

THE FMS

PARTNER PROGRAM

Soar Your Business to New Heights



Unparalleled
Metrics



Reach Your
Target Market



Customizable
Packages

COMPANY INTRO

The Financial Managers Society (FMS) is a non-profit association that has been committed to providing first-class education, networking, and resources to finance professionals in the financial industry for over 75 years. With members from commercial banks, credit unions, thrifts and investment banks – FMS proudly leads more than 1,500 executives and professionals in accounting, finance, sales, marketing and operations with asset sizes from under 100 million to over 10 billion.

Today, FMS is dedicated to leading the way in resources for financial professionals providing access to over 50 educational events each year and year-round networking and professional development.

We proudly invite you to join the FMS Partner Program and provide valuable guidance, insight and industry expertise to the FMS community. As a Partner, your company has premiere access to brand recognition opportunities and the ability to showcase your company's greatest assets. With opportunities within social media, FMS website ads with interactive links and FMS e-marketing campaigns, joining the FMS Partner Program gives your company additional brand exposure directly to finance professionals.

FMS is honored to be a leader in the education and professional development of financial Industry professionals, and we appreciate your continued support and look forward to a successful and equitable 2024.



Ferdinand Viaud

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President and CEO
Ascendia Bank
Chairman, Board of Directors
Financial Managers Society



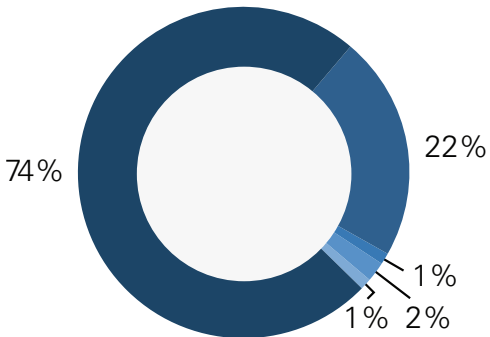
Alana Vartanian

Alana Vartanian, CMP

President and Chief Executive Officer
Financial Managers Society

WHO YOU'LL REACH

With so many advancements over the last decade, FMS is proud to have expanded our network. The opportunity to share industry expertise and insights, with one of the most diverse networks of finance and accounting professionals in the bank and credit union industry has never been stronger or accessible!

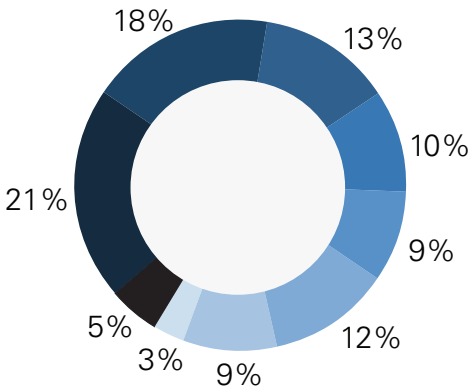
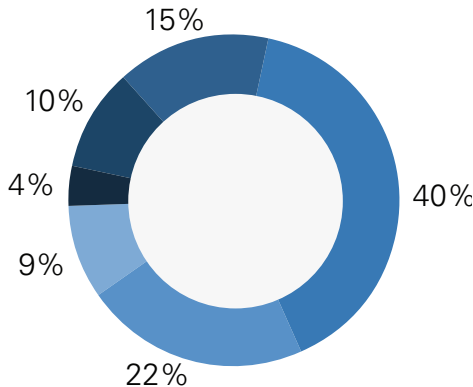


FMS MEMBERS BY INSTITUTION TYPE

Commercial Banks	74%
Credit Unions	22%
Other	1%
Holding Agency	2%
Government Agency	1%

FMS MEMBERS BY ASSET SIZE

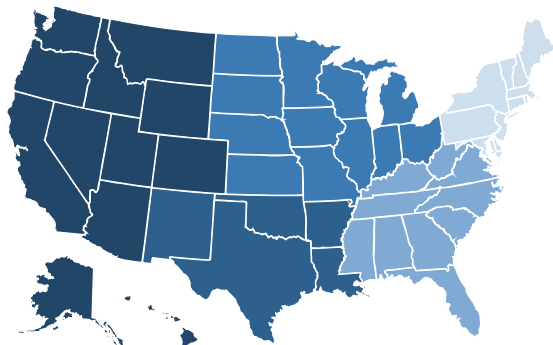
Less than \$249M	4%
\$250M - \$499M	10%
\$500M - \$999M	15%
\$1B - \$4.99B	40%
\$5B or Greater	22%
Other	9%



FMS MEMBERS BY JOB FUNCTION

CFOs	21%
Accounting/Finance Executives	18%
Controllers	13%
Other	10%
Marketing/Operation/Sales	9%
Internal Audit/Risk Manager	12%
Financial Analyst	9%
CEOs	3%
Treasurer/Investment Officer	5%

FMS MEMBERS BY REGION



Northeast	40%
Midwest	24%
Southeast	11%
Southwest	17%
West	8%

OPPORTUNITIES

Connecting and collaborating with our partners has never been easier through the FMS Partner Program. As an FMS Partner, you have exclusive access to year-round opportunities designed to position your company in front of your most important audience - accounting and finance professionals in the banking and credit union industry.

