

# LendersConnect

## VIRTUAL SMALL BUSINESS LENDING COMMUNITY

### Sponsorship Prospectus

**LendersConnect** is an online small business lending community accessible via web or mobile device, featuring opportunities for peer-to-peer dialogue, live networking, educational sessions, mentoring partnerships, access to industry resources and more, available to **more than 3,000 SBA lending institutions nationwide**.

With a typical event, all the networking, engagement, and sponsor interaction is confined to the time when the event starts and ends. **LendersConnect is a natural extension of the regional SBA Lending conferences so you can keep momentum going** via smaller, more frequent touchpoints, continuing and expanding on conversations and new connections, lowering your marketing and acquisition cost and **building new revenue streams**.

Ongoing community engagement can include a mix of different sponsorship strategies including sharing thought leadership content (blogs, videos, resources, links to your podcasts, etc.), hosting networking events and virtual meet-ups, and even some healthy competition via a community game, trivia, live polling, and Q&A. These are all ways you can **remain engaged to continue growing and strengthening your network**.

#### Who has Access to LendersConnect?

- All lender attendees of EventfullyYourz-managed conferences have automatic complimentary access
- Sponsors of EventfullyYourz-managed conferences enjoy discounted sponsorship options
- Professionals without a current conference registration may purchase a membership for \$79 per year for lenders and \$199 per year for non-lenders

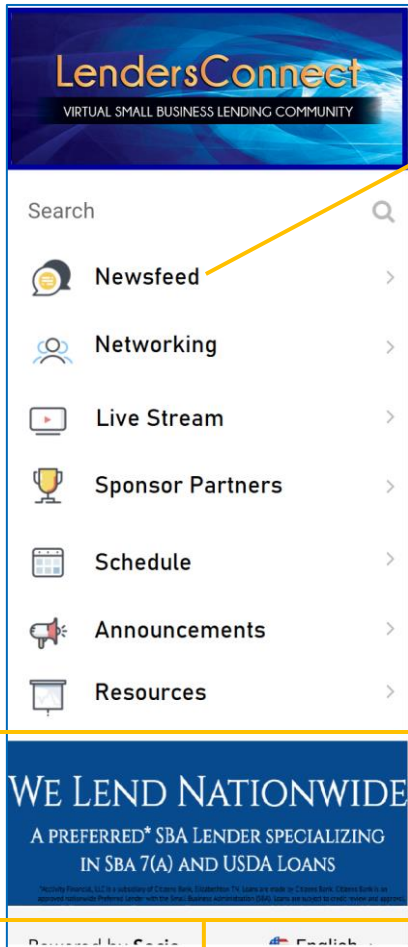
LENDERS CONNECT SPONSORSHIP OPTIONS	PARTNER \$1000	SUPPORTER \$500	CONTRIBUTOR \$250
Discounted rate for EY Conference Sponsors	\$850	\$450	N/A
Sponsor Profile	Enhanced	Enhanced	Basic
Included Annual Memberships*	5	2	1
Promo Code for FREE Client Registrations	5	2	N/A
Custom Discount Code for Your Clients	YES - \$20 Discount	YES - \$10 Discount	N/A
Option to Submit Resources	YES	YES	YES
Rotating Banner Ad	1-Year	6-Months	3-Months
Speaker or Panelist Opportunity	YES	YES	N/A
Promotion before each Session	Video or Slide	Logo	N/A
Option to Host Own Sessions	YES	YES	N/A
Access to Job Board Posting	YES	Additional Fee	Additional Fee
Monthly Email	Logo & Link (2) Featured Articles	Logo & Link	Logo & Link
Multi-Year Discount (prepaid for 2+ years)	\$850	\$450	N/A

\*Annual memberships can include users from inside or outside your company, and may be gifted to clients. Membership is included for a one-year period from time of sponsorship.

