



Cohort Badge Best Practices

As a ThinkTECH Accelerator Alumnus you are part of the ICBA community. As a way to show your connection to the ICBA community, we've created the Accelerator Cohort Badge that you can use in your marketing and outreach.

The badge can be used in all outreach targeted towards community banks. The badge is optimized to be used in both digital and print.

Proudly display this badge:

- ▶ **On your website**
- ▶ **In your email signature**
- ▶ **On your business card**
- ▶ **On your brochures and product sheets**
- ▶ **When exhibiting**
- ▶ **On presentation slides**
- ▶ **On anything else that reaches community bankers!**

Once the badge is incorporated into your advertising, we ask that you submit all final versions to the ICBA Vendor Relations team for review. Our team will make sure that the badge placement meets our visual style guide and provide you with the best version of the badge for the intended use of the advertisement

▶ **Ready to put the badge to use?** Contact Laura Norrell (laura.norrell@icba.org) or Lauren White (lauren.white@icba.org) today to get started.
Please allow at least 48 hours for approval.





2022 Marketing Options for Accelerator Cohort

What you are currently receiving as part of ICBA's Fintech Corporate Membership Program:

ICBA PROVIDED EXPOSURE:

- ▶ 2-year complimentary corporate membership (\$1,995 x 2 years)—*Granted through Accelerator participation.*
- ▶ \$1,400 (annual) convention booth discount—*Usually the discount is \$700 for Fintech members, we have doubled it for the cohort.*
- ▶ Exclusive use of ICBA ThinkTECH Accelerator Logo—*Used on your website or other banking facing material.*
- ▶ Ability to submit a quarterly article or promotion in an ICBA e-newsletters (NewsWatch or Member Access)—*Previously reserved for PSPs only, we are providing this opportunity to the cohort.*
- ▶ Ability to add hosted webinars to ICBA's webinar calendar.
- ▶ Complimentary ICBA member bank list (customizable by bank title)—*Normally reserved for Select level members but we are providing it complimentary to the cohort (cost \$5,000). You would use this list to identify key CB targets and potentially begin a call/mail campaign (e-blasts can be purchased at an additional cost).*
- ▶ Opportunity to participate in focused showcases during the accelerator program, as well as pitching your product live.
- ▶ Profiles in the digital ICBA Solutions Directory and the ThinkTECH Directory, as well as the annual Membership issue of Independent Banker (August)
- ▶ Dedicated landing page on ICBA.org to share your content and thought-leadership—icba.org/accelerator2022—TBD
- ▶ Free marketing consultation with Independent Banker Magazine and ICBA Vendor Relations Staff (assistance with content creation)

Total Value: \$12,298 Your Cost: FREE



To successfully leverage your membership and the activities/benefits listed above, ICBA recommends a purchase, at minimum, of a \$6.5K base marketing package. Based on each individual budget, company goals, and capabilities, the company is further encouraged to scale their marketing plan up from the Entry-Level package. This is by no means an end-all, be-all. It is a starting point to help companies develop content that can be used and repurposed for various publications and educational vehicles.

Entry-Level Marketing Package

MSP-C DIGITAL OPTIONS:

- ▶ Independent Banker On-Demand Webinar—1x (TBD 2022)—*We recommend promoting the Webinar in one of your quarterly NewsWatch or Member Access submissions and leveraging social media retweets.*
- ▶ Independent Banker Studio (MSP-C) Created Case Study—up to 1000 words—1x (TBD 2022)—*This is another initiative we recommend promoting via NewsWatch or Member Access and social media.*
- ▶ IndependentBanker.org Sponsored Content Package—1x (TBD 2022)

Total Value: \$12,995 **Your Cost:** \$6,500

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