



TBA ALLIANCE MEMBER

A designation for select Associate Members

Annual Fee: \$8,000

Terms

The Alliance Member designation runs for one calendar year and is available to Associate Members of the Tennessee Bankers Association (“TBA”) that are current with their membership. The Alliance Member designation fee is in addition to the standard published rate for Associate Membership. The designation is available only to companies that do not directly compete with TBA endorsed partners, as determined by the TBA approval committee. Pro-rated fees are not available—regardless of when an associate member is designated as an Alliance Member, the full \$8,000 fee is due to TBA.

TBA committee approval is required for Alliance Membership including no-less than three submitted references from banker customers in Tennessee, which is waived for companies with three or more consecutive years of TBA Associate Membership. TBA holds the right to revoke a company’s Alliance Membership designation for any reason and accordingly refund dues on a pro rata basis at any time throughout the annual designation period. **Alliance Membership is not an endorsement by the TBA.**

Benefits

Associate Membership

- i. Receive all published benefits of Associate Membership.

Thought Leadership

- i. Promote and host (if needed) an educational webinar highlighting Alliance Member’s area of expertise as a mutually agreed upon topic at least once per year;
- ii. Feature Alliance Member on TBA’s social media feeds at least four times per year; and
- iii. Publish an article submitted by Alliance Member in accordance with its editorial guidelines in TBA’s newsletter at least one time per year.

Recognition

- i. Provide Alliance Member representatives an “Alliance” name badge ribbon at all TBA events;
- ii. Opportunity to display promotional materials at a marketing table prominently displayed in the Barrett Training Center during all TBA-sponsored events; and
- iii. Provide special distinction to Alliance Member within TBA’s Associate Membership webpage and print catalog.

Discounts

- i. Complimentary registration for a representative to attend each of the TBA Membership Meetings hosted by the Association as requested by the Alliance Member;
- ii. Complimentary registration to one conference or workshop annually as mutually agreed upon (excluding The Southeastern Schools); and
- iii. Fifteen (15) percent discount on advertised Associate Member rates for magazine advertisement.

By signing and submitting the application on the next page to become an Alliance Member,

_____ (company) hereby agrees to the terms listed above.



TBA ALLIANCE MEMBER

Application

Applications must be returned to **ATTN: Stacey Langford, TBA, 211 Athens Way, Suite 100, Nashville, TN 37228**; or submitted by email to slangford@TNBankers.org.

Company: _____

Primary Contact: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email: _____

Year joined as TBA Associate Member: _____

Tennessee Bank Customer References

Provide no less than three. Waived with three-plus years of consecutive TBA Associate Membership.

1. Bank: _____ City: _____

Name: _____ Title: _____

Phone: _____

2. Bank: _____ City: _____

Name: _____ Title: _____

Phone: _____

3. Bank: _____ City: _____

Name: _____ Title: _____

Phone: _____

ALLIANCE MEMBER FEES: \$8,000 annual

Payable by check after notification of approval by TBA. Approval can take up to 5-7 business days.

The company below hereby agrees to the terms of Alliance Membership provided in the attached terms sheet.

Name/Title

Company

Date