



WABPAC Ambassador Guide

WA | **WABPAC**

WESTERN ALLIANCE BANCORPORATION POLITICAL ACTION COMMITTEE

Welcome Note

Dear WABPAC Ambassador,

On behalf of WABPAC, I want to thank you for agreeing to participate in our Ambassador Program. With your support, we can build connections with policymakers, help them better understand our story.

Every day, our Government Relations team tells the Western Alliance Bank story in Washington, D.C. and in state capitols.

We all work hard to deliver expert financial advice and tailored solutions to our customers. Our political action committee, WABPAC, complements those efforts by providing a powerful resource to support candidates and lawmakers committed to creating a positive policy environment for our customers and the communities we serve.

The reality is that state and federal legislators have a profound impact on our ability to serve, invest and grow. That's why it's important that policymakers know who we are, what we do and how we do it. WABPAC is one of the tools we use to help us accomplish this. WABPAC allows you to have a voice in helping elect candidates whose business and banking policy views align with ours.

As WABPAC Ambassadors, your efforts to increase participation and contributions to our PAC are critical.

To help you be successful in your role as WABPAC Ambassador, we have put together this helpful guide to provide you with the tools and information necessary to effectively introduce WABPAC to your peers, including best practices and sample solicitation materials.

If you have any questions or would like more information about the PAC or the Ambassador Program, please contact Joseph Minardi at joseph.minardi@westernalliancebank.com.

I appreciate your commitment to WABPAC and its future success.

Sincerely,

Ken Vecchione

President & CEO, Western Alliance Bank

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About WABPAC

Who We Are

WABPAC is a nonpartisan Political Action Committee (PAC) that accepts voluntary contributions from eligible donors to help support federal and state political candidates who understand our business and our issues. WABPAC allows our people to have a voice in supporting the banking industry and the customers we serve.

How It Works

The ability for Western Alliance Bank to grow and innovate is dependent on the policies and decisions elected officials make across all levels of government. Through WABPAC, we can help elect those legislators who understand our issues and our industry.

Who Can Participate

The bank will only ask employees who are members of the 'restricted class' as defined by the Federal Election Commission to contribute to WABPAC.

Who Decides Where the PAC Money Goes?

WABPAC is governed by a board of directors and adheres to bylaws and state and federal laws. With input and recommendations from the Government Relations team, they determine and approve PAC contributions based on the following criteria:

- The Western Alliance Bancorporation PAC (WABPAC) will support candidates of both political parties for federal, state and local offices based on their committee assignments, leadership positions, representation of geographic areas of importance to the bank and its subsidiaries, and views on issues of importance to the company and its customers.
- WABPAC may also provide financial support to candidate campaign committees, leadership PACs, national party committees and PACs affiliated with state or national trade associations. In general, WABPAC will focus its support on legislative branch candidates. The PAC will not make contributions to declared candidates for President of the United States. Any potential contribution to a candidate for, or holder of state, or local office will be vetted in advance to avoid any issues related to pay-to-play or similar regulations.

PAC Ambassador Keys To Success

As a WABPAC Ambassador, you will help us to educate our people about the PAC and increase participation and contributions to our PAC through peer-to-peer solicitation. In doing so, you play a critical role in helping the company support legislators who understand our issues and the banking industry. Through the PAC, we can educate key decision-makers about Western Alliance Bank.

As you conduct your outreach, here are three key steps to remember that will help set you up for success: Educate, Request Participation, and Follow-Up.

Educate

Use and share the materials provided to you by the PAC team (and in this guide) to help as you discuss the importance and purpose of WABPAC with your eligible colleagues.

Understand and share legislative issues relevant to WABPAC and our industry that might be of particular interest to you and your peers.

Highlight the fact that they are investing in the future of WABPAC by voluntarily participating in the PAC.

Detail the benefits of membership and emphasize how easy it is to join.

Request Participation

Once your eligible prospects have been educated, be sure to make a specific ask for them to join and contribute to WABPAC. This step can often be overlooked, but it is absolutely critical to the PAC's success.

Remember that participation in WABPAC is **voluntary**.

Follow-Up

Give your colleagues enough time (at least a week) to consider the information you have provided. After an appropriate period has passed, check in with them again to see if you can answer any additional questions they may have.

Provide all feedback and information promised in a timely manner.

Send occasional reminders or updates to share additional information on the PAC or answer any questions.

Do not over-communicate, but make sure your prospects hear from you.

Our goal is to secure both long-term participation and loyalty to the program.

WABPAC Ambassador Commitment

WABPAC Ambassadors commit to the following goals:

- Educate peers about WABPAC and why they should want to get involved.
- Use testimonials to show personal reasons for joining.
- Ask eligible team members to join. Making the ask is the most critical step.
- Follow up in person or via phone to reinforce written appeals.
- Thank their peers for supporting WABPAC.

