



CAROLINAS
CREDIT UNION LEAGUE

**SPONSORSHIP
OPPORTUNITIES
2025**

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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 19,000 active users per year



2,112 subscribers to *In the Loop* weekly newsletter



Over 6,120 total social media followers across Facebook, LinkedIn, Twitter, and YouTube



1,280+ 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 League 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 values its 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.”

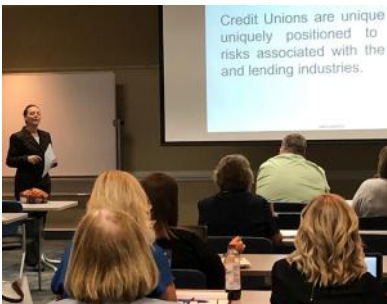


DAN SCHLINE
President and CEO

Opportunities At-A-Glance



Event	Timing	Audience Reach	Investment
CUXEL - Credit Union Emerging Leaders Network	Year round	50+ CU Attendees	\$3,500
Risk & BSA Conference	February 26 - 27	50+ CU Attendees	\$2,500
Senior Leadership Forum	October	25-30 CU Attendees	\$5,000/\$10,000
PREMIER EVENTS & PROGRAMS			
Annual Meeting *	June 8 - 10	200+ CU Attendees	\$500 - \$7,500
INSPIRE *	September 18 - 19	200+ CU Attendees	\$1,500 - \$10,000
LAUNCH *	February 12 - 13	200+ CU Attendees	\$1,295 - \$4,795
Leadership Development Institute *	Mar - Dec (Quarterly)	25-30 CU Attendees	\$2,000/\$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+



Annual Network Sponsorship:

Investment: \$3,500 (one year)

Available Slots: 1

- Opportunity to attend a networking dinner
- 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*

“

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

JACK WELCH

Sponsorship Opportunities



Risk & BSA Conference | February 26 - 27

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

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:**

Jessica Hendrix
VP of Business Operations
803.732.8411
jhendrix@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, 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 8 - 10, 2025

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.

Starting in 2025, we will be offering a series of new sponsorships for this event in addition to the return of some popular favorites. Further details and benefits will be provided soon.



Sponsorship Opportunities

Investment Range: \$500 - \$7,500***RETURNING* sponsorships to get excited about:**

- Summer Soiree sponsorship
- Breakfast sponsorship
- Convention candy station sponsorship
- Refreshment booth sponsorship
- Hotel room key card sponsorship
- Interactive exhibit booth opportunities
- Watering hole sponsorship
- Golf hole sponsorships with mini-games or giveaways

New sponsorship opportunities to be shared soon!



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Annual Meeting Highlights



**300+ on average
in attendance
per year**



**Nearly 60% of '24
survey respondents rate
this event as 'Excellent'**



**3,670+ unique visits
to event pages
in 2024**



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PREMIER LEAGUE EVENT

INSPIRE

SEPTEMBER 18 - 19, 2025

INSPIRE 2025, powered by the Carolinas Credit Union League, LSCU, and GWLN, offers incredible opportunities to align your brand with an event that empowers and connects women and their allies. This year, as the hosting league, we are excited to offer a variety of sponsorships designed to boost your visibility, engage with a dynamic audience, and support meaningful change. Explore the available options below!



Sponsorship Opportunities ***ALL NEW!***

Diamond Sponsor

Investment: \$10,000 | Available Slots: 1

Support the empowerment of women leaders and their allies as the exclusive Diamond Sponsor of INSPIRE. Align your brand with this transformative event and play a key role in driving meaningful change for the next generation of women in leadership.

- Prominently featured on all marketing materials (digital and printed),
- Opportunity to emcee event
- Complimentary registration for four (4) representatives
- Commercial played during break
- “Tina Talk” slot
- Recognition on website

Gold Sponsor

Investment: \$7,500 | Available Slots: 1

As the exclusive Gold Sponsor of the 2025 INSPIRE Conference, you'll receive a “Tina Talk” slot, registration for two, a commercial on INSPIRE TV, and prominent recognition on all signage and the website.

Dinner Sponsor

Investment: \$7,000 | Available Slots: 3

Stand out as a Dinner Sponsor with your brand highlighted across all marketing materials, verbal recognition during the event, and exclusive networking opportunities at dinner. Includes registration for two, a featured commercial on INSPIRE TV, and prime recognition on all sponsor signage.

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

Welcome Gift Sponsor

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

Leave a lasting impression as the “Swag Sponsor” with custom tags on attendee gifts, plus your brand showcased on sponsor signage. Includes registration for one and a featured commercial on INSPIRE TV.

Boutique Sponsor

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

Enhance the boutique experience with your brand proudly featured, offering attendees the chance to interact with your selected items. Includes registration for two, a commercial on INSPIRE TV, and recognition on all sponsor signage.

Reception Sponsor

Investment: \$5,000 | Available Slots: 3

Make a lasting impression as a Reception Sponsor, with your logos prominently displayed during the event and a special shout-out by the Emcee. Includes registration for two and elevated recognition throughout the reception.

