

# SPONSORSHIP OPPORTUNITIES

EIGHTH ANNUAL



## Banker *of the* Year Awards

December 4, 2008 | 6:00 PM  
The Plaza | New York, NY

Honoring the industry's leaders based on their achievements,  
and the accomplishments of the institutions they lead.



AMERICAN BANKER.

[www.AmericanBanker.com/bankeroftheyear](http://www.AmericanBanker.com/bankeroftheyear)



# SPONSORSHIP OPPORTUNITIES

## AWARDS GALA EVENT

*American Banker* founded the **Banker of the Year Awards** in 1990 to honor the industry's leaders based on their achievements and the accomplishments of the institutions they lead.

*American Banker's* **Banker of the Year Awards** brings together the leaders in the industry to honor those achieving the highest standards of progress, innovation and performance in banking and financial services. Now in its eighth year as a gala event and moving to The Plaza, the 2008 Awards Ceremony will be no exception. Mark your calendars for what is sure to be an historic evening, celebrating the individuals and companies that make our industry the best in the world.

Industry leaders will be honored in the following categories:

- **Banker of the Year**
- **Community Banker of the Year**
- **Innovator of the Year**
- **Lifetime Achievement Award**

## ELECTION PROCESS

**Banker of the Year Awards** honorees are selected solely by the editors of *American Banker* who consider a wide range of candidates, narrowing that list down through a series of discussions and debates. The editors' decisions are strengthened by their daily observation of the banking and financial services industry and their close engagement with its leaders. The deliberations are confidential. While there are no formal nominations, *American Banker's* editors welcome your input.

To submit suggestions for the **2008 Banker of the Year Awards**, please visit [www.AmericanBanker.com/bankeroftheyear](http://www.AmericanBanker.com/bankeroftheyear).



## BEST IN BANKING SPECIAL REPORT

The annual **Best in Banking Special Report** is one of *American Banker's* highest-visibility supplements. Distributed to *American Banker* subscribers, as well as to guests at the annual **Banker of the Year Gala** in New York City, the issue includes a collection of feature profiles focusing on the honorees and their achievements.

**The Best in Banking Special Report** also includes year-end retrospectives including **The Year in Banking** and **The Year in Quotes**. **Best in Banking** is a culmination of a full year of close coverage of the events and trends in financial services. As such, it carries a sense of occasion and prestige, as well a sense of celebration and fun.

**Issue Date: December 5**

**Ad Close: October 27**

**Materials Due: October 31**



# SPONSORSHIP OPPORTUNITIES

## EVENT SPONSORSHIP

\$60,000 | EXCLUSIVE

- Company branded as the exclusive event sponsor on all promotional materials
- Opportunity to introduce the Keynote speaker
- Opportunity to choose the charity to receive annual charitable donation
- Opportunity to contribute and match *American Banker's* charitable donation of \$10,000
- Ten complimentary seats at the Banker of the Year Awards Gala
- Full-page, four-color advertisement in the program guide
- Spread, four-color ad in *American Banker's* Best in Banking Special Report published December 5, 2008
- Inclusion in photo montage that will include key executives and award winners to appear in the December 5, 2008 issue of *American Banker*
- Company logo to be included on the Banker of the Year event web site
- Slide with company name/logo to appear on screen during the event
- Company logo to be branded on all promotional materials
- Company logo to be included on all congratulatory advertisements denoting the winners
- Host of the pre-dinner cocktail party (cocktail napkins and signage will include sponsor logo)
- Official acknowledgement as a sponsor from the podium
- A complete attendee list will be provided post-event

## POST-EVENT COCKTAILS AND CORDIALS SPONSORSHIP

\$37,500 | EXCLUSIVE

- Company branded as the exclusive post-event Cocktail and Cordials event sponsor to be hosted in a dedicated location in the hotel (9:30-11:00 PM)
- Ten complimentary seats at the Banker of the Year Awards Gala
- Full-page, four-color advertisement in the program guide
- Full-page, four-color ad in *American Banker's* Best in Banking Special Report published December 5, 2008
- Inclusion in photo montage that will include key executives and award winners to appear in the December 5, 2008 issue of *American Banker*
- Company logo to be included on the Banker of the Year event web site
- Slide with company name/logo to appear on screen during the event
- Company logo to be branded on all promotional materials
- Company logo to be included on all congratulatory advertisements denoting the winners
- Cocktail napkins and signage will include company logo
- Official acknowledgement as a sponsor from the podium
- A complete attendee list will be provided post-event

## TABLE SPONSOR

\$27,500 | LIMITED AVAILABILITY

- One table (10 seats) at the Banker of the Year Awards Gala
- Full-page, four-color advertisement in *American Banker* to run in 2008
- Company logo to be included on the Banker of the Year event web site
- Slide with company name/logo to appear on screen during the event
- Company logo to be branded on all promotional materials
- Company logo to be included on all congratulatory advertisements denoting the winners
- Company logo to be branded with all table sponsors at the event
- Company logo to be branded in the program guide
- Official acknowledgement as a sponsor from the podium