Solicitation Guidelines

When communicating with prospective PAC contributors, it is important to be aware of the legal and compliance parameters for WABPAC.

What is a solicitation?

- Straightforward request for contributions
- Information on how to contribute
- ANY statement encouraging support of WABPAC, even simply praising the PAC

Who can you solicit?

The bank will only ask employees who are members of the 'restricted class' as defined by the Federal Election Commission to contribute to WABPAC.

How can you solicit?

- Face-to-face (coffee, meetings, Zoom, Teams)
- Email communications
- Phone calls

**Authorized individuals conducting solicitations may only use approved PAC materials (presentations, email templates, talking points and collateral).*



As a Solicitor, DO:

- Tell your story about why you work at WAB.
- Connect your story to why WABPAC matters.
- Be positive! Talk about WABPAC ‘wins’ and how they’ve impacted your career.
- Learn about your colleagues. Ask them for their story.
- Follow up with your colleagues.
- Set the next meeting during the meeting you are in.

Include on any written solicitation the following disclaimer:

Contributions to Western Alliance Bancorporation Political Action Committee (“WABPAC”) are not tax deductible as charitable contributions for federal income tax purposes. Contributions are voluntary and will be used for political purposes as directed by WABPAC. You have the right to refuse to contribute without reprisal. No one will be favored or disadvantaged by reason of contribution amount or any decision not to contribute. Contribution guidelines are merely suggestions, and you may contribute more, less, or nothing at all. Only U.S. Citizens or Lawful Permanent Residents may contribute to WABPAC. Federal law requires WABPAC to use its best efforts to collect and report the name, mailing address, occupation, and employer for each individual whose aggregate contributions are in excess of \$200 in a calendar year. Payroll deduction will continue until revised or revoked by written notice to the Treasurer of WABPAC. The maximum allowable contribution to WABPAC is \$5,000 per year, per individual. Participants may not receive any tangible benefit from the charity recipient in return for the PAC Match.

**All written solicitation materials must be approved prior to use.*

As a Solicitor, DON'T:

SOLICITATION GUIDELINES FOR WABPAC – DON'T

- Solicit people who are not eligible to participate in WABPAC.
- Use high-pressure tactics or threaten reprisals of any kind.
- Tie PAC participation to job performance or compensation, in either a positive or negative way.
- Apologize for soliciting contributions for WABPAC, which plays an important role in our business and protects our interests.
- Directly solicit a direct report or anyone at a lower level in your own department, or request that a supervisor do so.
- Solicit during the annual evaluation period.
- Suggest or imply in any way that a person's supervisor or upper management will know how much is contributed.
- Suggest or imply that the PAC buys support or access to government officials or policymakers. The PAC's purpose is to support lawmakers who understand and value the company's business and goals, and whose election creates a positive environment for the business.
- Try to answer questions if you're not sure of the answer. Instead, contact Joseph Minardi at joseph.minardi@westernalliancebank.com to obtain accurate information and follow up with a response promptly.
- Use unapproved or self-created PAC materials (presentations, email templates, talking points, etc.).

Frequently Asked Questions

What is WABPAC?

WABPAC is a nonpartisan Political Action Committee (PAC) that accepts voluntary contributions from our eligible people to help support federal and state political candidates who support our priority issues. WABPAC allows our people to have a voice in supporting legislators dedicated to helping the banking industry and the customers we serve.

What agency regulates PACs?

PACs are regulated by the Federal Election Commission (FEC), which is a government agency created in 1975 to administer and enforce the Federal Election Campaign Act (FECA) – the statute that governs the financing of federal elections. For more information you can visit www.FEC.gov.

Who is eligible to participate in the PAC?

The bank will only ask those employees who are members of the 'restricted class' as defined by the Federal Election Commission, to contribute to WABPAC.

Am I required to contribute to the PAC?

No, you are not required to contribute to the PAC. Your contribution is strictly voluntary. You have the right to refuse to contribute without reprisal. The amount you contribute, or your decision not to contribute, will not benefit or disadvantage your employment.

Are my contributions confidential?

The FEC requires PACs to disclose the name, address, occupation and employer of each contributor who gives \$200 or more in a calendar year and this information will be made public. This information is available at www.FEC.gov.

How is the PAC governed and managed?

WABPAC is governed by the PAC Board of Directors and managed by the Government Relations team according to the PAC bylaws and state and federal law. Together, they determine and approve PAC contributions based on specific giving criteria:

The Western Alliance Bancorporation PAC (WABPAC) will support candidates of both political parties for federal, state and local offices based on their committee assignments, leadership positions, representation of geographic areas of importance to the bank and its subsidiaries and views on issues of importance to the company and its customers.

