



# Sponsorship Prospectus

## 2026 CBA ANNUAL CONFERENCE

December 1-3, 2026

Hyatt Regency Riverwalk  
San Antonio, TX





## Sponsor the 2026 Annual Conference in San Antonio

The Church Benefits Association (CBA) is excited to invite you to sponsor the CBA 2026 Annual Conference—our premier gathering that brings together more than **300 industry professionals** for meaningful **connection and collaboration**.

Join us in San Antonio, a city known for bringing people together at the crossroads of history, culture, and community. Set against the welcoming backdrop of the River Walk, this conference offers a unique opportunity to engage with a select group of **key decision-makers** in an environment designed for conversation and connection. Through direct, face-to-face interactions, you'll **strengthen existing relationships, build trust, and reinforce your organization's presence** in an ever-evolving landscape.

This is your opportunity to **showcase your company, cultivate valuable partnerships, and elevate your visibility** within the church benefits community—all while experiencing the warmth and hospitality that make San Antonio unforgettable.

We invite you to review our Sponsorship Prospectus and secure your participation by contacting Cuyler O'Connor, CBA Strategic Partnerships Manager, at [coconnor@churchbenefitsassociation.org](mailto:coconnor@churchbenefitsassociation.org).

Sincerely,  
CBA 2026 Planning Committee





# About CBA

The Church Benefits Association (CBA) is a community of faith-based organizations committed to supporting churches, denominations, and related ministries through **outstanding benefit programs and services**—delivered by our 50 member organizations.

Our mission is to **empower our members by fostering collaboration, sharing knowledge, and building strong professional networks**. Together, we help ensure church staff and leaders have access to high-quality benefits that reflect their values and support their calling.

CBA brings together leaders across traditions to exchange best practices, explore new ideas, and strengthen the impact of mission-driven organization employee benefits. **Our members serve over one million individuals nationwide, and CBA provides the platform for connection, growth, and innovation.**

Through interfaith collaboration, ongoing education, and a commitment to service, **we help build a resilient, healthy future for those who dedicate their lives to ministry.**





# About The Conference

Since 1915, the Church Benefits Association (CBA) Annual Conference has convened leaders dedicated to **advancing employee benefits in faith-based organizations**. What began as a small gathering is now a premier interfaith event with **more than 300 influential attendees** from Protestant, Catholic, and Jewish communities.

This exclusive meeting connects **CEOs, C-suite leaders, and experts across benefits, investments, customer service, marketing, education, and leadership**. Attendance is limited to CBA member denominations and invited guests, creating a highly focused audience.

Held annually the week after Thanksgiving at rotating U.S. locations, the conference features keynotes, breakout sessions, and high-value networking for senior leaders and emerging professionals.

Sponsoring the CBA Annual Conference provides direct access to mission-driven decision-makers and a trusted network, offering **meaningful visibility and lasting connections** within a values-driven community.

## Conference Highlights

- Offers tailored learning through focused breakout sessions.
- Delivers expert insights in benefits, marketing & education.
- Connects peers from diverse faith-based organizations.
- Builds community around shared mission and purpose.



# The Value of Sponsorship



## Customer Engagement

Focus on meaningful interactions with your customers.

Connect with a focused audience to strengthen relationships and foster trust with the people who matter most. By supporting CBA, you're investing in long-term partnerships and demonstrating your commitment to those who rely on your expertise.

## Brand Visibility in a Trusted Community

Position your organization as a trusted partner.



























Sponsorship offers premium brand exposure throughout the event—from signage to session mentions—within a respected, mission-driven network committed to service and stewardship.

## Meaningful Mission Alignment

Show your support for faith-based values and leadership.

Align your brand with organizations dedicated to the well-being of faith-based employees across Protestant, Catholic, and Jewish institutions. Your partnership reflects shared values and a commitment to lasting impact.

## SPONSORSHIP LEVELS

	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Number of complimentary CBA conference registrations	5	4	3	2	1
Logo in the conference app, rolling slides, website, and signage					
Online sponsor profile in the conference app					
A tabletop booth in the meeting pre-function area (includes a 6 foot skirted table with two chairs)					
Opportunity to share a video showcasing your organization's future vision—what you're building and who it's for.	3 MINUTES	2 MINUTES	2 MINUTES		
Advance access to CBA attendee list, plus final list post-meeting					
Logo included in pre-meeting emails					
Push notifications from the conference app with sponsor name					
Recognition during opening remarks					
Opportunity to introduce general session					
Opportunity to participate in the leadership of learning community					
Reserved front row seating during the Tuesday night dinner					



# THANK YOU!

## Contact:

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