



INTERNATIONAL MINORITY BANKERS ALLIANCE

Sponsorship Proposal

2024

About Us

International Minority Bankers Alliance (IMBA) is dedicated to promoting diversity, equity, and inclusion within the global banking and financial services sector. By nurturing open dialogues, cultivating professional development, and offering essential support to Black and Brown banking and financial services professionals, IMBA's international reach contributes to forging a more inclusive and equitable future for the industry on a global scale.

“FOSTERING INCLUSIVITY ON
A GLOBAL SCALE”



Vision & Mission



OUR VISION

Our vision is to create positive impacts throughout banking and financial services and grow our platform to be the most trusted source for minority professionals in the world.

OUR MISSION

Our mission is to elevate banking and financial services by supporting and cultivating diverse talent.

Our Approach

During the pandemic in 2020, the organization began with Zoom-based discussions intended to help banking professionals make sense of and better manage diversity in the workplace, current events affecting minorities, and other economic topics.

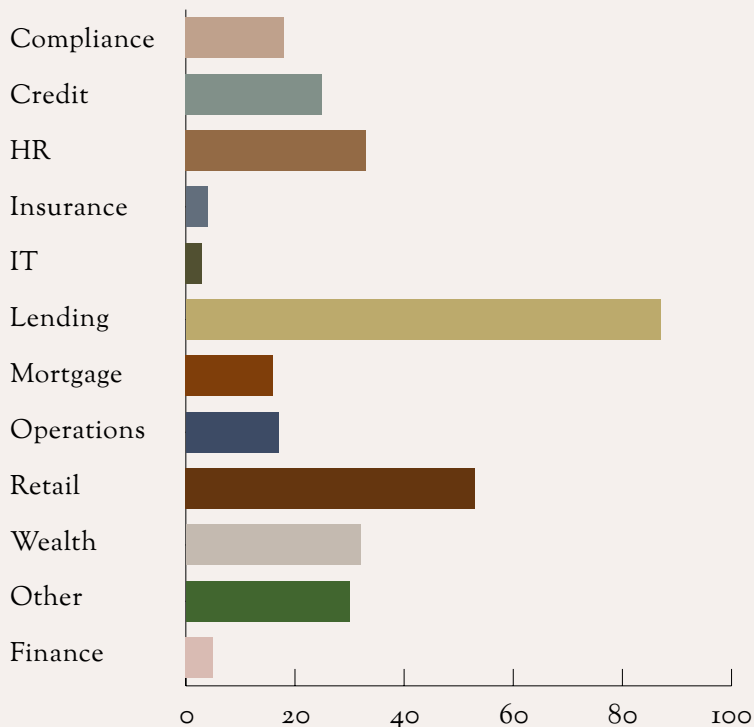
Due to the overwhelming interest, IMBA leaders have collaborated to formalize a hybrid structure to expand access and opportunities for minority banking and financial services professionals worldwide in efforts to elevate the industry as a whole.



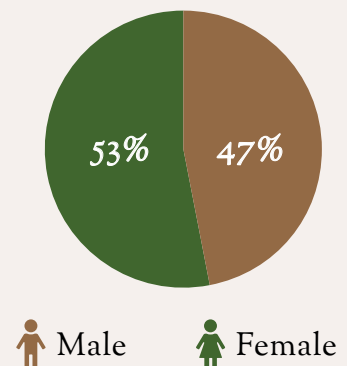
Initial Prospective Member Demographics

We will engage our existing network of bankers, which consists of a diverse range of backgrounds and areas of expertise.

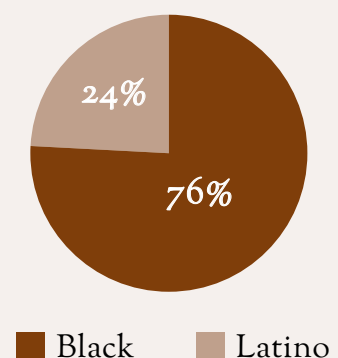
LINE OF BUSINESS



GENDER REPRESENTATION DATA



ETHNICITY





WHAT'S NEXT

In the years to come, IMBA will embark on an ambitious journey to further its mission. Building on our past success, we will undertake a series of forward-thinking initiatives.

