



2015-16 – Sponsorship Levels

Sponsorship funds will be collected and managed by BANK-On SAVE-Up St. Louis' fiscal agent, Justine PETERSEN. Funds will be used for printing and placement of marketing materials, advertising, a direct mail campaign, event sponsorships and public relations through December 2018.

Silver Sponsorship Package:

- Your Institution may use a linked logo for the On the BANK-On SAVE-Up St. Louis website. This linked logo will appear in the section of participating financial institutions.
- Brochures, program flyers and referral forms for distribution.
- BANK-On SAVE-Up St. Louis window clings and exterior flag for each participating branch.
- Inclusion of your Institution in BANK-On SAVE-Up St. Louis printed marketing materials, including brochures and referral forms.
- Opportunity to participate in Task Force sponsored events and promotions where BANK-On SAVE-Up St. Louis has a booth or presence.
- Opportunity to use BANK-On SAVE-Up St. Louis logo in your print ads and other marketing materials.
- Bank listed in the St. Louis American Newspaper Community Wall Calendar (December 2015 & 2016) – 70,650 insertion/distribution.
- Bank listed in bi-annual Infinite Scholars Sponsors Newsletter (94,000 distribution).

Gold Sponsorship Extras

- Includes all silver sponsorship level promotions and;
- A “Gold Sponsored” Community Outreach Event in targeted unbanked neighborhoods featuring your bank signage on event banners, radio outreach.
- Web banner on partner websites – St. Louis American and Radio One

Platinum Sponsorship Extras

- Mention in all press releases and radio spots about the BANK-On SAVE-Up St. Louis initiative.
- An opportunity to be interviewed for various radio and/or newspaper features.
- One BANK-On SAVE-Up St. Louis outreach event at your institution to drive new sign-ups.

| Branches | Silver | Gold | Platinum |
|----------|---|----------|----------|
| <10 | \$2,500 | \$3,500 | \$5,000 |
| 10-19 | \$5,000 | \$7,000 | \$10,000 |
| 20-29 | \$7,500 | \$10,500 | \$15,000 |
| 30 + | <i>Requires an additional \$250 per branch to cover additional marketing materials.</i> | | |