

# IIAV 2025 PARTNER PROGRAM



## Show Your Commitment

Support education, technical information and legislative advocacy.

## Boost Your Brand

Obtain consistent branding and name recognition throughout the year.

## Be an Industry Leader

Invest in the future of the independent agency system as a supporter & advocate.

“

“MMG’s relationship with the Independent Insurance Agents of Virginia began with our entry into Virginia and the relationship has been vital to both the growth and development of our agency plant as well as being a key component in the establishment of our brand. That continues to be true today.

The IIAV provides critical support to both agents and carriers and MMG is delighted to be a part of the Partner Program both now and into the future.”

James R. ‘Judge’ Parker | Regional Director  
MMG Insurance

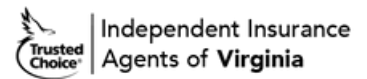
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# WHY PARTNER WITH IIAV?

With a history of over 125 years of supporting Virginia's independent insurance agents, there has never been a better time than now to be an IIAV PARTNER. Distinguish your company from the competition and help provide opportunities to connect with industry decision-makers across Virginia.

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.
- NEW! 10% discount on advertising in the IIAV quarterly magazine.



## BOOST YOUR BRAND!

Meeting people face-to-face will help you achieve your professional goals.

IIAV events provide you the opportunity to meet with key decision-makers and future leaders to make those valuable connections.

Our events are designed to give you maximum exposure to the valued markets you want to reach.



### Annual Convention & Trade Show - June 22-24, 2025

- 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 trade shows.
- Best attended and energetic industry event in Virginia.

### Annual Young Agents Conference & Trade Show - October 2025

- Helps young agents increase their knowledge and expertise and become future owners and leaders.
- Offers opportunities for collaboration between company representatives.

### IIAV Day on the Hill - February 2025

### IIAV Education Programs

PARTNER LEVELS *Partnership Program includes 2025 Membership Dues	Platinum \$8,500	Gold \$6,500	Silver \$4,500	Bronze \$3,500
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	Logo
Discounted use of Meeting Spaces at IIAV Headquarters	2 Free, then 75% off	1 Free, then 75% 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 the Big "I" Quarterly Magazine	10%	10%	10%	10%
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 & Trade Show 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 Sponsors Video Recognition	✓	✓	✓	
Discounts on Class Registrations	✓	✓	✓	✓✓
OTHER EVENTS				
VAIA Education Forum Reserved Table	✓			
VAIA Education Forum Complimentary Registrations	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				
2025 IIAV Partnership includes 2024 Membership Dues	✓	✓	✓	✓
VALUE TO PARTNERS	\$12,000	\$9,500	\$7,000	\$4,500



Independent Insurance  
Agents of Virginia

# THANK YOU 2024 PARTNERS

## Platinum Partners



## Gold Partners



## Silver Partners



## Bronze Partners

Acuity  
Amerisafe  
Berkley Mid-Atlantic  
Berkshire Hathaway  
Central Insurance  
Commonwealth Underwriters  
Encova  
Goodville Mutual

Jencap Ins Services  
JM Wilson  
Landin Services  
Leavitt Group  
Loudoun Mutual  
Main Street America  
Millers Mutual

National General  
Normandy Ins Co  
Openly Insurance  
Penn National  
Summit Consulting  
West Bend Mutual  
The Zenith

# Independent Insurance Agents of Virginia 2025 Partner Program

## Partner Pledge Form

January 1, 2025 - December 31, 2025

☐ Yes, I want to be a participant in the IIAV partner program!

☐ Platinum - \$8,500

☐ Gold - \$6,500

☐ Silver - \$4,500

☐ Bronze - \$3,500

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, 2025

Credit Card ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card Number \_\_\_\_\_ Sec Code \_\_\_\_\_ Exp Date \_\_\_\_\_

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

Signature \_\_\_\_\_

Billing Address for Card \_\_\_\_\_

### 2025 Partner Program Terms & Conditions

The PARTNER PROGRAM operates on a calendar year basis (benefits applicable January 1 - December 31, 2025). 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 [rmessler@iiaav.com](mailto:rmessler@iiaav.com).

IIAV must receive complete payment to be included in the 2025 PARTNER PROGRAM. Completed and signed pledge form should be received by December 15, 2024. 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 digital company logo to Rich Messler at [rmessler@iiaav.com](mailto:rmessler@iiaav.com) for use in promotions.**

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

Questions? Contact Rich Messler, Director of Membership, at [rmessler@iiaav.com](mailto:rmessler@iiaav.com) or 804-747-9300, ext 114.

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