To fully discuss your company's goals and develop a customized package, contact Alana Vartanian at avartanian@FMSinc.org or (312) 630-3423.

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INTERACTIVE THOUGHT LEADERSHIP

In these ever-changing, technologically-enhanced times, it's more important than ever to not just craft concise messages for your audience, but also deliver your message in a way that resonates across multiple mediums.

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SPEAKING OPPORTUNITIES

It has never been as important to share industry expertise and insights as it is now. With adjustments due to the Global Pandemic made in early 2020, FMS has established a trusted method with the FMS community to provide 1-hour webinars each week or virtual education (our extended education offering) each month.

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ADVERTISING OPPORTUNITIES

With prime FMS website advertising, banner ads in FMS email campaigns and FMS database e-marketing will lend credibility to your brand through your association with these great thought leadership pieces.



PROGRAM AT A GLANCE

FMS is proud to offer our partners a customizable program that allows each partner to design the program that fits their needs and execute on the ways to best showcase their brand recognition!



**PLATINUM
PARTNER LEVEL**

\$17,500+

- (4) 60 minute webinar
Select From:
- Education Banner Ads
 - E-Marketing/Banner Ad Packages
 - Homepage Banner Ads
 - Membership Banner Ads
 - Social Media
 - Thought Leadership Piece(s)



**GOLD
PARTNER LEVEL**

**\$12,500 -
\$17,499**

- (3) 60 minute webinar
Select From:
- Education Banner Ads
 - E-Marketing/Banner Ad Packages
 - Homepage Banner Ads
 - Membership Banner Ads
 - Social Media
 - Thought Leadership Piece(s)



**SILVER
PARTNER LEVEL**

**\$10,000 -
\$12,499**

- (3) 60 minute webinar
Select From:
- Education Banner Ads
 - E-Marketing/Banner Ad Packages
 - Homepage Banner Ads
 - Membership Banner Ads
 - Social Media
 - Thought Leadership Piece(s)



**BRONZE
PARTNER LEVEL**

**\$7,000 -
\$9,999**

- (3) 60 minute webinar
Select From:
- Education Banner Ads
 - E-Marketing/Banner Ad Packages
 - Homepage Banner Ads
 - Membership Banner Ads
 - Social Media
 - Thought Leadership Piece(s)



**EDUCATION
PARTNER LEVEL**

**\$4,000 -
\$8,000**

- Select From:
- (3) 60 minute webinar
 - (4) 60 minute webinar
 - (3) 60 minute webinar + (1) Virtual Education total 120 minutes
 - (3) 60 minute webinar + (1) Virtual Education total 480 minutes

ADVERTISING OPTIONS

Select from the below advertising options to customize your Partner Program package.

SOCIAL MEDIA

Broaden your company's reach with a sponsored LinkedIn social post package and receive social posts on the dates of your choosing.

E-MARKETING

Advertise to our entire database of 10,000+ subscribers through banner ads or promoted e-blasts and get your company directly in front of decision makers.

BANNER AD PACKAGES

Purchase a banner ad with top or bottom placement and at the completion of your ads run FMS will provide you with the metrics of who clicked your ad.

PROMOTED E-BLASTS

Do you have new products, services or events you would like to promote? Send an e-blast to FMS's full database as sponsored content. After the completion of the run FMS will provide your company with the opens, clicks and forwards for the email.

WEBSITE

The FMS website has an average of 6,000 Sessions, 14,800 Views and 4,200 Users per month with an Average Session Duration of 3:00m and a 91% Engagement Rate.

HOMEPAGE BANNER ADS

Our homepage has an average of 1,400 Views per month with your choice of two ad placements above the fold.

EDUCATION CALENDAR BANNER ADS

Our All Events page has an average of 250 Views per month with your ad going right under the "Events" header.

MEMBERSHIP BANNER ADS

Our membership page has an average of 200 Views per month with your ad going right under the header.

FORUM BANNER ADS

Our Forum homepage has an average of 550 Views per month with your ad going right under the header.

YEARLY BENEFITS

FMS Partners not only receive customized package benefits but they also gain recognition in a variety of ways throughout the year.



DIGITAL MARKETING

- Dedicated Social Post Announcing Partnership
- Recognition in our Weekly Education Alert Email
- Recognition on the FMS Website

PREFERRED SOLUTION PROVIDER LANDING PAGE

A page dedicated to all of the FMS Partners where they can showcase their company name, logo and a brief description in an A-Z list. At the end of each description is a “learn more” button directing people to a standalone page for each partner with more detailed information.



THE FMS FORUM ANNUAL CONFERENCE



- Recognition on Signage
- Recognition on General Session Slides
- Recognition in the Conference Program





BECOME A PARTNER TODAY!

It's The Place You Want to Be

☎ 312-578-1300

✉ info@FMSinc.org

🌐 FMSinc.org