



CAROLINAS
CREDIT UNION LEAGUE

**SPONSORSHIP
OPPORTUNITIES
2027**

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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 24,511+ active users per year



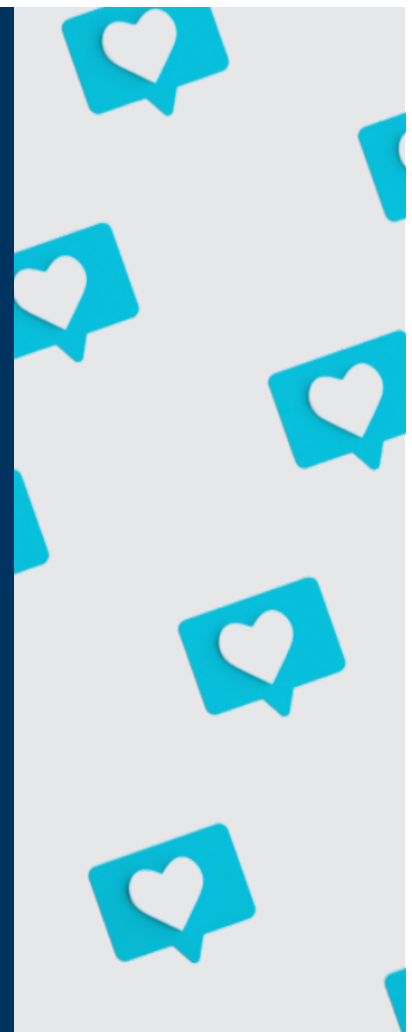
2,000+ subscribers to *In the Loop* weekly newsletter



Over 7,982 total social media followers across Facebook, LinkedIn, Twitter, and YouTube



1,272+ 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 94 member credit unions that serve more than seven 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 credit unions
- 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
Hike the Hill	TBA	200+ CU Attendees	\$5,000
HR & Organizational Dev. Summit	August	40+ CU Attendees	\$3,000
Pulse Live *	November 4	40+ CU Attendees	\$1,000 - \$2,000
Risk & BSA Conference	February 24 - 25	50+ CU Attendees	\$3,000
Senior Leadership Forum	October	25-30 CU Attendees	\$5,000
PREMIER EVENTS & PROGRAMS			
Annual Meeting *	June 6 - 8	250+ CU Attendees	\$750 - \$10,000
INSPIRE *	October	200+ CU Attendees	To Be Announced
LAUNCH *	February 9 - 10	200+ CU Attendees	\$1,595 - \$4,995
Leadership Development Institute	Mar - Dec (Quarterly)	40-50 CU Attendees	\$7,000

* Multiple sponsorship opportunities listed

Sponsorship Opportunities



CUXEL - Credit Union Emerging Leaders Network | Year round

Invest in the next generation of credit union leaders. CUXEL is a League network created by and for emerging professionals age 40 and under, providing opportunities to connect with peers, grow as leaders, and build impactful relationships. As a CUXEL Supporter, your organization can engage with these professionals and gain visibility throughout the year. *

Audience Reach: 50+



Supporter Sponsorship:

Investment: \$4,000 (one year)

Available Slots: 1 Remaining

- Opportunity to present at one of CUXEL's well-attended events (subject to approval)
- 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



Hike the Hill | TBA

An exclusive opportunity to connect your brand with credit union leaders and advocates as the Carolinas delegation comes together for the Hike the Hill Dinner.

Audience Reach: 30+



Dinner Sponsorship:

Investment: \$5,000

Available Slots: 1

- Exclusively sponsor the League's Hike the Hill Dinner
- Includes onsite collateral and verbal recognition
- Opportunity to send one to two reps to attend the dinner.



“

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

MARGARET MEAD

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

Sponsorship Opportunities

HR & Organizational Development Summit | August

Put your expertise in front of the professionals shaping credit union culture, talent and organizational performance.