As we embrace these initiatives, we will remain steadfast in our commitment to elevate the industry as a whole to make it more *inclusive*, *innovative*, and *responsive*.

Collaboration
is the art of
harnessing
diverse strengths
to illuminate the
path to collective
success.

ACTIVITIES

- Workshops and Webinars
- Cutting-Edge Training Programs
- Global Expansion
- Pioneering Research and Publications
- Influential Advocacy and Policy Engagement

Benefits to Sponsors

HOW PARTNERING WITH IMBA WILL
EMPOWER DIVERSITY IN BANKING AND
FINANCIAL SERVICES:

- Connect with a global network of minority banking and financial services professionals and industry leaders. Your brand will gain exposure to a diverse and influential audience, fostering inclusivity and expanding your market presence.
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- Position your company as a thought leader in promoting diversity and inclusion within banking and financial services. Engage in panel discussions, webinars, and exclusive events to share insights and showcase your commitment to driving positive change.
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- Access exclusive networking opportunities with professionals from various diverse backgrounds. Forge connections with decision-makers and influencers in the international financial landscape, creating valuable partnerships for mutual growth.

Benefits to Sponsors (cont.)

JOIN US IN CHAMPIONING DIVERSITY & INCLUSION WITHIN THE GLOBAL BANKING AND FINANCIAL SERVICES COMMUNITY:

- Benefit from extensive brand visibility across our international platforms. Your logo will be prominently featured in event materials, digital communications, and marketing collateral, ensuring maximum exposure to our engaged audience.
-
- Customize your sponsorship to target specific demographics and regions. Our flexible sponsorship packages allow you to tailor your message, ensuring that it resonates with your target market and aligns with your strategic goals.
-
- Demonstrate your commitment to social impact and corporate responsibility by supporting an organization dedicated to advancing diversity in banking and financial services. Showcase your dedication to equality, making a positive impact on your brand image.

Packages

STARTING FROM
\$25,000

PLATINUM

- Exclusive recognition as the Platinum Sponsor in all event materials
- Keynote speaking opportunity at our flagship conference
- Prominent logo placement on event signage and marketing collateral
- Featured in press releases and media coverage
- VIP access to all events and exclusive networking opportunities
- Customized activation opportunities (e.g., branded booths, workshops)
- Option to promote up to 10 job postings per month on our website
- 25 complimentary annual memberships for your team

STARTING FROM
\$15,000

GOLD

- Recognition as a Gold Sponsor in event materials
- Speaking opportunity in a breakout session
- Logo placement on event signage and marketing collateral
- Featured in select press releases and media coverage
- VIP access to select events and networking opportunities
- Branded presence in the event exhibition area
- Option to promote up to 5 job postings per month on our website
- 15 complimentary annual memberships for your team

Packages (cont.)

STARTING FROM
\$10,000

SILVER

- Logo inclusion in event materials and on signage
- Speaking opportunity in a dedicated session
- Recognition as a Silver Sponsor in select press releases
- Access to VIP networking events
- Social media mentions and acknowledgments
- 10 complimentary annual memberships for your team

STARTING FROM
\$5,000

BRONZE

- Logo presence on event website and select materials
- Speaking opportunity in a specified session
- Recognition as a Bronze Sponsor in communications
- Access to networking events
- Social media acknowledgments
- 5 complimentary annual memberships for your team

ADDITIONAL OPPORTUNITIES

- Sponsorship of specific program tracks or workshops
- Inclusion in pre-event and post-event communications
- Featured content in our digital publications and newsletters
- Collaborative content creation and thought leadership opportunities
- Mentoring platform
- Additional memberships available at a discounted rate

Event Highlight

International Minority Bankers Alliance hosted their first soft launch event on January 11, 2024 at BMO's Chicago office. This exclusive gathering marked the beginning of a transformative journey in the world of banking and financial services, where innovation, collaboration, and excellence converge. We hope you will join us as we continue to introduce our organization and provide a sneak peek into our vision, mission, and the future we envision for the financial industry.