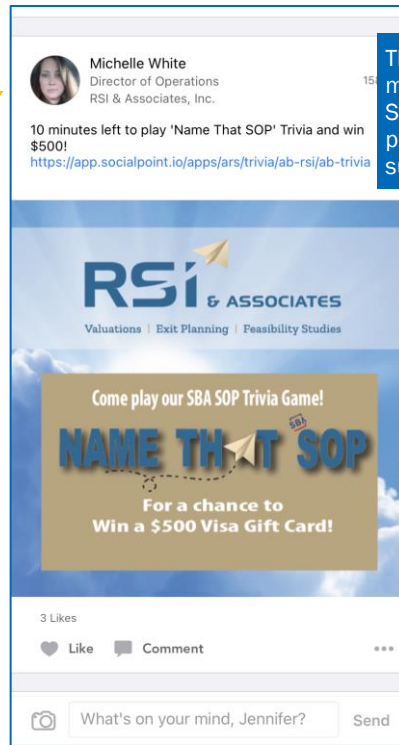
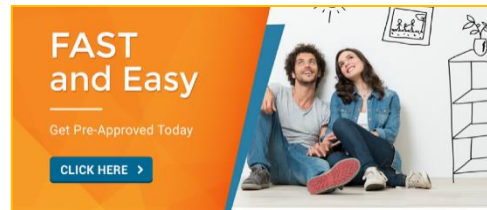
# THE PLATFORM



The platform, accessible via web or mobile, includes the following



**Rotating Banner Ads** display on the left navigation of the web platform and at bottom of the mobile platform. Ads display for 7 seconds before moving to the next. Ads must be submitted as 950px wide by 380px tall in jpg or png format. Sample banner ad:



The **Newsfeed** enables all users to interact via a social media type “wall” similar to Facebook or LinkedIn. Sponsors can post contests, questions, invite users to a presentation Zoom meeting, etc. to engage with users, such as this example sponsor’s contest at left.

**Networking** displays a list of all users which can be searched and filtered by name, company, category, location, etc. Inviting users to connect with you will give you access to their contact information and direct messaging.

**Live Stream** will show the session that is occurring live right now, if applicable.

**Sponsor Partners** includes a listing of all sponsors with highest level sponsors listed alphabetically first, followed by all others listed alphabetically. Keywords are searchable by users to find what they are looking for – see more about Sponsor profiles on the next page.

**Resources** includes educational materials, cheat sheets, SBA contact lists, website links, videos, etc. Sponsors can provide approved items to the resources list, based on their level.

The **Schedule** shows all LendersConnect scheduled sessions as well as those hosted by our sponsors. Sponsors may provide a listing of their hosted Zoom meetings or webinars to us for inclusion in the schedule.

**Announcements** display any LendersConnect announcements to users and will be displayed as notifications on mobile devices – announcements will be made in advance of sessions beginning, or other real-time SBA announcements, etc.

