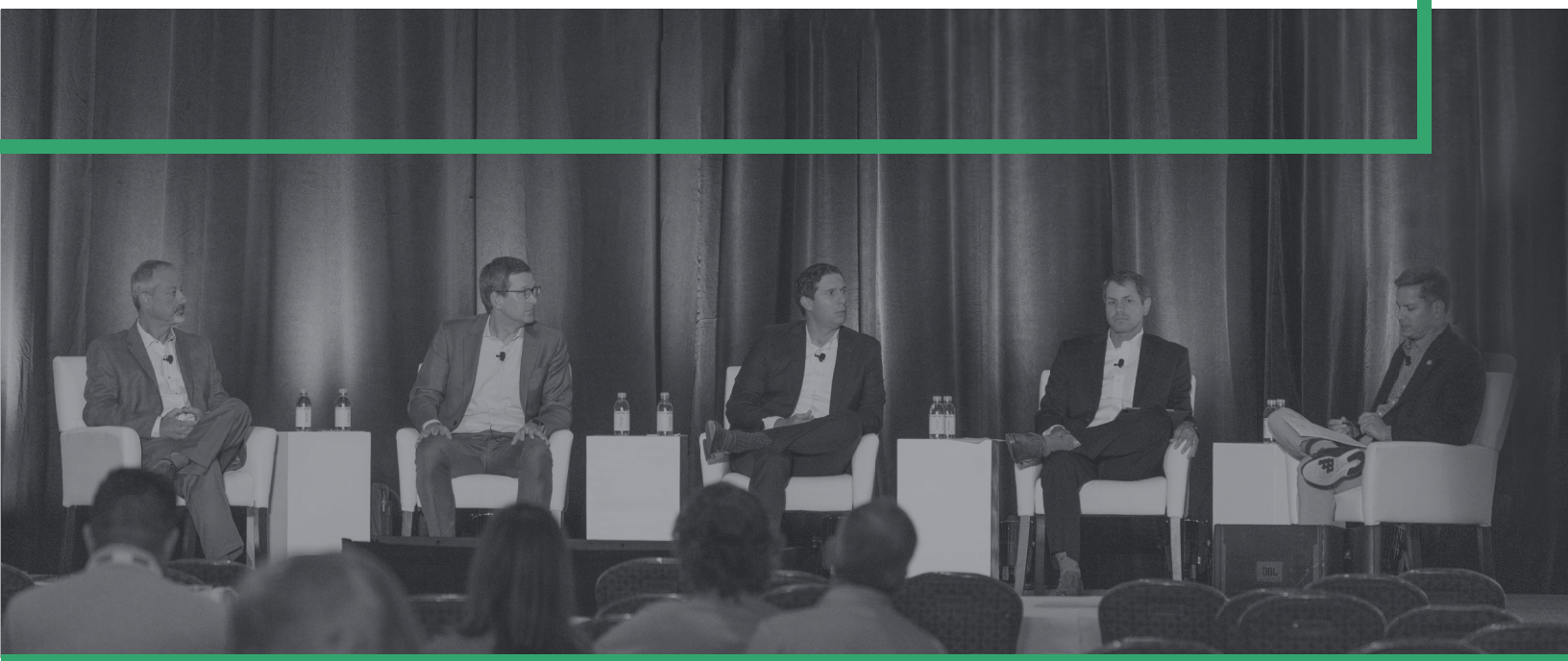
NATIONAL
FMS
FINANCIAL MANAGERS SOCIETY

THE FMS PARTNER PROGRAM

Soar Your Business to New Heights



Unparalleled Metrics

Reach Your Target Market

Choose Your Options

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 2,000 executives and professionals in accounting, finance, sales, marketing and operations with asset sizes starting under 100 million to over 5 billion.

