



2019 YOUNG AGENTS' CONFERENCE

# A Rising Tide

LIFTS ALL BOATS

OCTOBER 9-11, 2019  
THE TIDES INN  
IRVINGTON, VA

SPONSORSHIP PACKET

# It Starts with Why

We are pleased to invite your company to support the IIAV Young Agents' Conference to be held October 9-11, 2019 at the Tides Inn.

We are a group of young insurance professionals under the age of 41 who are passionate about insurance, excited to learn, and are the next generation of industry leaders.

You will get to meet with 100+ of the top young professionals in Virginia's insurance industry. The Young Agents' Conference is designed to be relevant, educational, and inspirational to these up-and-coming leaders.

## Partner Program Sponsors

*Platinum*

**PROGRESSIVE**<sup>®</sup>



 **DONEGAL**<sup>®</sup>  
INSURANCE GROUP

*Gold*



*Silver*

 **KEYSTONE**

*Bronze*

**HANOVER**  
EXCESS & SURPLUS

# Benefits of Sponsorship

## Connection:

- Personal interaction with future agency leaders
- Develop new relationships with key prospects
- Deepen loyalty with current agents representing you

## Participation:

- Complimentary Young Agent registration\*
- Complimentary company rep registration\*
- Presence in the trade show\* & throughout the conference

## Visibility:

- Targeted audience comprised of up and coming industry leaders
- Recognition in numerous email and social media marketing campaigns
- Your logo and website link on conference webpage
- Prominent signage and printed materials at the conference with your logo

Items marked with (\*) are based on certain sponsorship levels.

# Conference Agenda

## Wednesday, October 9, 2019

- 5:30pm-6:30pm Photo Scavenger Hunt
- 7:00pm-9:00pm Welcome Dinner

## Thursday, October 10, 2019

- 8:30am-9:00am Registration (with light breakfast)
- 9:00am-12:00pm Understading Leadership - Kalon Blanchard
- 12:00pm-12:30pm Lunch
- 12:30pm-2:30pm 10 Objectives Every Successful Agency Practices - David Siekman
- 2:30pm-3:30pm EMBARK! Presentations
- 3:30pm-5:30pm Tradeshow
- 5:30pm-6:15pm Break (catch up on email, etc.)
- 6:15pm-8:00pm Annual Awards Dinner
- 8:00pm-10:00pm Bonfire on the Beach!

## Friday, October 11, 2019

- 9:00am-10:30am Breakfast & Why the Right Mindset Delivers Big Results - David Dillion
- 10:30-12:00pm Young Agents' Committee Meeting

# Sponsorship Package Opportunities

## Platinum.....\$2,000

- Listing with logo at event, on web, and in event promos
- One complimentary exhibit booth
- Two complimentary company rep. registrations
- One complimentary guest agent registration
- Full page ad in program
- Opportunity to introduce one speaker at event
- Featured email promo

## Silver.....\$1,000

- Listing with name at event, on web, and in event promos
- 1/4 page ad in program

## Gold.....\$1,500

- Listing with name at event, on web, and in event promos
- One complimentary exhibit booth
- One complimentary company representative registration
- 1/2 page ad in program
- Featured social media push

## Bronze.....\$500

- Listing with name at event, on web, and in event promos

# Non-Package Opportunities

## Breakfast Sponsor .....(1) \$1,000 or (3) \$400/ea.

- Available for Thursday and/or Friday
- Listing with logo on buffet tables
- Listing on website & in event promos
- Social media push with photos during breakfast

## Scavenger Hunt Sponsor ... (1) \$1250 or (4) \$300/ea.

- Listing with logo at event
- Listing on website & in all event promos
- Social media push with photos during event

## Lunch Sponsor .....(1) \$2,500 or (3) \$1,000/ea.

- Listing with logo on buffet tables
- Listing with logo on meal tables
- Verbal recognition
- Listing on website & in event promos
- Social media push with photos during lunch

## Lanyard Sponsor .....(1) \$1,250/ea.

- Lanyard featuring logo for attendees
- Listing on website & in event promos

## Email Sponsor .....(2) \$400/ea.

- Logo on top banner of 3 of the 6 emails to promote event
- Listing on website & in event promos