## User Lists & Contact Information

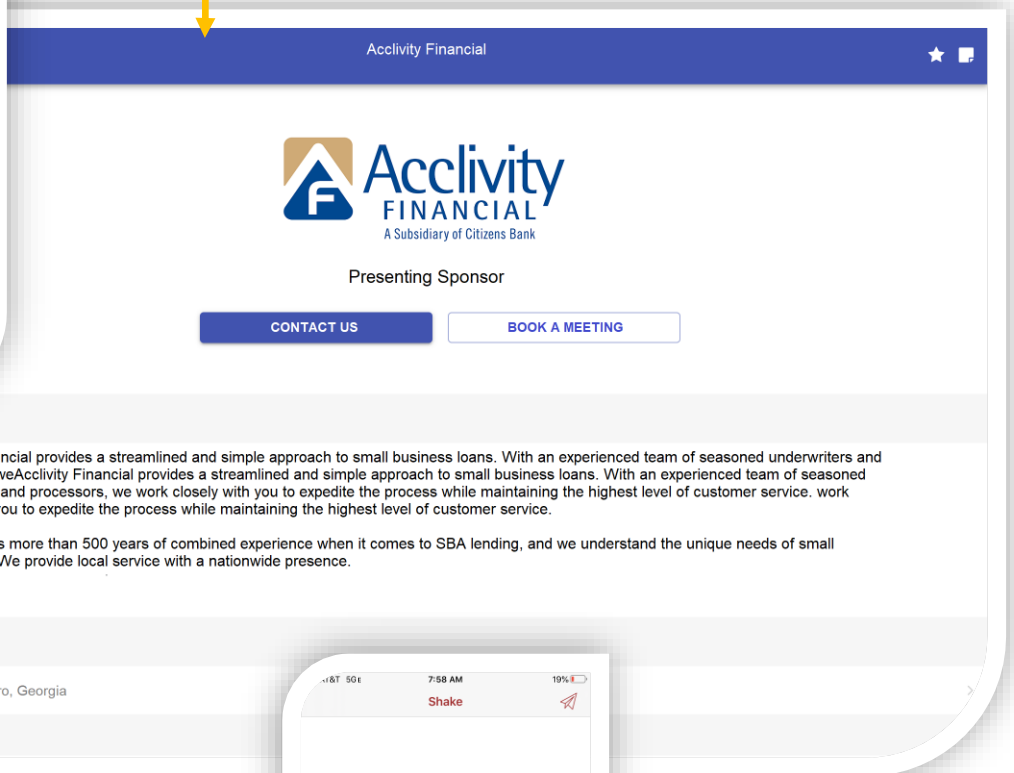
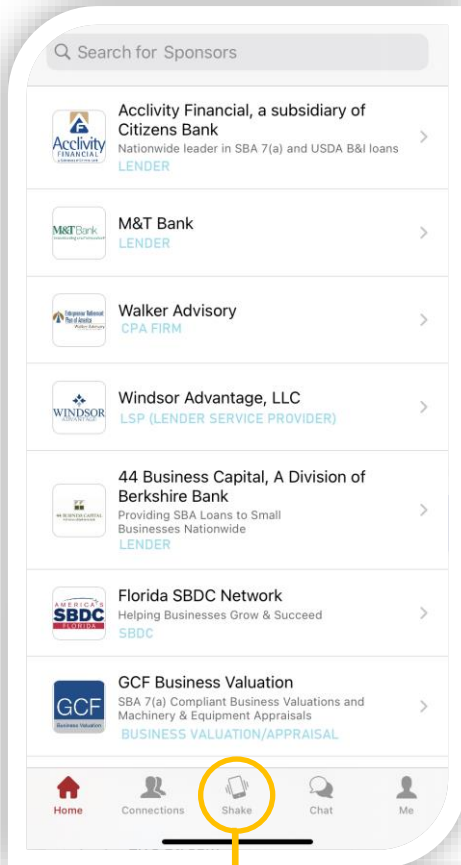
Users/members will belong to different groups, which could include association affiliations such as “Georgia Lenders Quality Circle”, industry categorization such as “Lender – 7(a)”, “Lender – CDC”, Job Classification such as “C-Level Execs”, “SBA Department Manager”, location or region, etc. to help you target your prospects. Once connected to a particular contact (similar to LinkedIn), you will have access to their contact information, ability to direct message, etc. You can also export user lists at any time to Excel files and easily upload them to your email platform for direct marketing.

## Sponsor Partner PROFILES

Sponsors are listed in the **Sponsor Partners** feature, which produces a listing such as the one at left below. Sponsors are ordered first by level (Partners, Supporters then Contributors), and then alphabetically.

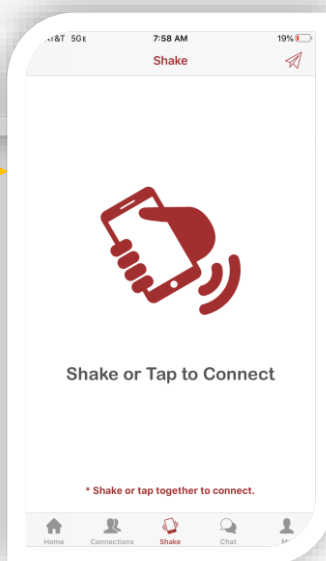
USERS CAN SEARCH THE LIST OF SPONSORS BY COMPANY NAME, CONTACTS, LOCATION, SERVICES OFFERED, OR ANY OTHER KEYWORDS INCLUDED IN YOUR PROFILE.