WABPAC may also provide financial support to candidate campaign committees, leadership PACs, national party committees and PACs affiliated with state or national trade associations. In general, WABPAC will focus its support on legislative branch candidates. The PAC will not make contributions to declared candidates for President of the United States. Any potential contribution to a candidate for or holder of state or local office will be vetted in advance to avoid any issues related to pay-to-play or similar regulations.

How do I become a member of WABPAC?

You can enroll online by going to this link: wabpac.westernalliancebank.com/pledge/. If you have further questions or would like more information about WABPAC, please feel free to contact Joseph Minardi at joseph.minardi@westernalliancebank.com.

Are my contributions tax deductible?

No, contributions are NOT tax deductible for federal income tax purposes, per IRS guidelines.

Is there a limit to my PAC contributions?

An eligible individual may contribute up to \$5,000 to WABPAC per year.

What candidates/committees has WABPAC supported?

All contributions are publicly disclosed on the Federal Election Commission website — [FEC.gov](https://www.fec.gov) and the WABPAC website.

Does WABPAC only support a single political party?

No, our PAC is nonpartisan and supports candidates who understand the challenges and concerns our industry faces.

Did you know you can help those in need and support our PAC with one donation?

When you contribute to WABPAC, the company rewards your commitment by matching your **PAC donation dollar-for-dollar (from \$260 to \$5,000 per year) through PAC Charity Match.** This program allows you to donate to a charity or charities you choose from an approved list when you sign up for WABPAC payroll deduction through the PAC website.



Sample Solicitation Email To Eligible Peers

To: WABPAC Eligible

Subject: Back the PAC, so the PAC can back us!

I'm contacting you today on behalf of WABPAC. Because of my personal commitment to the PAC, I've been selected as a WABPAC Ambassador – which gives me the opportunity to reach out to colleagues like you.

WABPAC is a nonpartisan, Political Action Committee (PAC) that accepts voluntary contributions from WAB's eligible people for distribution to federal and state political candidates. Joining and contributing to WABPAC allows you to have a voice in helping elect candidates whose business and banking policy views align with ours.

The reality is that state and federal legislators have a profound impact on our ability to serve our clients. It's our job to continually inform policymakers of who we are and what we do. WABPAC is one of the tools we use to help us accomplish this.

WABPAC had a successful launch in the fall of 2022, and we are continuing our focus on the goal of growing the PAC membership in 2023. With that in mind, we are inviting colleagues like you to join us in our effort to keep policymakers informed about our business and the issues important to our people. This will help to ensure our future success and the success of WABPAC.

I hope you'll consider joining WABPAC today at whatever level of support you can. To contribute, [click here](#). Your support of the PAC is completely voluntary, but thoroughly appreciated! Visit the WABPAC website to learn more: wabpac.westernalliancebank.com.

If you have any questions about the PAC, please do not hesitate to contact me directly at <<phone>> or <<email>>. Please also feel free to contact Joseph Minardi at joseph.minardi@westernalliancebank.com.

Thank you for considering WABPAC!

Sincerely,

<<NAME>> <<TITLE>>

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Sample Solicitation Email Reminder To Eligible Peers

To: WABPAC Eligible

Subject: XX

As I mentioned in my last email, WABPAC is an important tool in helping our company effectively build relationships with lawmakers.

Smart policy starts with informed conversations and a greater understanding of the issues important to our business and the communities we serve. WABPAC allows you to have a voice in helping elect candidates whose business and banking policy views align with ours.

With that in mind, please consider joining and contributing to WABPAC today by [clicking here](#). With your support of WABPAC, we can build connections with policymakers, help them better understand our story, and have a bigger voice in legislation affecting all of us.

If you have any questions about the PAC, please do not hesitate to contact me directly at <<phone>> or <<email>>. Please also feel free to contact Joseph Minardi at joseph.minardi@westernalliancebank.com.

Thank you for your support of WABPAC!

Sincerely,

<<NAME>> <<TITLE>>

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Sample Solicitation Call Script To Eligible Peers

Hi. This is <<NAME>> from [your division]. I'm calling today in my role as an Ambassador for WAB's Political Action Committee, WABPAC. First, are you familiar with WABPAC?

(Familiar): Great! (Skip to Info section)

(Not Familiar): Let me give you a quick description. WABPAC is our company's nonpartisan and Political Action Committee (PAC) that accepts voluntary contributions from our eligible people for distribution to federal and state political candidates. WABPAC helps give our people a voice in electing legislators who support the issues important to Western Alliance and our clients.

INFO

As you know, the political climate is constantly changing in this country. It is important that our industry has friends in Washington and state capitols. The reality is that state and federal legislators have a profound impact on our ability to discover, invest and grow. But it's our job to continually inform policymakers of who we are and what we do. WABPAC is one of the tools we use to help us accomplish this. Can we count on you today to support WABPAC by joining and making a contribution?