Breakfast Sponsor

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

Energize the morning as a Breakfast Sponsor with your brand showcased on marketing materials, digital signage during breakfast, and across all sponsor signage, maximizing your reach.

Lunch Sponsor

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

Gain prime visibility as a Lunch Sponsor, with your brand highlighted on all materials, digital displays during lunch, and sponsor signage for maximum recognition.

Photo Booth Sponsor

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

Add a fun and memorable touch by sponsoring the photo booth, with your logo featured on all marketing materials and booth signage. You can also provide branded props for attendees to use in their photos.

Reception Contributor (CU-Exclusive Sponsorship)

Investment: \$1,500 | Available Slots: 15

Credit unions can make their mark by sponsoring the reception, with logos featured on cocktail napkins, centerpieces, and event signage, along with verbal recognition to highlight your support.



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PREMIER LEAGUE EVENT

LAUNCH

FEBRUARY 12 - 13, 2025

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

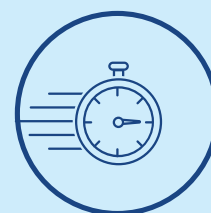


Sprint Sessions Sponsorship

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



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- A unique promo code to invite credit union professionals to attend for just \$50
- Up to six (6) complimentary booth staff registrations.

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. 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 \$400 cash. All tickets are dropped at your booth.
4. 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.
5. LAUNCH Lounge: Your logo on signage in prime location in the lounge, place some of your materials in the lounge, plus all other Ignition sponsor benefits.
6. Photo Booth: 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



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PREMIER LEAGUE EVENT

LAUNCH CONT'D



Specialty Sponsorship

Investment: \$2,995

Sponsorship options include:

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

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



League business partners receive a discount on sponsorship prices

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2024 RECAP

BY THE NUMBERS

219

CREDIT UNION ATTENDEES



FROM NC

53

CREDIT UNIONS REPRESENTED



FROM SC

51%

OF ATTENDEES WERE C-SUITE OR EXECUTIVE-LEVEL PROFESSIONALS

(I.E., CEO, COO, SVP, VP, SR., AVP, ETC.)



15%

OF ATTENDEES

FROM SMALL CREDIT UNIONS (< \$100M IN ASSETS)



17%

OF ATTENDEES

FROM MID-SIZE CREDIT UNIONS (\$100 - \$400M IN ASSETS)



63%

OF ATTENDEES

FROM LARGE CREDIT UNIONS (> \$400M IN ASSETS)

TOP 10 POINTS OF INTEREST

(BASED ON 'TOP SESSIONS' IN EVENT APP)

- ENGAGEMENT STRATEGY
- ARTIFICIAL INTELLIGENCE
- GROWTH STRATEGY
- TECH STRATEGY
- VENDOR MANAGEMENT
- BALANCE SHEET INSIGHT
- ECONOMIC INSIGHT
- FINANCIAL INCLUSION
- BRANCH STRATEGY
- INVESTMENT STRATEGY

58 POST-EVENT SURVEY RESPONSES WITH

86%

OF RESPONDENTS RATING LAUNCH AS



"EXCELLENT"

OR

"VERY GOOD"

PREMIER LEAGUE EVENT

LEADERSHIP DEVELOPMENT INSTITUTE (LDI)

MAR 19 – DEC 10, 2025 (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

Lunch & Reception Sponsorship:

Investment: \$6,000 | Available Slots: 2

Benefits include:

- Being a welcome reception and lunch sponsor for the duration of the year-long program
- Opportunity to attend a reception
- Verbal recognition at the event
- Logo prominently displayed on on-site materials and program webpage

Alumni Session Sponsorship:

Investment: \$2,000 | Available Slots: 1

Benefits include:

- Provide speaker for 90-minute alumni session
- Opportunity to attend a reception
- Verbal recognition at the event
- Logo prominently displayed on on-site materials and program webpage

LDI Highlights



146 graduates since the program's first cohort in 2016



98% of '23 survey respondents rate LDI as "Excellent/Very Good"



880+ unique visits to 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.