Audience Reach: 40+



Spotlight Sponsorship:

Investment: \$3,000

Available Slots: 2

- Exclusively sponsor and attend day one or day two of the event
- Prominent onsite and digital brand recognition as well as verbal recognition
- Opportunity to present an HROD-related session (approval required).



Pulse Live | November 4

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.

Audience Reach: 40+



Showcase Sponsorship:

Investment: \$2,000

Available Slots: 2

- Present a 10-minute virtual session featuring an approved solution, insight or industry topic relevant 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 attendees with sponsored digital lunch benefits during this built-in networking moment

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

Sponsorship Opportunities



Risk & BSA Conference | February 24 - 25

Connect with credit union professionals responsible for risk, compliance, BSA/AML and regulatory oversight. This sponsorship provides visibility alongside insights on examination trends, regulatory requirements and risk management strategies from experts.

Audience Reach: 50+



Conference Sponsorship:

Investment: \$3,000

Available Slots: 1

- Prominent recognition on the conference webpage, CCUL website and event materials
- Day-of recognition during the program, including verbal recognition and prominent onsite signage
- Attendee engagement through the opportunity to provide approved promotional materials, plus one conference registration



Senior Leadership Forum | October

An exclusive, two-day networking and learning opportunity associating your brand with senior leaders shaping tomorrow's strategies and decisions at the Carolinas' largest credit unions.

Audience Reach: 25-30+



Day 1 Sponsorship:

Investment: \$5,000

Available Slots: 1

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

Day 2 Sponsorship:

Investment: \$5,000

Available Slots: 1

- Entry to attend day two
- Sole breakfast sponsor for the day
- Verbal recognition at event
- Opportunity to address attendees
- Onsite 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:**

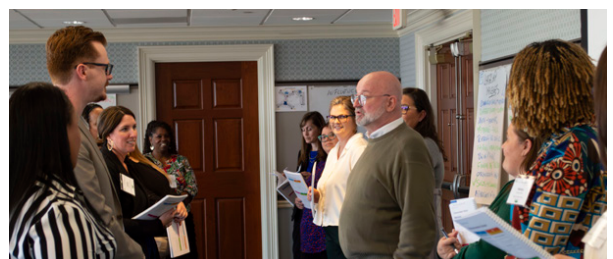
CCUL Development
development@carolinasleague.org



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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.



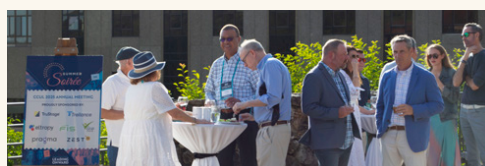
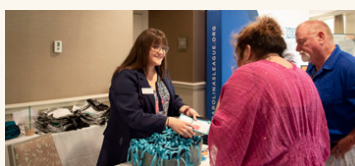
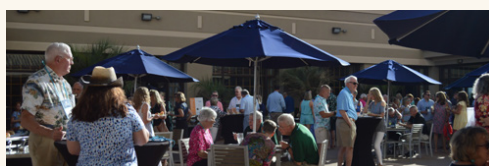
PREMIER LEAGUE EVENT

ANNUAL MEETING

JUNE 6 - 8, 2027

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 2027 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.*



Exhibit Hall

Meal Sponsorship**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 as the Grand Prize Sponsor for our Exhibitor Showcase raffle, with recognition in event promotions leading up to one of the conference's most anticipated closing moments.



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

Refreshment Booth Sponsorship

Investment: \$2,000 | Available Slots: 3

Keep attendees refreshed and your brand top of mind. This popular sponsorship puts your organization in a high-traffic spot with conference-themed refreshments, plus prime placement near your exhibit hall booth (Premier or Standard Booth purchase req). Logo included on conference materials, applicable signage, and approved refreshment-service materials.