(Yes): Great! Contributing is easy through payroll deduction! I can email the link to you, or if you want to jot it down, the WABPAC website link for enrollment is: wabpac.westernalliancebank.com.
(Go to thank you)

(Maybe): Thank you for considering it. Do you have any questions or concerns I could help you with now? I can also follow up with more information or circle back at a later time if you'd like. (Go to thank you)

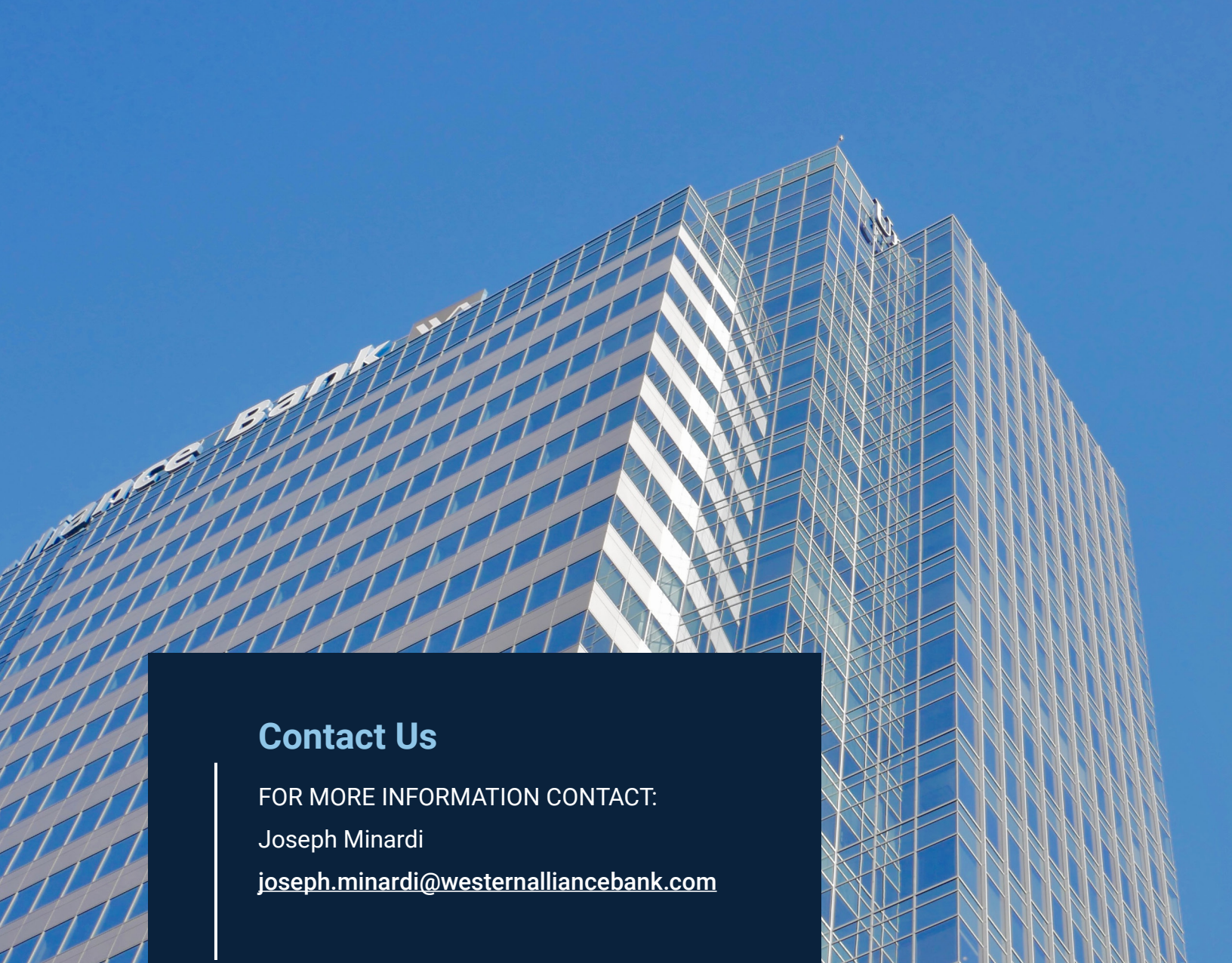
(No): Thank you for considering it. If you have any questions or would like more information about WABPAC, please feel free to contact Joseph Minardi at joseph.minardi@westernalliancebank.com. I appreciate your time. Have a nice day!

Before we go, federal law requires that I notify you of the following:

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THANK YOU

Thank you for your support of WABPAC! If you have any questions or would like more information about WABPAC, please feel free to contact Joseph Minardi at joseph.minardi@westernalliancebank.com. I appreciate your time. Have a nice day!



Contact Us

FOR MORE INFORMATION CONTACT:

Joseph Minardi

joseph.minardi@westernalliancebank.com



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