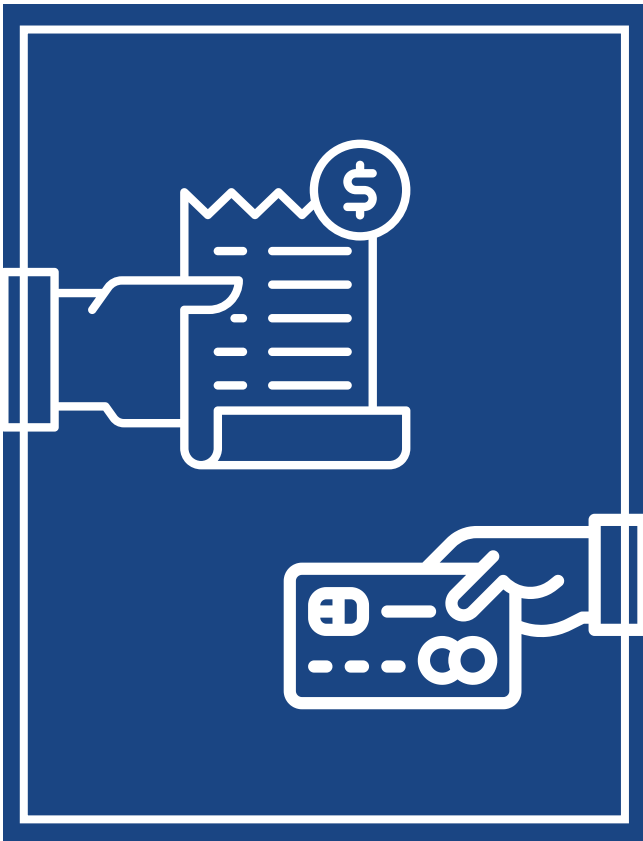
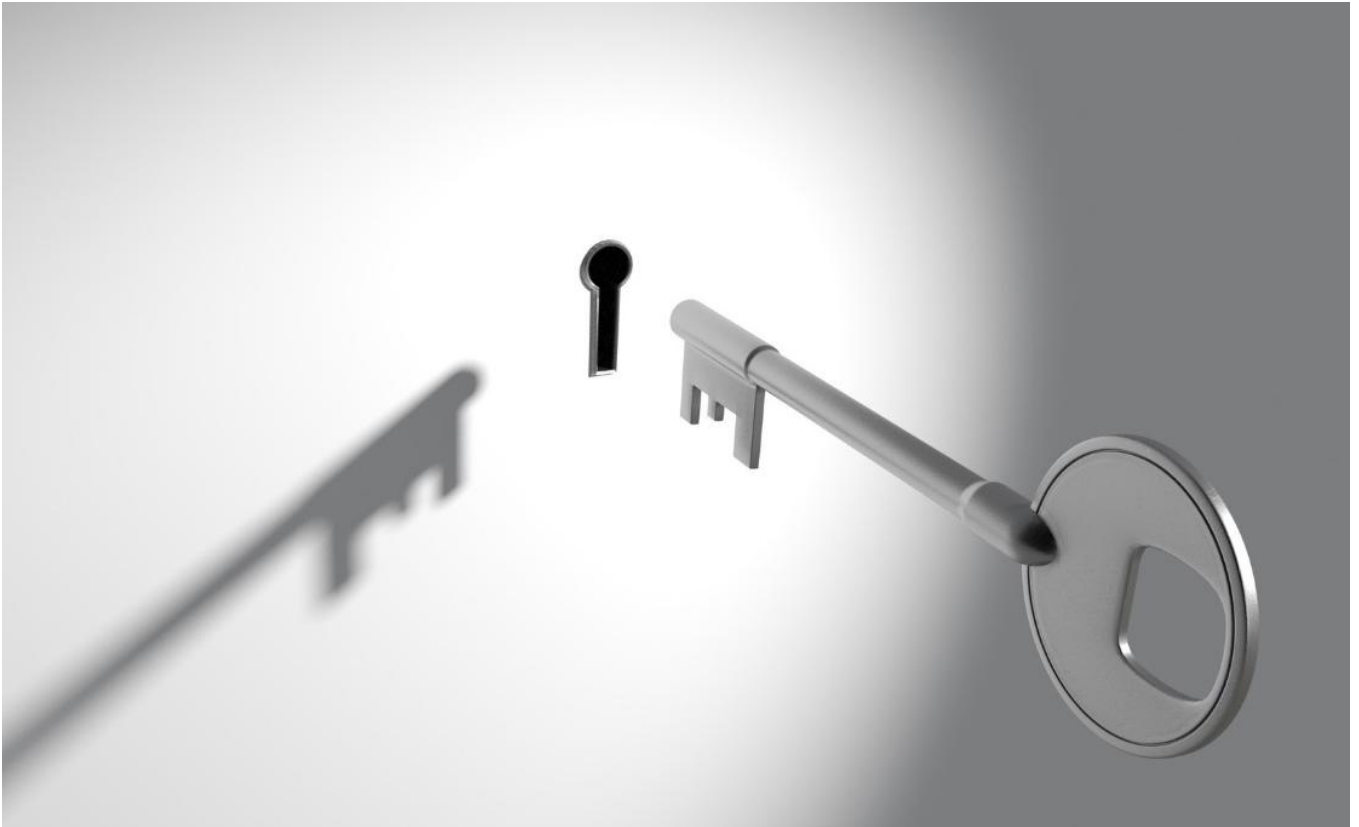
BRITTANY G., ELTROPY



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 Jessica Hendrix at 803.732.8411 or jhendrix@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, infectious disease outbreak, or civil disorder.

Logos

Approved sponsors are required to send logos in .eps or .png format to the CCUL PR & Communications Department at commpr@carolinasleague.org.

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VP of Business Operations
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Get in touch.



800.822.8859, ext 411



jhendrix@carolinasleague.org



carolinasleague.org/explore



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