



**VISIONARY**  
A CU\*SOUTH CONFERENCE

# Sponsorship Guide

Deadline: March 1, 2025

Rosen Shingle Creek  
Orlando, Florida

# You're invited to a sponsorship experience like no other.

Ready to connect with decision makers and business leaders in a welcoming, dynamic format? Then join us for CU\*SOUTH's Visionary 2025. As a valued sponsor, you can share your products and services and build relationships through one-on-one interactions. And unlike other conferences, Visionary 2025 gives you complete access to all conference activities, providing maximum exposure to existing and prospective customers.

**Location:**  
Rosen Shingle Creek  
Orlando, FL  
May 19 - 21, 2025

## Top Reasons to Sponsor

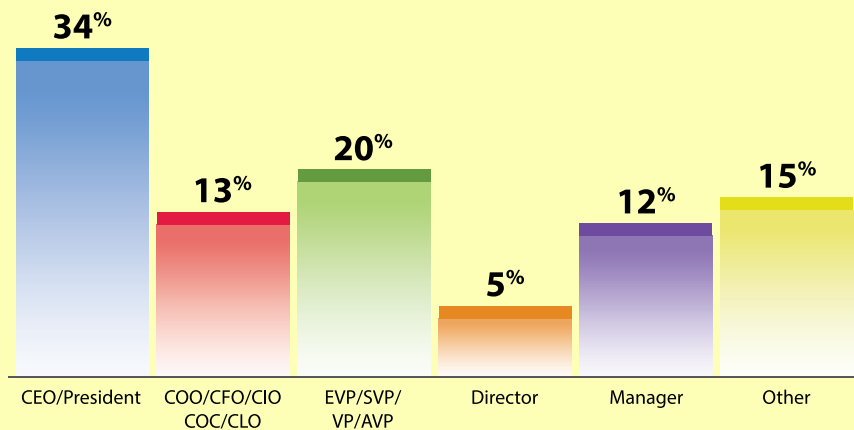
**Build Relationships:** Visionary 2025 gives you more exposure to existing and prospective customers than ever. As a trusted partner, you have products and services that can add value to our customers' businesses. That's why we give you access to all conference activities so you can build relationships throughout the event.

**Great Exposure:** Participating in conference meals, activities and dedicated expo hall time gives you multiple opportunities per day to connect with existing and prospective customers.

**Gain Access to Decision Makers:** At Visionary 2025, you'll have access to decision makers at the executive and VP levels, as well as key influencers at the director, manager and administrator levels.

## Who Attends?

A remarkable **67% of our conference attendees are CEOs/Presidents or members of the C-suite team**, representing the upper echelons of their respective organizations. These leaders are the decision-makers, shaping the direction of their credit unions and driving innovation in the industry.



Become a Sponsor or Exhibitor

Register online today at [visionaryconference.com/sponsor](http://visionaryconference.com/sponsor).

# Sponsorship opportunities for any level of participation.

## Build Relationships:

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## Great Exposure:

Participating in conference meals, activities and dedicated expo hall time gives you multiple opportunities per day to connect with existing and prospective customers.



# SOLD!

## Diamond: Conference-wide Sponsor

**\$15,000**

Step into the spotlight as a key partner of Visionary 2025 with our exclusive Diamond Sponsorship Package. This package offers unparalleled exposure and engagement opportunities that will elevate your brand to new heights during the conference. Be at the forefront of the event, gain recognition and showcase your company throughout the conference.

### Sponsorship includes:

1. Conference sponsor
2. Introduction from general session stage and a 30 sec. company video to be played during general session (client supplied)
3. 150-word company description and logo on Visionary website
4. Premium signage and recognition throughout the conference
5. Inclusion in two email communications and two social media posts
6. Premium conference exhibit hall space
7. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



# Sponsorship opportunities for any level of participation.



**SOLD!**

## Welcome Reception: Monday

**\$10,000**

We invite you to take center stage and make a lasting impression at the upcoming Visionary 2025! The Welcome Reception is the first official gathering of the conference, drawing the attention of all attendees. This is your chance to shine, connect with industry leaders, and set the tone for an incredible conference experience.