Sample sponsor profile:



## SHAKE HANDS!

Here's a virtual business card exchange of sorts - while we can't physically shake hands, we CAN shake our PHONES.... The **Shake** feature at the bottom of the mobile version gives you an opportunity to connect and download contact information for anyone else shaking their phones at the same time - this is a fun way to engage users via our Newsfeed: try a "Time to Shake" contest where all users who shake their phones at the specified time are entered to win a prize. Or during one of your hosted sessions, ask users to shake their phones to connect with you.



Sponsor Profile Fields:		ENHANCED	BASIC
Name & Logo	As you would like it listed	YES	YES
Short Description	75-character tagline/succinct description of your services such as “Closing Attorney serving 7(a) and 504 lenders Nationwide” or “Environmental assessment and consulting solutions”, for example.	YES	YES
Location	City & State where you are located	YES	YES
Long Description	Narrative text describing what you do, services you provide, and any other information you want to tell people about your company. Limited to 2,000 characters. Description is searchable by users, so include all your keywords!	YES	N/A
Phone, Email, Website	One contact phone, email and website listing	YES	YES
Contact Us Button	Ability for users to send an email to one main contact email	YES	YES
Book a Meeting Button	Ability for users to access your online calendar and setup a meeting with you.	YES	YES
Additional Contact Listings	Additional departments or team member names with contact phone/email	YES	N/A
File Attachments/Resources	Up to 10 files attached to your profile (PDF, JPG, PNG or TIFF) – include pamphlets, brochures, resources, slide decks, infographics, etc.	YES	N/A
Other Links or Videos	Website URLs, Social Media links or any other website(s) pages and/or videos on YouTube, etc.	YES	N/A

## SPONSOR BENEFITS EXPLAINED

### Discounted Rate for EY Conference Sponsors

All sponsors of EventfullyYourz-managed conferences receive the discounted rate shown on page 1. Must be registered as a sponsor for at least one conference and paid in full to receive the discount. *Current included conferences: Southeastern Small Business Lenders Conference (SESBLC), America East, America West, Mid-America Lenders Conference, KY Lenders Conference, Great Lakes Lenders Conference, FLAGGL, and the Music City Lenders Conference.*

### Included Annual Memberships

Number of users/members included with your sponsorship. Users can be from within your company or gifted to clients. Good for one-year from the date of sponsorship and renewed by registering/sponsoring an EventfullyYourz-managed conference or purchasing a LendersConnect membership/sponsorship at current rates.

### Promo Codes for Client Registrations

Partner and Supporter sponsors receive a discount code for FREE access to clients (up to 5 for Partner sponsors and 2 for Supporter sponsors). Partners and Supporters also receive a discount to share for unlimited registrations at \$20 off and \$10 off, respectively.

### Option to Submit Resources

Submit any files, documents, references, website links, etc. that can provide helpful information related to SBA lending. They will be listed in our “Resources” feature, organized by date provided, and categorized by type of document.

### Rotating Banner Ad

All sponsors may submit a banner ad, which will display for 1 year for Partner sponsors, 6 months for Supporters and 3 months for Contributors. See page 2 for sample banner ads.

### Speaker or Panelist Opportunity

Provide thought leadership to our membership base by participating in one of our LendersConnect monthly general sessions or weekly Manager Exchange sessions, which are free to all members. Partner and Supporter sponsors may participate in at least one session per month.

### Promotion before Monthly Sessions

Prior to each monthly session starting, sponsor ads and logos will be displayed. Partner sponsors may provide a video ad/promo or static slide. Supporter sponsors will receive logo promotion.

## Opportunity to Host your OWN Session(s)

Be seen as an expert in your field, advertise your own Zoom sessions, etc. Partner and Supporter sponsors may add their own sessions to the LendersConnect schedule. Submit session details, registration/access information to [lendersconnect@eventfullyyourz.com](mailto:lendersconnect@eventfullyyourz.com) and we will add your session(s) to the ongoing schedule within the platform.

## Access to Job Board Posting

Partner sponsors have access to post unlimited job openings for free, interact and video chat/interview candidates directly within the platform. Great for recruiting lenders in a remote working environment. Contributor and Supporter level sponsors can post jobs for \$50 per posting plus \$50/month use of live interview room.

