

2024 Partner Program

INDEPENDENT INSURANCE AGENTS OF VIRGINIA



EMPOWER

Demonstrate your commitment to the industry through education, technical information, and legislative advocacy.

With a history of 125 years of supporting Virginia's independent insurance agents, there has never been a better time than now to be an IIAV PARTNER. Your participation distinguishes your company from the competition while providing opportunities to connect with industry decision-makers across Virginia. We look forward to working with you to make 2024 your most productive and profitable year as you engage, energize, and empower your business.

ENERGIZE

Create more consistent branding and name recognition for your company throughout the year.

The *Partner Program* provides THE BEST way to support our association and its programs all year. Being a partner provides you high profile consistent branding, name recognition, and year-long exposure to the IIAV members with four levels of participation to fit any budget.

Benefit details follow for each level:

- Associate membership automatically included
- Advanced priority selection of exhibit space
- Reduced pricing and complimentary attendees (varies by level)
- Complimentary/reduced pricing on exhibit space

ENGAGE

Invest in the future of the independent agency system and solidify your position as a leading industry supporter and advocate.

QUESTIONS?

Don Bragg
DBragg@iiaav.com
804-747-9300

Rich Messler
RMessler@iiaav.com
804-747-9300



YOUR PARTICIPATION WILL HELP GUARANTEE SUCCESS FOR THESE EVENTS!

-ANNUAL CONVENTION & TRADESHOW JUNE 23-25, 2024

- IIAV's premier event to network with peers and receive updates on the industry's hottest topics and trends.
- Attracts decision-makers within the best agencies.
- Features one of the state's largest industry tradeshow.
- Best attended and energetic industry event in Virginia.

-ANNUAL YOUNG AGENTS CONVENTION & TRADESHOW OCTOBER 2024

- Designed to help young agents increase their knowledge and expertise within the industry and become future owners and leaders.
- Offers opportunities for collaboration between company representatives.

-IIAV DAY ON THE HILL

-VAIA EDUCATION PROGRAMS

"Shenandoah Mutual Fire Insurance Company is a proud partner of The Independent Insurance Agents of Virginia. The IIAV is a great asset to the insurance industry. The Partner Program sponsorship which we have been a part of for several years has benefited our small company in many ways. We would recommend it to others looking to get a great value for your advertising dollars."

*-- Jonathan D. Fainter
Vice President of Operations,
Corporate Secretary*

SUPPORT THE AGENCY DISTRIBUTION SYSTEM

Your support makes it possible for IIAV to continue providing quality and affordable events that enhance the professionalism of our members.

\$\$\$ SAVINGS

The value of the benefits received as an IIAV Partner exceed the cost of the individual benefits.

UNIQUE PERKS

Any of the perks you receive as a IIAV Partner are not available to others. Partners are highlighted throughout the year.

FIRST CHOICE

Partners are given priority registration & offered first choice of additional sponsorships and exhibit booth space at events. Priority begins with Platinum, Gold, Silver, & Bronze.