Experience

NEW! Entertainment Sponsorship

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

Be the exclusive sponsor of event entertainment or activities and put your brand at the center of the attendee experience. Benefits include verbal recognition, an opportunity to address the crowd, event signage, logo placement on cocktail napkins and the option to provide a closing gift ahead of the grand prize.

Keynote Sponsorship

Investment: \$3,500 | Available Slots: 2

Put your brand in the spotlight as a keynote sponsor with recognition before the keynote, plus visibility through event slides, signage, digital communications, and conference materials.

NEW! Break Sponsorship

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

Refresh and energize attendees with a themed break sponsorship that puts your organization at the center of a high-traffic networking opportunity between sessions.

Credit Union Roundtable Sponsorship

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

Enjoy exclusive visibility as the sole sponsor of the Credit Union Roundtable or the Board of Directors Workshop. 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

Recharge Lounge Sponsorship

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

Showcase your brand at the heart of attendee interaction as the sponsor of the Recharge Lounge. This high-traffic area draws attendees between sessions, ensuring consistent visibility. As part of the experience, attendees receive a "Conference Survival Kit" filled with practical essentials. Logo included on conference materials and applicable signage.

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

PREMIER LEAGUE EVENT

ANNUAL MEETING CONT'D

Hotel Room Key Card Sponsorship**SOLD OUT****Investment: \$5,000 | 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 keepsake hotel key. Sponsorship also includes two (2) complimentary tickets to the Summer Soiree.

Wi-Fi Sponsorship**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**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. This high-visibility branding travels with attendees throughout the event.

NEW! Registration Sponsorship**Investment: \$1,500 | Available Slots: 3+**

Put your brand in attendees' hands with a special swag bag giveaway, with random drawings held throughout registration hours each day.

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

Add a little fun to the attendee experience with a candy station near registration. Your logo will be prominently featured as attendees help themselves to sweet takeaways, and your representatives can engage with them during designated hours.

New! Tote Bag Swag Sponsorship**Investment: \$750 | Available Slots: 4**

Make a memorable first impression by contributing a branded swag item or snack to the welcome tote bag, giving attendees something to enjoy from the moment they arrive.



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



Annual Meeting Highlights



360+ on average
in attendance
per year



97% of '26 survey
respondents rate this event
as 'Excellent'
or 'Good'



6,360+ views of the
event pages
in 2026



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

PREMIER LEAGUE EVENT

ANNUAL MEETING CONT'D



Golf

Eagle Sponsorship

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

Make a major impact on and off the course as an Eagle Sponsor. Includes two golf registrations, prominent tournament signage, website and rules-sheet recognition, the opportunity to announce tournament winners and the option to provide a premium branded golf gift, such as a tumbler, hat or towel, for participant bags.

Birdie Sponsorship

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

Keep your brand visible throughout the tournament as a Birdie Sponsor. Includes two golf registrations, tournament and hole signage, and website and rules-sheet recognition.

Refresh & Play Sponsorship

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, providing water, snacks, and approved branded items. On-course time to engage directly with golfers, plus recognition on hole signage and in tournament materials equals solid visibility during this popular activity.

Beverage Cart Sponsorship

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

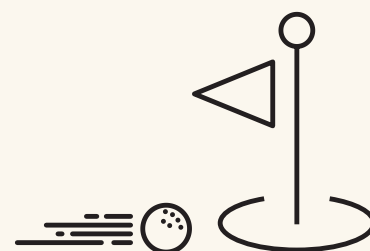
SOLD OUT

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 chance to designate a rep. to accompany the cart (subject to tournament guidelines), and two (2) golf registrations. (Sponsor also responsible for cart purchases.)

Par Sponsorship

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 2027

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 2027, 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.