### Sponsorship includes:

1. Introduction and brief remarks at reception
2. Opportunity to provide company-branded giveaway items to attendees at Welcome Reception
3. 100-word company description and logo on Visionary website
4. Signage during Welcome Party event with welcome remarks
5. Inclusion in all event signage
6. Conference exhibit hall space
7. Inclusion in 2 email communications and 2 social media posts
8. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



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## SOLD!

### High Stakes & Lucky Breaks: Dinner & Casino Night Extravaganza

\$10,000

Take center stage by sponsoring our Dinner & Casino Night Extravaganza, the premier networking event of the conference. As a sponsor, your brand will be prominently featured as attendees enjoy thrilling games, a delicious dinner, and an evening of fun.

This is your chance to connect with a captive audience in a relaxed atmosphere, with branding on gaming tables, dinner signage, and event materials. Don't miss this opportunity to align your brand with an unforgettable experience that will leave a lasting impression on all who attend!

#### Sponsorship includes:

1. Introduction and brief remarks at dinner
2. Opportunity to provide company-branded item(s) during casino night event
3. 100-word company description and logo on Visionary website
4. Premier signage and inclusion in all event signage
5. Inclusion in 2 email communications and 2 social media posts
6. Conference exhibit hall space
7. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



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## Networking Lounge

**\$9,500**

Elevate your brand and create lasting connections with our exclusive Networking Lounge Sponsorship. This premium opportunity places your company at the heart of the conference, offering unmatched visibility and engagement with industry leaders. As the hub of interaction and collaboration, the Networking Lounge will position your brand as a key player, ensuring that every conversation starts and ends with your name.

### Sponsorship includes:

1. Dedicated space in exhibit hall for networking with furniture
2. Device Charging Stations (optional, additional charge)
3. Custom Signage for the Networking Lounge
4. Ability to provide Branded Giveaways in the lounge
5. Food & Beverage (self-provided; non-competitive with CUSTH events)
6. 75-word company description and logo on Visionary website
7. Inclusion in all event signage
8. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



## Booth & Breakout Bundle

**\$9,500**

Join us in making a significant impact at Visionary 2025 with a bundled sponsorship that combines the best of both worlds – an exhibit booth and a breakout session. Elevate your presence and influence – reserve your bundle now!

### Sponsorship includes:

1. Discounted rate for a Breakout & Booth Bundle
2. Lead a :45-minute breakout session & receive conference exhibit space
3. 75-word company description and logo on Visionary website
4. Inclusion in all event signage
5. All booths must be supplied by the exhibitor
6. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



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## Exhibit Booth Only – 10 x 10 \$5,500

Our Exhibit Hall experience is one of the most highly anticipated aspects of Visionary 2025. If you'd like to reserve booth space only for this year's conference, then we look forward to having you join us in Orlando.

### Sponsorship includes:

1. 10 x 10 booth space
2. All meals, sessions and receptions
3. 50-word company description and logo on Visionary website
4. Inclusion in all event signage
5. All booths must be supplied by the exhibitor
6. All power, AV needs are to be paid for by the exhibitor
7. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



# SOLD!

## Host a Breakout Session \$5,500

As a Breakout Sponsor, you'll have the exclusive opportunity to host a 45-minute session dedicated to showcasing your company's products or services. This session, prominently featured in the event agenda, allows you to connect directly with a targeted audience, demonstrate your expertise, and engage in meaningful interactions.

### Sponsorship includes:

1. 45-minute session with presentation on a topic of your choice
2. Presentation materials must be approved by CU\*SOUTH
3. 50-word company description and logo on Visionary website
4. Inclusion in all event signage
5. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)

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**SOLD!**

## Room Keys

**\$5,500**

Unlock the secret to a great partnership. Take advantage of this sponsorship opportunity and you'll be the last thing attendees notice after a fun-filled day of learning and networking.

### Sponsorship includes:

1. Conference exhibit hall space
2. Company logo printed on room keys and given to conference attendees
3. Inclusion in all event signage
4. 50-word company description and logo on Visionary website
5. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



## Keynote Speaker Sponsorship: General Session Day 1

**\$5,000**

Our general session speakers always deliver insight on innovation and service. And those are two things every brand loves to be associated with. Capitalize on this sponsorship and put your company in a league of its own.