| PARTNER LEVELS *Partnership Program includes 2024 Membership Dues | PLATINUM | GOLD | SILVER | BRONZE |
|---|----------------------|----------------------|----------------|----------------|
| | \$8,200 | \$6,200 | \$4,200 | \$3,200 |
| SPECIAL RECOGNITION | | | | |
| Company Spotlight in one issue of "The Big I VA" Magazine | ✓ | | | |
| Monthly Spotlight on IIAV's "on-hold" messaging | ✓ | | | |
| Quarterly Board of Directors' Meetings Sponsor | ✓ | | | |
| Listing as Sponsor in Legislative Reports(weekly Jan. – Mar.) | LOGO | LOGO | | |
| Listing with Hyperlink to your Company website from IIAV website | LOGO | LOGO | NAME | NAME |
| Priority booth selection at the IIAV Annual Convention | 1ST | 2ND | 3RD | 4TH |
| Prominent display of Partners at IIAV Headquarters | LOGO | LOGO | LOGO | NAME |
| Discounted use of Meeting Spaces at IIAV Headquarters | 2 FREE, THEN 75% OFF | 1 FREE, THEN 50% OFF | 50% OFF | 25% OFF |
| Listing in each issue of "The Big I VA" Magazine (4 issues, circulation of approx. 4,000) | LOGO | LOGO | LOGO | NAME |
| Discounted Advertising in Monthly Newsletter, Quarterly "The Big I VA" Magazine and Annual User Guide | ✓ | ✓ | ✓ | ✓ |
| YOUNG AGENTS' EVENTS | | | | |
| Young Agents' Conference Company Person Registration(s) | 2 | 1 | | |
| Young Agents' Conference Agent Registration(s) | 2 | 1 | | |
| Young Agents' Conference Convention App Ad Space | Platinum Ad | Gold Ad | Silver Ad | |
| Young Agents' Night Out Sponsorship Allocation | \$500 | \$250 | \$100 | |
| Young Agents' Conference & Tradeshow Sponsorship Allocation | \$1,250 | \$1,000 | \$750 | \$250 |
| Young Agents' Conference Exhibit Booth | ✓ | 75% off | 50% off | 25% off |
| Listing at Young Agents' Night Out | LOGO | LOGO | LOGO | NAME |
| Listing at Regional Networking Socials | LOGO | LOGO | LOGO | NAME |
| IIAV ANNUAL CONVENTION | | | | |
| Representative at IIAV Board of Directors' Dinner | 2 | | | |
| Convention & Tradeshow "Agent" Registration(s) | 2 | 1 | | |
| Annual Convention App Ad Space | Platinum Ad | Gold Ad | Silver Ad | |
| IIAV Annual Convention & Tradeshow Sponsorship Allocation | \$4,500 | \$2,500 | \$1,500 | \$1,000 |
| Exhibit Booth at Tradeshow | ✓ | 75% off | 50% off | 25% off |
| Convention & Tradeshow "Company Person" Registration(s) | 2 | 1 | 1 | 1 |
| EDUCATION | | | | |
| Waived Admin Fee for Education Courses (Up to 3 Per Year) | ✓ | | | |
| Education Sponsorship (Pre-licensing) Courses | ✓ | ✓ | | |
| U.S. Veterans Program Sponsorship on Website | ✓ | ✓ | ✓ | |
| Class Sponsorship Video Recognition | ✓ | ✓ | ✓ | ✓ |
| Discounts on Class Registrations | ✓ | ✓ | ✓ | ✓ |
| OTHER EVENTS | | | | |
| VAIA Education Forum Reserved Table | ✓ | | | |
| VAIA Education Forum Complimentary Registration(s) | 3 | 2 | 1 | |
| Listing at Insurance Agents' Day on the Hill | LOGO | LOGO | LOGO | NAME |
| VAIA Education Forum Sponsorship Allocation | \$1,000 | \$750 | \$500 | \$250 |
| Make A Wish Sponsor | LOGO | LOGO | LOGO | NAME |
| ASSOCIATE MEMBERSHIP | | | | |
| 2024 IIAV Partnership includes 2024 Membership Dues | ✓ | ✓ | ✓ | ✓ |
| VALUE TO PARTNERS: | \$12,000 | \$9,500 | \$7,000 | \$4,500 |

THANK YOU 2023 PARTNERS



Platinum



Gold



Silver



Bronze

Acuity
Amerisafe
AmWins
Berkshire Hathaway
BondExchange
Central Insurance

Cincinnati Insurance
Goodville Mutual
Jencap Ins Services
JM Wilson
Landin Services

Leavitt Group
Loudoun Mutual
National General
Nationwide
Normandy Ins Co.

Openly Insurance
Summit Consulting
SynchronoSure
West Bend Mutual
The Zenith

INDEPENDENT INSURANCE AGENTS OF VIRGINIA *2024 Partner Program*

PARTNER PLEDGE FORM JANUARY 1 - DECEMBER 31, 2024

YES, I WANT TO BE A PARTICIPANT IN THE IIAV PARTNER PROGRAM!

Platinum \$8,200 or more **Gold** \$6,200 **Silver** \$4,200 **Bronze** \$3,200

Company Name _____

Contact Name/Title _____

Company Address _____

Phone _____ Email _____

Company Website _____

Payment Information

Check (Payable to IIAV) Bill Me Now Bill Me After Jan. 1, 2024

Credit Card VISA MasterCard American Express Discover

Card Number _____ Sec. Code _____ Exp. Date _____

Name on Card _____

Signature _____

Billing Address for Card _____

2024 PARTNER PROGRAM TERMS AND CONDITIONS

The PARTNER PROGRAM operates on a calendar year basis (benefits applicable January 1 – December 31, 2024).

Commitments must be renewed each year to continue as an IIAV PARTNER.

Send commitments via mail: 8600 Mayland Drive, Richmond, VA 23294 | fax: 804-747-6557 | email: DBragg@iiaav.com

IIAV must receive complete payment to be included in the 2024 PARTNER PROGRAM. Completed and signed pledge form should be received by December 15, 2023. Please note, if you choose the "Bill Me" option, an invoice will be mailed to the company address you list above. If you choose the "Credit Card" option, your card will be charged upon IIAV's receipt of this form.

Please send a high-resolution company logo to Don Bragg at DBragg@iiaav.com or Rich Messler at RMessler@iiaav.com for use in promotions.

Complimentary conference/event registrations include the conference registration fee ONLY. Does not include optional activities or hotel accommodations.

Questions: Contact Don Bragg, State Membership Services Manager at DBragg@iiaav.com or 804-747-9300, ext. 103.

I, _____ agree to all terms and conditions outlined in this agreement.
(please print)