

Benchmark sponsors Longwood University Athletics/Reading Program for kids



EVP Jay Stafford presents the game ball at the start of the game with Campbell University. The Lancers won!



Board members Al Roberts and Mary Jane Elkins enjoy the first Benchmark Night at Willett Hall.

Last Fall, Benchmark signed on to be a sponsor for Longwood Athletics' basketball and baseball programs for the 2015-16 school year. The sponsorship includes signage in the basketball hall and on the baseball field, special Benchmark nights/days, promotional announcements at games, ads played during game broadcasts, presence on the Lancers website, and a host of additional benefits! As part of the "package," Benchmark was also the exclusive sponsor of the Longwood Athletics Reading Program in which members of the group go out into area elementary schools to encourage reading among students in the lower grades. Kids who complete the program are invited, with their parents, to a special Reading Program game day and treated to an evening of fun.

The athletics sponsorship was something new for Benchmark, which has always believed in supporting the school. What a fun and beneficial way to do it!



The highlight of the Reading Day game was the debut of **Savemore the Squirrel**, mascot for Benchmark's YES Club.

With you for Life!

New slogan adopted; corresponding video debuts

According to marketing experts, "A good slogan captures the essence of your brand's promised consumer benefit in one short phrase." And that's exactly what Benchmark's new slogan, adopted earlier this year, does.

With you for Life perfectly describes the Benchmark for Life concept that was laid out a few years ago. It tells folks that we will be there for them with the appropriate financial assistance no matter what their current or future needs are.

To help promote Benchmark and the promise of the new slogan, the bank also created a 30 second video that is being played on the Internet on targeted sites. The video takes the viewer through various stages of life and shows how Benchmark's products and services are customized for each phase, helping customers build a strong financial foundation and, over time, gain financial security.

To learn more about the Benchmark for Life concept and to view the video, go to www.bconline.com/forlife.



Henderson office opens

It's official: the Henderson, NC office is open for business!



Located just off of Interstate 85 at Graham Avenue (off Ruin Creek), the bank's newest location is poised to attract business customers in the surrounding area, mostly Vance and Granville Counties. Business Banker Kim Jordan, assisted by Ann Lawson, who lives in Henderson but commuted to South Hill for years, is busy spreading the word about Benchmark. A Grand Opening celebration is planned for May 25. If you know a business person in the Henderson area, have them contact Kim!

Recently, three of Benchmark's Virginia branches were honored by the public in their market areas. The honors were the result of the local newspapers' "people's choice" surveys which ask folks to select the businesses that are outstanding in their category. Benchmark won among both banks and mortgage companies.

The branches winning the awards were Lawrenceville (for the first time!), South Boston/Halifax (for the 4th time) and South Hill (for the 6th time). Congratulations to them all are in order!

3 branches are selected for coveted people's choice awards



Thank you for voting us the **Best Bank in Halifax County!**



Thank you, Brunswick County, for voting us **BEST BANK!**

Thank you, South Hill, for voting us **BEST BANK & BEST MORTGAGE COMPANY!**