### Sponsorship includes:

1. Company logo and :30 company video (supplied by client) displayed in General Session
2. Inclusion in all event signage
3. 50-word company description and logo on Visionary website
4. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



# Sponsorship opportunities for any level of participation.



## Keynote Speaker Sponsorship: General Session Day 2

\$5,000

Our general session speakers always deliver insight on innovation and service. And those are two things every brand loves to be associated with. Capitalize on this sponsorship and put your company in a league of its own.

### Sponsorship includes:

1. Company logo and video (supplied by client) displayed in General Session
2. Inclusion in all event signage
3. 50-word company description and logo on Visionary website
4. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



## Breakfast Sponsor: Day 1

\$4,500

They say breakfast is the most important meal of the day, and at Visionary 2025, we couldn't agree more! As a Breakfast Sponsor, you have the unique opportunity to kickstart the day for our esteemed attendees in the best way possible. Join us in making the mornings at the conference memorable, engaging, and energizing.

### Sponsorship includes:

1. Signage on each table; ability to provide collateral at every seat & inclusion in all event signage
2. 50-word company description and logo on Visionary website
3. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)

# Sponsorship opportunities for any level of participation.



**SOLD!**

## Lunch Sponsor: Day 1

**\$4,500**

While Visionary 2025 has so many wonderful opportunities to choose from, nothing sets the table for excellent brand visibility like our lunch sponsorship. This option allows you to showcase your company during our midday meal, which provides excellent food and networking capabilities to all attendees.

### Sponsorship includes:

1. Signage on each table; ability to provide collateral at every seat & inclusion in all event signage
2. 50-word company description and logo on Visionary website
3. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



## Breakfast Sponsor: Day 2

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## Conference Notebooks

\$2,500 **SOLD!**

Keep your brand top of mind as conference participants jot down insights, with the Notebook Sponsorship! Your sponsorship features your logo, ensuring a lasting and practical connection with your company.

### Sponsorship includes:

1. Your company branded notebook will be given to all attendees
2. Inclusion in all event signage
3. 50-word company description and logo on Visionary website
4. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



## Conference Lanyards

\$2,500 **SOLD!**

Sometimes it's fun—and beneficial—to just hang around. With our conference lanyards sponsorship, you'll be attached to every attendee's name tag and travel with them everywhere they go throughout the conference.

### Sponsorship includes:

1. Your company branded lanyard will be given to all attendees
2. Inclusion in all event signage
3. 50-word company description and logo on Visionary website
4. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



# Sponsorship opportunities for any level of participation.



**SOLD!**

## Morning Break Sponsor: Day 1

**\$2,500**

A well-timed morning break is essential to keep attendees engaged and focused. Your Visionary 2025 sponsorship will ensure that they have the sustenance and motivation needed to make the most of their conference experience.

### Sponsorship includes:

1. Signage & recognition during break, & inclusion in all event signage
2. 50-word company description and logo on Visionary website
3. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



**SOLD!**

## Morning Break Sponsor: Day 2

**\$2,500**

A well-timed morning break is essential to keep attendees engaged and focused. Your Visionary 2025 sponsorship will ensure that they have the sustenance and motivation needed to make the most of their conference experience.

### Sponsorship includes:

1. Signage & recognition during break & inclusion in all event signage
2. 50-word company description and logo on Visionary website
3. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



**SOLD!**

## Afternoon Break Sponsor : Day 1

**\$2,500**

Revitalize and recharge our conference attendees during the most crucial time of the day at Visionary 2025 by providing a welcome boost of energy, networking, and refreshment that will set the tone for an afternoon of learning and collaboration.

### Sponsorship includes:

1. Signage & recognition during break, & inclusion in all event signage
2. 50-word company description and logo on Visionary website
3. All meals, sessions and receptions for up to three company attendees (additional attendees will be invoiced \$149/attendee)



**Made *by credit unions for credit unions.***  
That's the CU\*SOUTH difference.