# SPONSORSHIP OPPORTUNITIES

## 2007 BANKER OF THE YEAR HONOREES

**Banker of the Year**
**JAMES E. ROHR**
*Chairman and Chief Executive Officer  
PNC Financial Services Group Inc.*
**Lifetime Achievement**
**L. WILLIAM SEIDMAN**
*Economist, Chief Commentator CNBC  
Former FDIC Chairman, RTC Chair*
**Innovator of the Year**
**ELIZABETH R. JAMES**
*Vice Chairman  
Synovus Financial Corp.*
**Community Banker of The Year: The Builder**
**THOMAS S. WU**
*Chairman  
UCBH Holdings Inc.*
**Community Banker of The Year: The Advocate**
**ROBERT A. GLASSMAN**
*Co-Chairman and Co-Founder  
Wainwright Bank & Trust Company*
**Community Banker of The Year: The Performer**
**WILLIAM S. STUARD**
*President and CEO  
F&M Bank*

## PREVIOUS BANKER OF THE YEAR HONOREES

**2006** RICHARD D. FAIRBANK  
Capital One Financial Corporation

**2005** G. KENNEDY THOMPSON  
Wachovia Corporation

**2004** JAMIE DIMON  
J.P. Morgan Chase & Co.

**2003** RICHARD C. KOVACEVICH  
Wells Fargo & Co.

**2002** KENNETH D. LEWIS  
Bank of America Corporation

**2001** KERRY KILLINGER  
Washington Mutual Inc.

**2000** WILLIAM B. HARRISON JR.  
J.P. Morgan Chase & Co.

**1999** JERRY A. GRUNDHOFER  
Firstar Corp.

**1998** Citigroup, Inc.

**1997** SANFORD I. WEILL  
Travelers Group

**1996** PAUL HAZEN  
Wells Fargo

**1995** WALTER SHIPLEY  
Chemical Banking Corp.

**1994** GEORGE A. SCHAEFER JR.  
Fifth Third Corp.

**1993** HUGH L. MCCOLL  
NationsBank

**1992** JOHN B. MCCOY  
Banc One Corp.

**1991** RICHARD M. ROSENBERG  
Bank of America

## CONTACT INFORMATION

For more information about *American Banker's* 2008 Banker of the Year Awards ceremony, please contact Adam Dadich at 212.803.6089 or via email at [adam.dadich@sourcemedia.com](mailto:adam.dadich@sourcemedia.com).

## GUESTS AT THE 2007 BANKER OF THE YEAR AWARDS INCLUDED:

ACBA  
AIG  
Arnold & Porter LLP  
Bank of America  
Bank of Smithtown  
BlackRock  
BMO Capital Markets  
Boardroom Advisors, Inc.  
Booz Allen Hamilton  
Community South Bank  
Citigroup  
Computer Associates  
Cullen & Dykman  
Bleakley Platt  
Deloitte  
Denali Property, Inc.  
Deutsche Bank  
Dime Savings Bank of Williamsburgh  
Dix Hills Partners, LLC  
Ely & Company, Inc.  
Emigrant Savings Bank  
F&M Bank  
FDIC  
First National Bank of Greencastle  
Fortress Inv. Group  
Friedman, Billings, Ramsey & Co  
FSR  
FTN Midwest Securities Corp  
General Motors Corp  
GMAC Bank  
Goodwin Procter  
Harvard Law  
Highland Financial Holdings  
Hohlt & Associates  
Howe Barnes Hoefer & Arnett  
ICBA  
Institute for International Bankers  
JPMorgan Chase  
JRS Architects

Keefe, Bruyette & Woods, Inc.  
Legacy Builders  
Lehman Brothers, Inc.  
Liu & Choy, PLLC  
Meir Kahtan Public Relations, LLC  
Multicultural TV Broadcasting  
National Motors Bank  
Neighborhood Housing Services of NYC  
Newmark Knight Frank NY Banking Dept.  
Oliver Wyman  
Oppenheimer & Co  
OTS  
Peking Handicraft, Inc.  
PNC Financial Services Group  
Pottridge & Associates  
PricewaterhouseCoopers  
Promontory Financial Group, LLC  
Provident Bank  
RBC Capital Markets  
Santa Fe Group  
Shinhan Bank America  
Smith Barney  
Sovereign Bank  
Synovus Financial Corp.  
The Bank of NY Mellon  
The Carlyle Group  
The Lam's Group  
TN Bankers Association  
UBS  
UCBH Holdings  
United Commercial Bank  
Wachtell, Lipton, Rosen & Katz  
Wainwright Bank & Trust Co.  
Westdeutsche Landesbank Girozentrale  
Yardville National Bank/PNC