGITAL LENDING
- INCLUSIVE AI LENDING
- MEMBER EXPERIENCE
- TECH TRENDS
- OPERATIONS STRATEGY

**34 POST-EVENT** SURVEY RESPONSES WITH

**83%**  
OF RESPONDENTS RATING LAUNCH AS

**"EXCELLENT"** OR **"VERY GOOD"**

All sponsorships are subject to approval and can be modified by CCUL at any time.

PREMIER LEAGUE EVENT

# LEADERSHIP DEVELOPMENT INSTITUTE (LDI)

MAR 18 – DEC 9, 2026 (QUARTERLY)

LDI empowers current and rising credit union leaders with modern strategies for developing leadership skills and critical thinking.

Be a part of this impactful program that helps students gain new insight, abilities and strategies to integrate within their credit unions.



## LEADERSHIP DEVELOPMENT INSTITUTE

### LDI Champion Sponsorship:

Investment: \$6,000 | Available Slots: 3

**SOLD OUT**

Benefits include:

- Recognition as the **meals and receptions sponsor** for the year-long LDI program
- **Logo placement** prominently featured on on-site signage and the LDI program webpage
- **Verbal recognition** at each sponsored event
- **Opportunity to attend** a reception to connect with program participants and other professionals

## LDI Highlights



**200 graduates since the program's first cohort in 2016**



**100% of '25 survey respondents rate LDI as "Excellent/Very Good"**



**980+ active users visit the LDI site on average per year**

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# Why Sponsors Love Us

“

TruStage enjoys supporting our league/association partners like the Carolinas Credit Union League, networking with our credit union partners, and the strong educational content provided at league events. The most valuable aspect of our sponsor experience is representing the TruStage brand, and being able to share our story and discuss solutions that can help credit unions succeed.

**ANN H., TRUSTAGE**

“

Team Eltropy is routinely impressed with the value that comes with being a sponsor for CCUL events. Not only do we get to promote our brand and solution among the Carolinas' finest credit unions, but we are given the opportunity to establish ourselves as thought leaders in the financial technology industry. Events are well attended and well planned so that both sponsors and attendees get the most value out of the experience. We always look forward to CCUL events throughout the year.

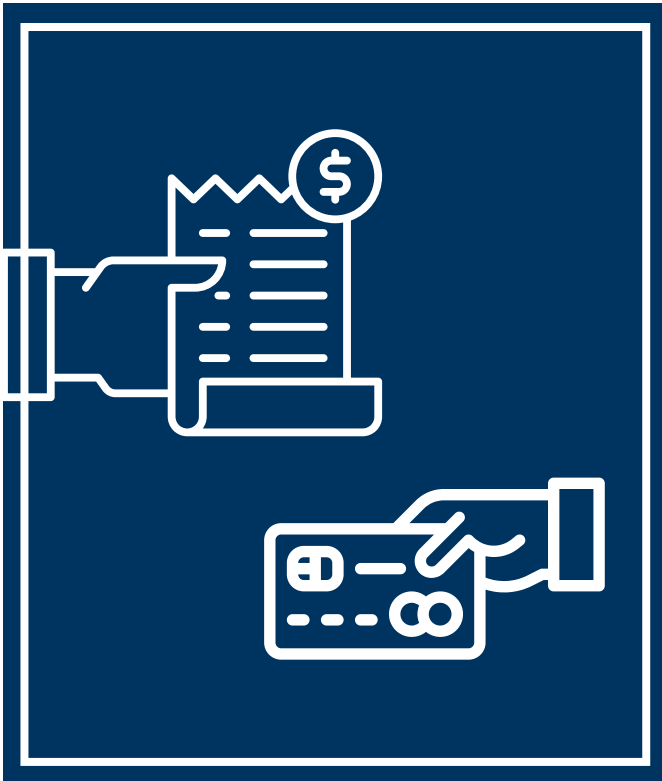
**BRITTANY G., ELTROPY**

“

Vizo Financial has partnered with the CCUL for many years, and we take pleasure in sponsoring their events. The educational and insightful events that the CCUL provides to our member credit unions is top-notch and incredibly valuable to us here at Vizo Financial. We welcome any opportunity to support them and our members.

**JAIME A., VIZO FINANCIAL**

# Lock In Your Sponsorship



## Sponsor Information

### Payment Methods:

Carolinas Credit Union League gladly accepts check, ACH or credit card payments (See next page for details on "Card Payments").

For invoice or ACH information, contact CCUL Development at [development@carolinasleague.org](mailto:development@carolinasleague.org).

## Card Payments

The option to pay by credit card will be made available when online registration opens for each of these listed events. Accepted credit cards include American Express, Discover, Mastercard, and Visa.

## Refunds

Refunds will be available upon the occurrence of any emergency making it impossible to hold the meeting or event, such as acts of God, pandemic, epidemic, government regulations, disaster, infections disease outbreak, or civil disorder.

## Logos

Approved sponsors are required to send logos in .eps or .png format to the CCUL Communications Department at [commpr@carolinasleague.org](mailto:commpr@carolinasleague.org).

## Disclaimer

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**CCUL Development**  
**[development@carolinasleague.org](mailto:development@carolinasleague.org)**

## Get in touch.



800.822.8859



[development@carolinasleague.org](mailto:development@carolinasleague.org)



[carolinasleague.org/explore](https://carolinasleague.org/explore)