## Monthly Email

LendersConnect will send an email out monthly to all members, advertising upcoming sessions and any other pertinent SBA lending news. All sponsor logos will be listed on each email with link to your website. Partner sponsors will also receive up to two featured articles showcasing your company (you can provide a video message, a narrative article, images, reference documents, etc.). You choose the month to coincide with your current promotions, based on availability (no more than 2 sponsors will be featured within one email).

## Multi-Year Discount

Partner and Supporter sponsors receive a discount as shown on page 1 when registering for 2 or more years. Registration must be prepaid, and multiple discounts cannot apply. Existing EventfullyYourz conference sponsors registering for multiple years will receive the same already discounted price for subsequent years.

# HOW TO SPONSOR

[CLICK HERE TO REGISTER](#)

Or visit our website at [www.SmallBusinessLendersConnect.com](http://www.SmallBusinessLendersConnect.com)

**Existing EventfullyYourz Conference Sponsors:** Utilize your discount code at checkout to receive your discounted rate. If you've misplaced your code (previously sent by email to your main sponsor contact), contact us at [lendersconnect@eventfullyyourz.com](mailto:lendersconnect@eventfullyyourz.com).

## FAQ'S

### DO I NEED TO DETERMINE EXACT NAMES FOR MY INCLUDED MEMBERS NOW?

No, you can skip this step during initial registration and add included members any time by emailing their contact information to [lendersconnect@eventfullyyourz.com](mailto:lendersconnect@eventfullyyourz.com).

### CAN I MAKE CHANGES TO MY SPONSOR INFORMATION?

Yes. Any information in your sponsor profile, banner ads, etc. may be updated at any time by emailing [Content-LC@eventfullyyourz.com](mailto:Content-LC@eventfullyyourz.com). Expect changes to take between 2-3 business days from time of submission. For urgent change requests or those more major, such as a company merger/acquisition where two existing sponsors are now combining, a one-time change fee of \$200 will be charged.

### WHAT ARE THE ACCEPTED PAYMENT METHODS?

All LendersConnect registrations must be paid in full by credit card OR via existing account credits.

### CAN I CANCEL MY SPONSORSHIP?

Sponsorship can be cancelled at any time and is non-refundable.

## QUESTIONS

For content-related submissions such as sponsor profile updates, ads, etc., email [Content-LC@eventfullyyourz.com](mailto:Content-LC@eventfullyyourz.com). For all other questions, email [LendersConnect@eventfullyyourz.com](mailto:LendersConnect@eventfullyyourz.com) or call **844.887.6477**.

# TERMS & CONDITIONS

*Annual lender membership is included with all EventfullyYourz-managed conferences with the exception of FLAGGL and America East as of 2/28/21. All lenders with fully paid conference registrations will receive a one-year membership from the date of conference registration with option to renew with a subsequent conference registration and/or membership purchase. Complimentary access excludes non-lender conference attendees unless where specified.*

*LendersConnect, EventfullyYourz and its regional conference planning groups (i.e., FLAGGL, GLQC, Inc., America East, America West, Great Lakes Lenders, Mid-America Lenders, KY Lenders, Music City Lenders, etc.) do not endorse or recommend any of the included resources, providers, sponsors and/or speakers within this platform nor are they connected with or have they been verified or endorsed by the U.S. Small Business Administration. This platform is intended to provide a forum for lenders and resource providers to connect and does not take any accountability for the actions of said users within or outside the platform. Users take full responsibility for reviewing and determining accuracy and legitimacy of all guidance, advice or resources provided.*

*EventfullyYourz maintains exclusive rights to the LendersConnect brand and its associated intellectual property including but not limited to the online small business lending community branded as “LendersConnect” through the “EventfullyYourz” mobile device app and powered by Socio, as well as the LendersConnect website at [www.smallbusinesslendersconnect.com](http://www.smallbusinesslendersconnect.com), Express permission must be granted to utilize the LendersConnect logo, brand, design and/or content therein. Use of any content included within the LendersConnect virtual community outside the context of LendersConnect without permission for any reason is prohibited.*

*LendersConnect maintains a strict no tolerance policy pertaining to use of profane or offensive language or sentiment. Members may be deactivated at any time for violating this policy. Member contact information will be provided to LendersConnect sponsors, and members agree to receive promotional messages from sponsors outside of LendersConnect.*