

NDBA Services, Inc. Endorsement

Marketing/Public Relations Benefits

NDBA Services, Inc., is a wholly-owned subsidiary of the North Dakota Bankers Association and is dedicated to providing quality products and services to North Dakota banks through third-party vendors. Our mission is to recognize the unique needs of banks and review and recommend products and services that could help make our member banks more profitable and efficient. The designated committee and staff studying an endorsement shall look at both member benefit and potential revenue to the association, with member benefit being the primary objective.

NDBA Services, Inc. endorses and promotes the products and services offered by selected companies. These companies have been thoroughly reviewed and measured against criteria established by the NDBA Services, Inc. Board of Directors. The companies receiving endorsement are selected based on their ability to meet or exceed high expectations for quality, reliability and service. An endorsement is a valued partnership between the company, NDBA and our member banks.

Endorsed Vendor Benefits

Complimentary Advertising/Promotional Benefits

- Two 1/2 page ads annually in *NDBA Bulletin* (published 18 times per year)
- Annual vendor spotlight in *NDBA Bulletin*
- Feature articles/photos of events, accomplishments
- Inserts (flyers/brochures) in *NDBA Bulletin*
- NDBA member mailing labels available upon request
- Listing and links on NDBA website
- Included in endorsed vendor section of the annual North Dakota Bank Directory
- Included in NDBA Endorsed Vendor/Associate Member Resource Guide
- Promotional message on NDBA Bank OnHold
- Listed as resource/speaker for NDBA Peer Group Forums

Co-Marketing Benefits

- Presentations to NDBA Services and NDBA Boards
- Sales introduction letters from NDBA President and CEO to NDBA member banks
- Leads passed on to endorsed vendor
- Endorsements highlighted during bank visits by NDBA staff
- Personal phone calls to NDBA member banks made upon request
- Direct mail and email communication through NDBA

Additional Benefits

- Enhanced “networking opportunities” at NDBA events
- Complimentary subscription — *NDBA Bulletin*
- Complimentary copy — North Dakota Bank Directory
- Access to “Members Only” section of the NDBA website
- Attendance at NDBA education programs offered at member rates

Plus, as an endorsed vendor, additional exposure encouraged through:

Exhibiting

- NDBA/SDBA Annual Convention (June)

Sponsoring

- Bank Management Conference (January or February)
- NDBA/SDBA Annual Convention (June)
- NDBA Group Meetings (September)

Advertising

- Annual North Dakota Bank Directory
- NDBA/SDBA Annual Convention Program
- Additional *NDBA Bulletin* advertising

Pricing is available at member rates.



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Policy and Procedures

1. The NDBA Services, Inc. Board of Directors has developed “Requirements for Endorsed Companies” that are sent to vendors seeking endorsement. Vendors are asked to complete the information and return to the SVP of Strategic Partnerships.
2. The NDBA Services, Inc. Board collectively reviews – or appoints a committee to review – financial statements and the submitted information. A recommendation is made on whether to proceed with an endorsement.
3. The SVP of Strategic Partnerships then conducts due diligence to:
 - a. Determine if there are competitors that may also seek endorsement.
 - b. Check references including other state associations which may endorse the company and actual bank clients.
 - c. Seek input from both the NDBA President/CEO and NDBA General Counsel regarding the proposed contract.
4. Once information is gathered, the SVP of Strategic Partnerships invites the vendor to make a presentation at an NDBA Services, Inc. board meeting.
5. After the presentation and subsequent questions, the Board discusses the findings of the due diligence process. If all meets with approval, the Board gives the green light to sign the contract and endorse the company and its products and/or services.
6. The approved endorsement by the NDBA Services, Inc. Board of Directors is reported to the NDBA Board of Directors.
7. Once the contract is completed, the product is marketed to NDBA members – through direct mail, articles, and bank visits.
8. An annual review is conducted by the SVP of Strategic Partnerships to ensure satisfaction with the endorsed company and its products and/or services.



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Requirements for Endorsed Companies

A vendor's product must satisfy an identifiable need for NDBA members.

A history of company success in quality, service and reliability is vital.

Strong, stable ownership and management is required.

References from customers, especially North Dakota users, are required.

An effective marketing plan, tailored for North Dakota, must be in place.

Legal and regulatory issues must be identified and reviewed.

Active involvement in NDBA events is important and appreciated.

The Association, its members and the endorsed company should all benefit through the endorsement.

1. Provide a history and description of your company, including names of officers and owners, as well as a current balance sheet and income statement.
2. Provide a complete description of the product(s) or service(s) for which you are seeking endorsement.
3. What is the market potential for your product or service in North Dakota?
4. How is the service or product implemented within a bank?
5. Is the service or product competitive with others in the industry in quality and price? Why is your service or product better than that of your competitors? Name your key competitors and compare.
6. Please provide a complete list of references including banks, preferably in North Dakota, and other financial institutions. List all state bankers associations which have endorsed your product or service.
7. Does your service or product meet with the approval of all state and federal regulatory agencies?
8. What financial compensation would NDBA Services, Inc., receive for an endorsement? What are the special price rates/additional benefits for NDBA member banks? Describe your proposed arrangements.

Thank you for providing background information on your company and for your interest in becoming an endorsed NDBA Services, Inc. vendor.