## Exhibit Booth -

- Member \$150
- Non-Member \$250

## Awards Dinner Sponsor .....(3) \$1,500/ea.

- Listing with logo on meal tables
- Verbal recognition
- Listing on website & in event promos
- Social media push with photos during dinner

## Reception Sponsor .....(3) \$500/ea.

- Listing with logo on cocktail tables
- Listing on website & in all event promos
- Social media push with photos during reception

## Coffee Sponsor ..... (1) ~~\$1,000~~ or (3, 2) \$400/ea.

- Listing with logo at coffee station
- Listing on website & in event promos
- Social media push with photos during breakfast

## Bonfire Sponsor .....(1) \$1,500 or (3) \$750/ea.

- Lanyard featuring logo for attendees
- Listing on website & in event promos

## Wifi Sponsor .....(1) \$1,500

- Lanyard featuring logo for attendees
- Listing on website & in event promos

## Photobooth Sponsor .....(1) \$1,000

- Logo on photo booth banner
- Listing on website & in event promos

# Opportunity Type

## Packages:

- PLATINUM \$2,000     GOLD \$1,500     SILVER \$1,000     BRONZE \$500

## Non-Packages:

- MEMBER EXHIBIT \$150     NON-MEMBER EXHIBIT \$250     EXCLUSIVE BREAKFAST SPONSOR \$1,000     BREAKFAST SPONSOR \$400
- EXCLUSIVE COFFEE SPONSOR \$1,000     COFFEE SPONSOR \$400     EXCLUSIVE LUNCH SPONSOR \$2,500     LUNCH SPONSOR \$1,000
- RECEPTION SPONSOR \$500     AWARDS DINNER SPONSOR \$1,500     EXCLUSIVE BONFIRE SPONSOR \$1500     BONFIRE SPONSOR \$750
- EXCLUSIVE SCAVENGER HUNT \$1250     LANYARD SPONSOR \$1,250     PHOTO BOOTH SPONSOR \$1,000     EMAIL SPONSOR \$400
- SCAVENGER HUNT SPONSOR \$300     WIFI SPONSOR \$1,500

## YOUR COMPANY INFORMATION:

Prefix: Mr. Mrs. Ms.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Position: \_\_\_\_\_

\*Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

## YOUR REPRESENTATIVE INFORMATION:

\*Please list names of conference attendees (registration form to follow for each attendee)

Exhibitors Only: Will your booth require an electrical outlet? Yes No

## PAYMENT INFORMATION:

**By Check:** Please make all checks payable to IIAV and mail with this form to:

IIAV, Attn: Rebecca Arnold, 8600 Mayland Drive, Henrico, VA 23294

**By Credit Card:** VISA MC AMEX

Amount: \_\_\_\_\_

Card #: \_\_\_\_\_ Expires: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Address on Credit Account: \_\_\_\_\_

Signature \_\_\_\_\_ Print Name: \_\_\_\_\_

\*I hereby agree to become a sponsor of the 2018 Young Agents Conference. I understand that by signing this agreement, the above total must be paid in full to IIAV by October 4, 2019 to receive recognition as a sponsor.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

For more information you can call the IIAV office at 804-747-9300 or email Carter Lyons at clyons@iiaav.com.

This form can be submitted by email to rarnold@iiaav.com, by mail or fax to the attention of Rebecca Arnold.

IIAV, 8600 Mayland Dr. Henrico, VA 23294 | fax: 804-747-6557.

# Why Sponsor?

1. **Be visible.** Our agents – young and experienced – notice who is at this event. This is the perfect opportunity to boost your brand recognition with current and future influencers in the industry.
2. **The future is now.** It's true that the Young Agents are the leaders of the future, but they're already a highly-engaged, passionate group of individuals. While they are in the early stages of a great career, they are leading now.
3. **Make an impact.** It's all about the experience. A good experience leaves a lasting impression and your contributions (at any level) offer us the opportunity to do far more than we could alone.
4. **Be part of something that matters.** A rising tide lifts all boats; not only are you helping others to learn and grow, but this event offers your organization that same opportunity.
5. **Get connected.** A huge benefit of this event is who you will meet and see while you're there. The right connection – or connections – can take you farther than you imagined.



Make Your Selection Today -  
Opportunities are Limited!