



# Take a step in the right direction...

...by becoming an Associate Member of the Colorado Bankers Association.

The mission of the Colorado Bankers Association is to improve the high quality of the Colorado banking industry and to enhance its ability to compete effectively and profitably. That's where you come in. As an Associate Member, CBA can help you in marketing your products and services to the banks of Colorado to help them in fulfilling this mission.

## About CBA

The Colorado Bankers Association represents the wide spectrum of Colorado banks, ranging literally from the smallest to the largest banks. CBA provides government relations, community relations, banker education and information,



- |                  |   |              |
|------------------|---|--------------|
| Benefits to you  | = | Web          |
| = Access         | = | Networking   |
| = Advertising    | = | Publicity    |
| = Credibility    | = | Sponsorship  |
| = Correspondence | = | Opportunity! |

CBA is committed to providing focus, leadership, innovation, excellence and value to Colorado banks.

We want you to be a part of that success!



## Access

CBA provides you direct access to decision makers in the banking industry on our websites, bi-monthly magazine, annual legislative luncheon, annual convention, meetings throughout the year, and most importantly by personal reference.

## Advertising



CBA will highlight you in our bi-monthly magazine, via advertising space and articles. You can submit informational articles free of charge to keep our bankers up to date on what is going on and new products and services within the industry. The magazine has distribution across the state of Colorado—to member as well as non-member banks—it crosses approximately 1700 desks with every issue.

## Credibility

Our association has been a part of Colorado's banking community for over 100 years. We can't sell your product or service to our bankers, but we can help open doors.

## Correspondence

Once you become an Associate Member of CBA, we will send out an introduction letter to our members (drafted by you on our letterhead). We can do up to two additional mailings a year from our office when a marketing opportunity arises. It is CBA's business to know who's who in Colorado banking—we will give you access to our database to outreach to banking contacts across the state.

## Web

Your company and contact information will be listed on our website on our Associate Member list and online directory of products and services—both with a direct link to your website. You will also have access to the member section of our website ([www.coloradobankers.org](http://www.coloradobankers.org)).

## Networking

You will be invited to participate in all of CBA's events and programs at the member rate. These events are the optimal opportunity to build personal relationships with our bankers.

## Co-branding

You will have the right to use CBA's logo on literature (per CBA's review of materials).

## Sponsorships

You will be given the right of first refusal to participate as a sponsor at CBA's major conferences and meetings.



Become an Associate Member today and let CBA assist you in taking steps in building relationships with the banks of Colorado.

**Membership rates are \$840 a year**

Joining is easy—just fill out the form below and fax it to 303.825.1585.

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_

**Mailing address (if different):** \_\_\_\_\_

\_\_\_\_\_

**Accounting address (if different):** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Contact email address:** \_\_\_\_\_

**Web page address:** \_\_\_\_\_

**Nature of business or product:** \_\_\_\_\_

**Please give a brief description of your company, as well as contact information to be included in our online directory (attach extra page if necessary):**

Yes, we want to join CBA in providing valuable products and services to the banks of Colorado! Bill my company for associate membership.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