[VIEW SPONSORSHIP KIT](#)

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



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 9 - 10, 2027

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: \$4,995

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: \$3,995

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. Parking: A 3' x 4' sign with your logo and sponsorship credit will be placed near the exhibit hall and credit for parking vouchers given.
7. Professional Headshots Station: Your logo on signage in prime location next to the booth, plus all other Ignition sponsor benefits.
8. 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.
9. 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.
10. 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.
11. 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: \$3,495 - \$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: \$1,595**

Benefits include:

- Two tickets to attend the conference with access to breakout sessions, trade show floor, breakfast, and lunch.
- Multiple 3' x 4' signs with your logo and sponsorship recognition placed around the coffee and dessert displays



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LAUNCH
POWERED BY THE CAROLINAS CREDIT UNION LEAGUE

2026 RECAP

BY THE NUMBERS

225

REGISTERED
ATTENDEES

43

CREDIT UNIONS
REPRESENTED

55%

OF ATTENDEES WERE C-SUITE
OR EXECUTIVE-LEVEL
PROFESSIONALS

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



50%

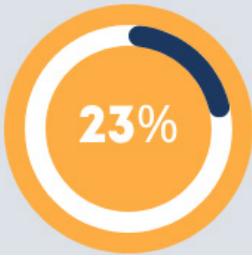
FROM NC

46%

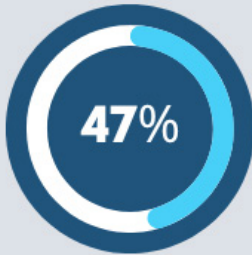
FROM SC



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



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



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

TOP 10 POINTS OF INTEREST

(BASED ON IN-APP TOP RATED SESSIONS)

- PEER NETWORKING
- CYBERSECURITY
- FRAUD PREVENTION
- BRANCH DEVELOPMENT
- GROWTH OPTIMIZATION
- AI & DATA SECURITY
- STRATEGIC THINKING
- FUTURE TRENDS
- SELF-LEADERSHIP
- AI & MEMBER XP

59 POST-EVENT
SURVEY RESPONSES WITH

91%

OF RESPONDENTS RATING LAUNCH AS



"EXCELLENT"

OR

"VERY GOOD"

PREMIER LEAGUE EVENT

LEADERSHIP DEVELOPMENT INSTITUTE (LDI)

MAR 24 — DEC 16, 2027 (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: \$7,000 | 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 program materials and onsite signage
- **Verbal recognition** at each sponsored event
- **Opportunity to attend** receptions to connect with program participants and other professionals

LDI Highlights



250+ graduates since the program's first cohort in 2016



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



1,012+ 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.

