



## Increase your company exposure and leave a lasting impression by creating a Sponsor Parody Video

Thank you for being an EBA sponsor! The goal for this additional marketing option is to provide you, our valued sponsors, with increased name recognition.

### Sponsor Guidelines for Commercial:

#### Available only for EBA member Diamond, Platinum and Gold level sponsors

1. The opportunity to have a commercial aired during EBA Conferences is being made to EBA Members who are Diamond, Platinum or Gold sponsors;
2. Your participation is Optional;
3. The commercial may be **no longer than 3 minutes in length**;
4. The commercial must be funny/comical;
5. The commercial cannot be an infomercial about your company. But, the commercial can provide Name exposure for your firm and can highlight a service or product that you provide. Such info/ideas must be interwoven within the commercial with the commercial being humorous. (See examples on the EBA Website of commercials from the January Tampa meeting);
6. The commercial must be produced internally by your firm's staff. It may not be produced by professional videographers, editors, etc.
7. The commercial video will need to be uploaded to YouTube and the link for it emailed to Headquarters in care of Lisa Kraus Gardner @ [lisa@envirobank.org](mailto:lisa@envirobank.org) **no later than end of day Monday, two weeks prior to conference**.
8. The commercials will be aired between the conference presentations; polling; and/or prior to announced breaks/lunch.
9. Up to 2 commercials may be aired between each panel change out. If the commercial Sponsor is part of a panel and/or is Sponsoring the next break/lunch/reception, their commercial will be played as close to their sponsored event or participation as possible. Otherwise, the commercials will be aired in order of sponsorship, with all Diamond sponsor commercials played first, Platinum sponsor commercials played after Diamond, and Gold sponsor commercials played after Platinum. Within each sponsor level, commercials will be played in the order sponsorship registration was received for that sponsor level.
10. The commercials are not intended to air until the conference for which you are sponsoring. However once aired, if you are willing and give the EBA permission, we will post the commercials on the EBA website and at some point in the future, we may use them within EBA marketing information. No commercials will be posted to the website and/or used within marketing information without the prior consent of the sponsor. Additionally, **in order for the video to be posted to the EBA website and/or utilized for future marketing, please be aware of copyright issues**. Product names of items utilized in the video should be blurred or blackened out. Any music or canned film footage utilized in the commercial must be purchased for use in order to comply with copyright laws.
11. The conference audience will be polled and asked to select their favorite commercial, after all of them have been shown. On the final day of conference we will announce the top two winners. Winning organizations will receive 15 minutes of podium time at the following EBA conference.
12. The EBA leadership will review each video prior to airing, to assure it meets the above criteria. Any video that is deemed an infomercial, or otherwise not in compliance with the above guidelines will not be shown at conference.