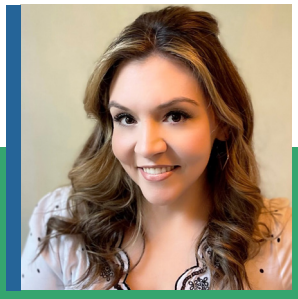
Today, FMS is dedicated to leading the way in resources for financial professionals providing access to over 45 educational events each year and year-round networking and professional development.

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 premier 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 2027.

Scott Mincemoyer

Scott Mincemoyer
President
Byron Bank
Chairman, Board of Directors
Financial Managers Society



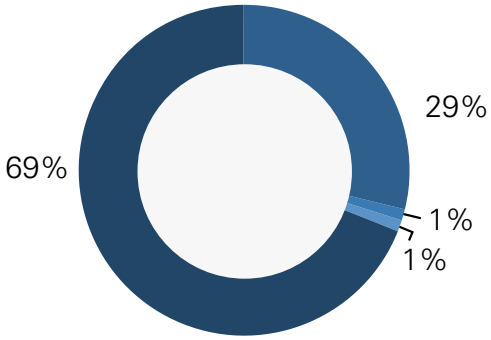
Alana L. Vartanian

Alana L. 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!

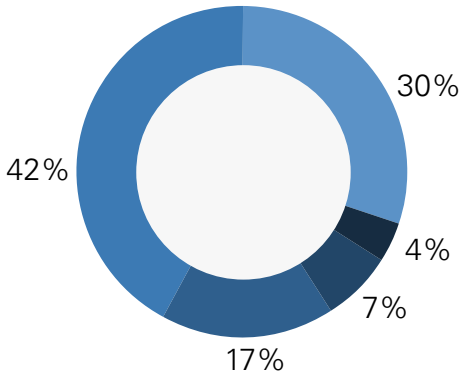


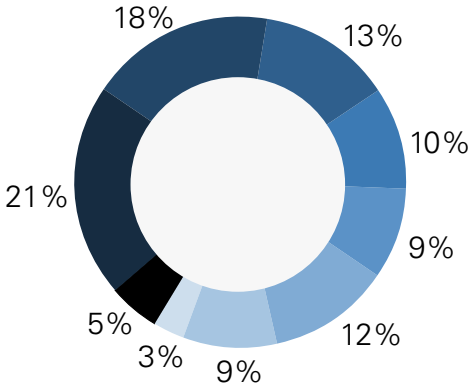
FMS MEMBERS BY INSTITUTION TYPE

Commercial Banks	69%
Credit Unions	29%
Government Agency	1%
Holding Agency	1%

FMS MEMBERS BY ASSET SIZE

Less than $249M	4%
$250M - $499M	7%
$500M - $999M	17%
$1B - $4.99B	42%
$5B or Greater	30%

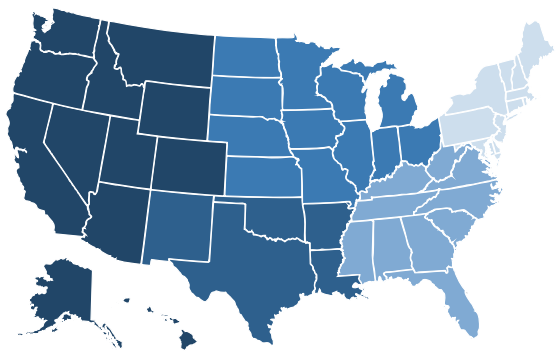




FMS MEMBERS BY JOB FUNCTION

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	37%
Midwest	19%
Southeast	14%
Southwest	20%
West	10%

NEW FOR 2027 (COMPANY MEMBERSHIP INCLUDED)

The FMS Partner Program includes FMS Company Membership. Selecting the level that best fits your goals and unlocks opportunities to connect, showcase your expertise and elevate your visibility with FMS members throughout the year.

One partnership. One invoice. More value.

PROGRAM BENEFITS

Our flexible Partner Program lets you choose the level and opportunities that best fit your needs, with benefits designed to help you build meaningful connections with FMS members and maximize your partnership throughout the year.

