

# SoCal TMA

# Southern California Treasury Management Association



Thank you for sponsoring the upcoming Treasury Summit, hosted by the Southern California Treasury Management Association #SoCalTMA. Your support is not just appreciated — it's essential. Quite simply, this event wouldn't be possible without the commitment of sponsors like you.

To help you make the most of your sponsorship, we've outlined key information below and encourage you to visit our Sponsor Resource Center at [www.SoCalTMA.org/resources](http://www.SoCalTMA.org/resources) for additional tools and updates. #SoCalTMA partners with Rhino Consulting to deliver seamless sponsorship experience. Our team will be your primary point of contact for all conference logistics and is here to assist with any questions, needs, or special requests you may have. Our goal is to ensure you receive the full value of your sponsorship benefits.

For assistance at any time, please don't hesitate to reach out to us at [events@consultrhino.com](mailto:events@consultrhino.com).

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## SPONSOR BENEFIT DESCRIPTIONS

**All sponsor items are due August 15, 2025.** Items submitted after may result in a loss of benefits.

### CONFERENCE ATTENDEES

- As a sponsor you are eligible for complementary conference attendees.
  - Title = 3 complementary service provider and 2 corporate treasury practitioner attendees
  - Platinum = 2 complementary service provider and 2 corporate treasury practitioner attendees
  - Gold = 2 complementary service provider and 2 corporate treasury practitioner attendees
  - Silver = 1 complementary service provider and 2 corporate treasury practitioner attendees
- Rhino Consulting will register these attendees on your behalf to ensure they are not charged for registration. They will receive all access and benefits as if they were a fully paid registrant. The following information is needed to process registration:
  - Name, Title, and Company
  - Email, Mailing Address, and Phone
  - Are AFP CE Credits Required
  - Attendee Dietary Restrictions
  - Specific Aids or Services Required Pursuant to the Americans with Disabilities Act
- Once the conference registration is completed, the individual will receive a confirmation email.

## PODIUM COMMENTS

- Eligible sponsors receive the ability to provide podium comments during the #SoCalTMA.
- Comments should be no more than 3 minutes in length and dedicated to introducing yourself and your company, i.e., your sponsor commercial. Please be mindful of this allotment. Any time spent on comments past the 3 minutes encroaches upon speaker presentations.

## #SoCalTMA ATTENDEE LIST

- Eligible sponsors will receive the conference attendee list 2 weeks prior to the conference (November 4, 2025). It will be sent to one individual at the sponsor organization. #SoCalTMA requests that a sponsor contact coordinate distribution of the list to all internal recipients as needed. Important to note that the list sent prior to the conference does not include contact information. This is to reduce the pre-conference emails attendees may receive from various sources. We encourage sponsors to use LinkedIn and other means of connection if you don't have an attendee's contact information.
- Eligible sponsors will receive the conference attendee list 48 business hours after the conference concludes (November 20, 2025). It will be sent to one individual at the sponsor organization. #SoCalTMA requests that a sponsor contact coordinate distribution of the list to all internal recipients as needed. Sponsors will receive an excel file without emails for easy download into computer systems and a PDF file with emails. Please do not mass download emails into marketing lists or computer systems. #SoCalTMA asks sponsors to only reach out to attendees one time unless they receive a reply.

## PROGRAM ADVERTISEMENT

- The conference printed program will feature sponsorship advertisements. These are similar in style to advertisements you would see in a magazine.
- These are full color designs with no bleeds. Files should be delivered as a 300 dpi JPEG file.
- Advertisements are sized by sponsor level unless an increased advertisement has been purchased.
  - Title = 4.25 inches wide x 5.5 inches tall
  - Platinum = 4.25 inches wide x 5.5 inches tall
  - Gold = 4.25 inches wide x 5.5 inches tall
- Examples of advertisements can be located on our website resources center. [www.socaltma.org/resources](http://www.socaltma.org/resources)

## LINKEDIN ANNOUNCEMENT

- To promote our sponsors via social media, eligible sponsor levels will be provided LinkedIn posts to the SoCalTMA account <https://www.linkedin.com/company/socaltma>.
- Please utilize the current character/word/image restrictions for a standard company profile on LinkedIn. Roughly, LinkedIn can accommodate 1,500 characters and we recommend an aspect ratio between 3:1 and 2:3 and images with at least 552 x 368 pixels to avoid cropping. We can use the sponsors electronic banner display as the LinkedIn image; this ratio works well.
- #SoCalTMA will only post once per half hour. LinkedIn post dates are reserved on a first come first serve basis and can only be reserved once image and post verbiage has been received.
- Examples of past LinkedIn posts can be located on our website resources center. [www.socaltma.org/resources](http://www.socaltma.org/resources)

## ELECTRONIC BANNER DISPLAY

- Eligible sponsors receive the ability to provide an electronic banner display / advertisement. This is a rotating presentation that is played during all breaks, meals, and transition periods of the conference.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG, 1920 pixels X 1080 pixels.
- Images will transition on an automatic loop after 7 seconds.
- Examples of past electronic banners can be located on our website resources center.  
[www.socaltma.org/resources](http://www.socaltma.org/resources)

## WEBSITE CONTACT INFORMATION & HYPERLINK

- Based on your sponsorship level, organizations receive recognition on the Southern California Treasury Management Association website.
- Based on eligibility, contact information, hyperlink, and/or logo on our conference website.

## COMPANY RECOGNITION

- It is important to #SoCalTMA that we refer to your company within your organization's branding guidelines. Please provide the following specifics for your company.
  - Company name as you would like it to be read from the podium
  - Company name as you would like it printed in conference materials
  - Company #hashtag# used in social media posts
  - Company logo in JPEG and EPS format

## POP UP BANNER AT COCKTAIL RECEPTION

- Eligible sponsors receive the ability to provide a self-standing banner for display at the Networking Event.
- Banners should be delivered to the registration table 3 hours prior to the start of the evening event. It is the responsibility of the sponsor to collect the banner and remove it from the venue at the conclusion of the reception.

## SPONSOR DIRECTORY

- #SoCalTMA prints a sponsor directory which includes sponsor contact information for all attendees to reference.
- Space in the directory is limited to 7 lines, 30 characters per line (spaces are included as a character).
- Information is limited to the directory field types (i.e. you cannot omit an address but print a tagline instead). You can omit information and print two names or two phones in place of the lines omitted.
- Please provide the information below exactly as it should be listed in the directory. Sponsors may omit any information you would not like printed.
  1. Company
  2. Name
  3. Address
  4. City, State Zip
  5. Phone
  6. Email
  7. Website

## CONFERENCE "RAFFLE" OPPORTUNITY

- #SoCalTMA welcomes high-end swag items to be featured as part of our attendee raffle. Participation is entirely optional and at the discretion of your organization. Raffle items should have a minimum value of \$100 and must be delivered to the conference registration desk by 10:00 AM on the day of the event to ensure proper coordination.
- Please include a business card or any sales materials you'd like to pass along with your raffle item. Following the event, you will be provided with winner contact information so you may follow up directly if desired.
- Winners will be selected from our confirmed attendee list, and we will make a live announcement using the following format: "ABC Company has generously raffled a STANLEY Tumbler and \$50 Starbucks Gift Card. The winner is Jane Doe! Please visit the registration desk to claim your prize."
- Alternatively, you may choose to host your own raffle independently (e.g., collecting business cards at your exhibit booth). In this case, you are responsible for selecting the winner, making the announcement, and coordinating prize delivery. If you opt for this route, there is no need to coordinate with #SoCalTMA.