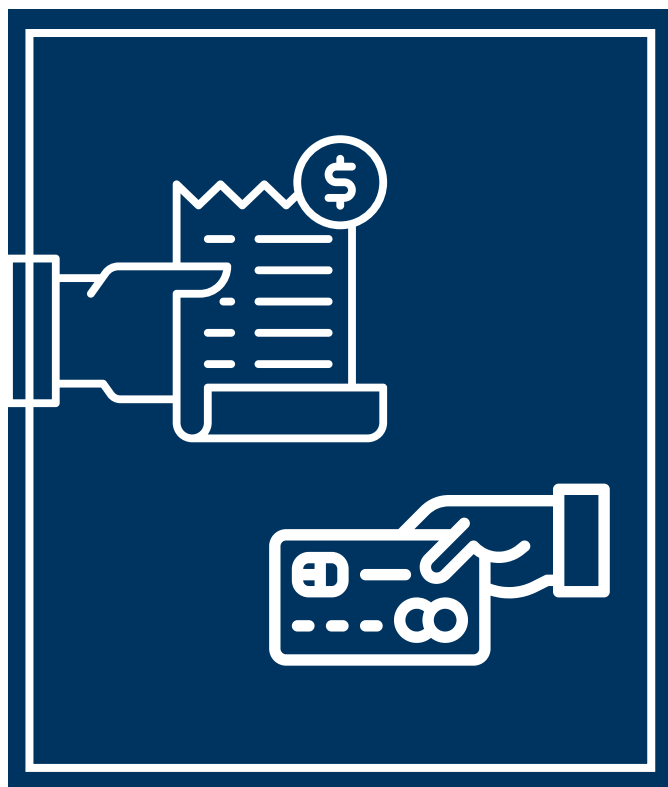
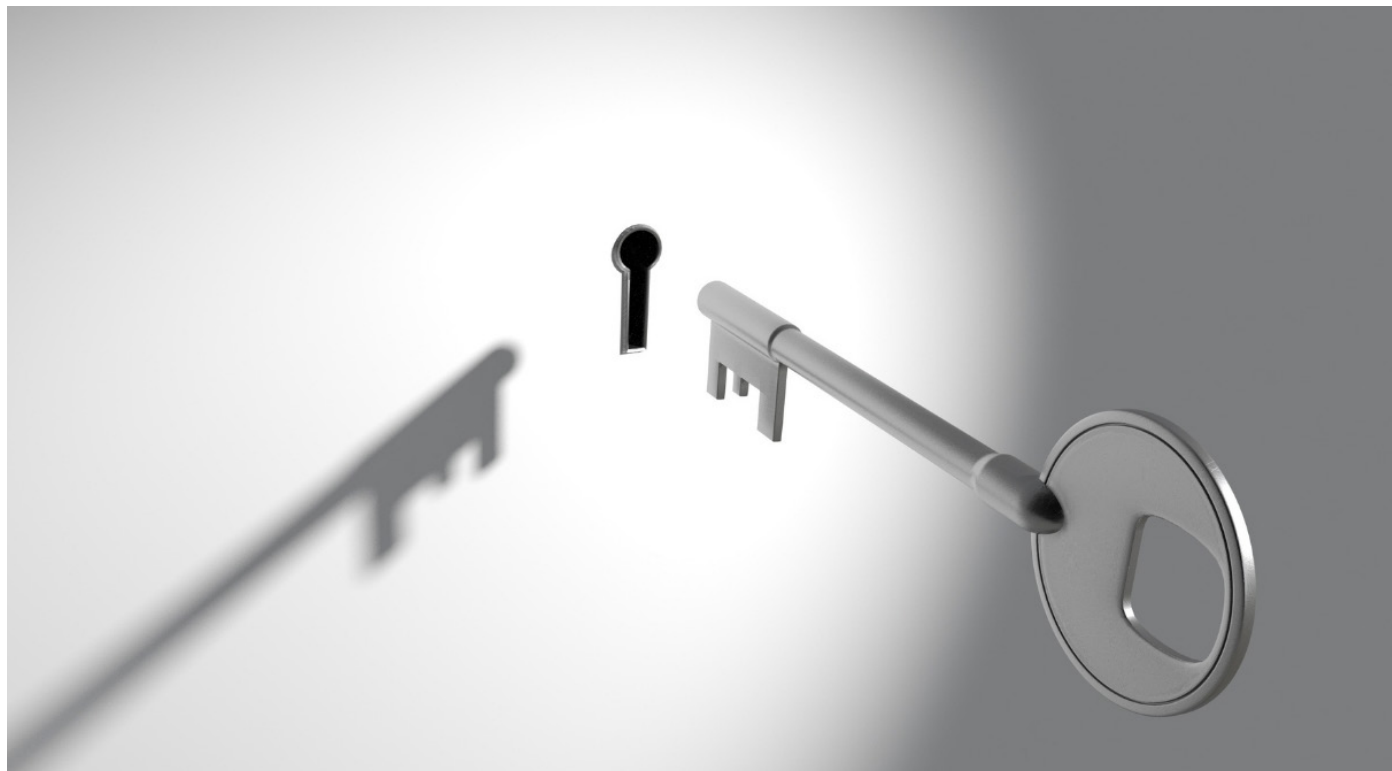
BRITTANY G., ELTROPY

“

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.

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.

Disclaimer

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CCUL Development
development@carolinasleague.org

Get in touch.



800.822.8859



development@carolinasleague.org



carolinasleague.org/explore