	PARTNER MEMBERSHIP $3,500	PARTNER MEMBERSHIP PLUS $7,500	PARTNER MEMBERSHIP PREMIER $12,000
SPEAKING ENGAGEMENTS			
Webinars	N/A	2	4
Virtual Education Sessions	N/A	N/A	2
ADVERTISING			
Promoted E-Blasts	1	1 OR 1	4
Homepage Banner Ads	N/A		4
THOUGHT LEADERSHIP ARTICLES	1	2	4
FMS FORUM ANNUAL CONFERENCE			
Recognition on Signage	■	■	■
Recognition on General Session Slides	■	■	■
Recognition in the Conference Program	■	■	■
YEARLY BENEFITS			
Company Membership **[NEW]**	■	■	■
Education Alert Recognition	■	■	■
LinkedIn Post Announcement	■	■	■
Partner Program Page Recognition	■	■	■
PREMIER LEVEL OPTIONS			
FMS Forum Hall of Leaders Banner			★
FMS Homepage Recognition			★

FMS MEMBERSHIP OPTIONS

Company or Individual — choose the membership that fits your needs.

Company Membership is required for participation in the FMS Partner Program and is included with every 2027 Partner Program level. Individual Membership ($625) provides access to standard FMS member benefits, including complimentary webinars, member pricing on education and The FMS Forum Annual Conference, exclusive resources and our member-only online community.

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 discuss the Partner Program in more detail, contact Alana Vartanian at avartanian@FMSinc.org.

SPEAKING ENGAGEMENTS

With trusted 1-hour webinars and virtual education (extended education offerings) our community can advance their careers through your industry expertise and insights during these evolving times.

WEBINARS

60-minute education sessions including a full speaker report post session with registration & attendee information (name, title, company). *Limit 1 webinar/virtual education per quarter per company*

VIRTUALS

2+ hour education session including a full speaker report post session with registration & attendee information (name, title, company). *Limit 1 webinar/virtual education per quarter per company*

ADVERTISING

Gain recognition in front of a nationwide audience through FMS website and e-marketing banner ads that will deliver prime placement and exposure for your brand.

PROMOTED E-BLAST

Do you have new products, services or events you would like to promote? Advertise to our entire database of 9,000+ subscribers and get your company directly in front of decision makers as sponsored content. After the completion of the run FMS will provide your company with the opens, clicks and forwards for the email.

HOMEPAGE BANNER ADS

Our homepage has an average of 3,500 Views/month with your choice of two ad placements above the fold that run for two weeks and links to their company site embedded in the ad.

THOUGHT LEADERSHIP

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

ARTICLES

1+ page deliverables on navigating the evolving landscape. Each article is active throughout the year and receives one standalone email with links to the article.

FMS FORUM ANNUAL CONFERENCE

Have your logo splashed upon the most-seen items at the highest-attended event of the year to distinguish your company from the rest.

SIGNAGE RECOGNITION

Company logo featured.

GENERAL SESSION SLIDE RECOGNITION

Company logo featured.

CONFERENCE PROGRAM RECOGNITION

Company logo featured.

★ HALL OF LEADERS BANNER

Company Branded Banner/Slogan Displayed in the Hall of Leaders. *Available for Premier Partner level only.*

YEARLY BENEFITS

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

EDUCATION ALERT RECOGNITION

Company logo featured at the bottom of our weekly Education Alert email — one of our most opened and clicked emails.

LINKEDIN POST ANNOUNCEMENT

Dedicated LinkedIn social post announcing partnership.

PARTNER PROGRAM PAGE RECOGNITION

Company logo with link to company website featured at the bottom of the partner program page.

★ FMS HOMEPAGE RECOGNITION

Company logo with link to company website featured at the bottom of the FMS homepage. *Available for Premier Partner level only.*

★ *Available for Premier Partner level only.*

NATIONAL
FMS
FINANCIAL MANAGERS SOCIETY

BECOME A PARTNER TODAY!

It's The Place You Want to Be

312-578-1300

avartanian@FMSinc.org

FMSinc.org