

FRONT

Visual Inspiration: Doorframe/wall inside family's home with hash marks and captions where parents have been marking child's growth over years ...

Imagine image like one below, but without child in it.



Captions next to hash marks:

- lowest one: Stella 3 years, first Big Wheel®
- next mark: Stella 7 years, first bike
- next mark: Stella 12 years, summer camp
- next mark: Stella 16 years, first car
- next mark: Stella 18 years, college
- next mark: Stella 23 years, Peace Corps
- next mark: Stella 28 years, engaged

Headline: **Grow her future.**

Logo on front

BACK

Subhead: **Start today.**

Body copy: Time flies. One day you're assembling training wheels, the next you're a passenger in her own wheels. The choices you make today will drive your dreams for her tomorrow. Umpqua Bank is here to get you started.

**The perfect blend.**

We'll begin by connecting you to just the right mix of banking and local business. Then, we'll add a dash of what's good in the neighborhood – whether it's information about our children's Learn to Earn program or a community event meant for you. Yes, our business is banking. But, our heart is in making it meaningful for you.

Let us help you hit the milestones, while you savor the small things in between. Come in and share your dreams. We're here to make them happen.

[umpquabank.com](http://umpquabank.com)

The World's Greatest Bank

[possible offer]:

Visit us any time during the month of November and pick up free passes to the Portland Children's Museum.

FRONT

Visual

Inspiration: Illustration or image of thirty-something housewife in prom dress



Callouts  
to visual:

Prom dress fits again.

Bounce in her step.

Can touch toes again.

In the know.

Good karma.

Headline: **What's *her* secret?**

Logo on front

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BACK

Subhead: Frequent trips to Umpqua Bank.

Body copy: Banking shouldn't be a chore. We think it should be the chocolate on your pillow. The morning paper at your door. Five-star service to connect you to the moments that matter the most.

At Umpqua, we do things a little differently. Sure, you'll find the best blend of bank accounts, competitive rates, low fees and all those other banking choices you'd expect. But, you'll also find a passion for the moments in between—the essence of life. Whether it's an after-hours yoga class or a local music CD to soothe your everyday commute.

Stop in for a visit. We'll show you how different banking can be.

[umpquabank.com](http://umpquabank.com)

The World's Greatest Bank

[possible offer]:

Treat your toes and soak your soul with a pedicure on us.  
November 20-25, 6-8pm. Call to reserve a spot: 503.XXX.XXXX

FRONT

Visual  
inspiration: Stars



Text: Star light Star bright,  
The first star I see tonight,  
I wish I may, I wish I might,  
Have the wish I wish tonight.

Logo on front

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BACK

Subhead: Dream it. Do it.  
With Umpqua Bank.

Body copy: Living your dream doesn't have to be a far-off wish. At least Umpqua Bank doesn't think so. We think it's the little wishes that make the biggest dreams come true.

We're new to the community, but our heart is in building a sense of community. Stop by our store and shop the opportunities. We promise it won't take long, but we're guessing you may want to linger—enjoying a good cup of coffee and a local music CD.

Whether it's basic checking or a college fund, a yoga class or a good book, Umpqua Bank wants to put you in touch with your wishes. And chances are, they're right out your back door.

[umpquabank.com](http://umpquabank.com)

The World's Greatest Bank

[possible offer]:

Visit us throughout the month of November to nominate someone for our Wish Upon a Star program, delivering a special holiday for those in need. We'll get to work on their wishes – and yours.