In the ever-changing banking and financial services sector, our dedication to collaboration is all about supercharging career growth. By teaming up, we accelerate skill development, gain valuable insights, and adapt to industry shifts more effectively. Collaborative career development is the ultimate strategy for success in the finance world's constantly shifting landscape.



Event Activities



WORKSHOPS & WEBINARS

IMBA will host a dynamic series of workshops and webinars to facilitate discussions on workplace diversity, the impact of current events on minority communities, and other pertinent economic topics. These events will equip banking and financial services professionals with the knowledge and tools necessary to navigate the swiftly evolving industry.



GLOBAL REACH

Through the hybrid structure, IMBA will expand its reach across borders. By establishing international chapters, fostering collaboration and knowledge-sharing among financial professionals worldwide. These efforts are aimed to empower underrepresented voices on a global scale.



RESEARCH & PUBLICATIONS

In collaboration with industry experts, the organization will initiate groundbreaking research projects to explore the latest industry trends and best practices, particularly in relation to diversity and inclusion. The findings will be disseminated through publications and reports, contributing to the ongoing development of the industry.

Event Activities (cont.)



IMBA relies on the support and participation of our members to advance our mission and achieve our goals for the collective. Your contribution, whether it's through membership, sponsorship or volunteering, is crucial to our success. With your support, we can continue to provide valuable resources, advocacy and networking opportunities to our members and promote the growth and sustainability of our profession. We invite you to join us in this important work and make a meaningful impact on the future of the financial industry. Together, we can achieve great things.

2024 Annual Events

JANUARY	FEBRUARY	MARCH
 <p>January 11 - IN PERSON IMBA Soft Launch</p>		  <p>March 14 - IN PERSON Corporate Breakfast March 28 - IN PERSON Membership Mixer</p>
APRIL	MAY	JUNE
	 <p>* May 9 - VIRTUAL Program</p>	 <p>* June 13 - IN PERSON Networking Event</p>
JULY	AUGUST	SEPTEMBER
	 <p>* August 8 - VIRTUAL Program</p>	 <p>* September 12 - IN PERSON Networking Event</p>
OCTOBER	NOVEMBER	DECEMBER
	 <p>* November 14 - VIRTUAL Program</p>	

Please note that events with an * denote a tentative date and may be subject to change.

Organization & Leadership

The leadership of IMBA is characterized by vision, strategic planning, advocacy, and a deep commitment to diversity and inclusion in all financial service professions. These leaders are pivotal in driving the organization's mission, creating opportunities for their members, and contributing to a more inclusive and equitable global financial sector. Their leadership is instrumental in shaping the future of both the organization and the financial industry at large.



A. Gregory Hunt

Board Chair,
Sponsorships
Willing to Hunt



Desiree Rideaux

Vice Chair,
Events
Citibank



Letticia Flores Poole

Board Member,
Sponsorships
BMO Bank



Sharlene Stanley

Board Member,
Treasurer
Willing to Hunt



Jorge Reyes

Board Member,
Assistant Treasurer
Wintrust Bank

Organization & Leadership (cont.)

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Karl Riley II

Board Member,
Memberships

J.P. Morgan Chase & Co.



Markena Peavy

Board Member,
Counsel

BMO Bank



Maurice Harris

Board Member,
Community Outreach

J.P. Morgan Chase & Co.



Dawanda Lomax

Board Member,
Secretary

CIBC



Corey Lamb

Board Member,
Assistant Secretary

BMO Bank



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