



The Trusted Choice®

2020

INDEPENDENT INSURANCE
AGENTS OF VIRGINIA

PARTNER PROGRAM

COMMIT, CONNECT, & ENGAGE

COMMIT. YOUR INDEPENDENT AGENCY INVESTMENT

By becoming a partner, you become the trusted choice of the Independent Insurance Agents of Virginia. You solidify your position as an industry leading supporter and advocate for the independent agency system. As a partner with the largest and most active voice of the Virginia independent agent, you are demonstrating your commitment to our mission of providing our member agencies a competitive advantage through education, public relations, technical information, and legislative advocacy.

Your support of the IIAV through the Partner Program will provide your company with more consistent branding and name recognition throughout the year. Your one-time commitment gives you exclusive benefits, including:

- Set your company above the competition
- Support the advocacy efforts of IIAV on behalf of independent agents in Virginia
- Enhance your visibility at IIAV events
- Receive complimentary and/or discounted registration fees at IIAV events
- Exclusive sponsorship, advertising, and networking opportunities with IIAV member agents

Small Investment, Big Return

Thanks to the support of our partners, we are able to develop affordable, quality programs for Virginia independent agents. By keeping registration costs low for agents, while still offering exceptional content, IIAV events have seen drastic increases in agent attendance, thus allowing your company to connect with more agents than ever before.

You choose the sponsorship levels that fits your goals and budget. This chart illustrates the benefits for each level of participation.

IIAV PARTNER LEVELS:

- Chairman - \$8,000 or more (Additional benefits as agreed.)
- President - \$6,000
- Vice President - \$4,000
- Director - \$3,000

*Includes annual membership dues.

Questions?

Contact:

Don Bragg | Director of Membership | dbragg@iiaav.com

Rebecca Arnold | Member Services Assistant | rarnold@iiaav.com

www.iiaav.com | 1-800-288-4428

We participate in IIAV's partner program for a number of reasons. First of all, we are committed to an ongoing relationship with the association as we have found that relationship valuable in achieving our own business objectives. We find we stay "closer to the ground" in terms of understanding issues and concerns that our agency partners have and what priorities they see as most critical. The association also provides me the best pipeline for legislative activity because, in truth, managing the details of my business is my full time job and getting a synopsis from Bob and Joe is a real benefit. The IIAV has earned our support and the Partner Program allows us to do that efficiently in that we can take care of some planning items, basically, at one sitting. Perhaps it's a bit risky for a guy with a Georgia education to use the phrase "no brainer" but all joking aside, to me it is just that.

~Judge Parker, The Donegal Group

CONNECT: WITH IIAV MEMBER AGENTS

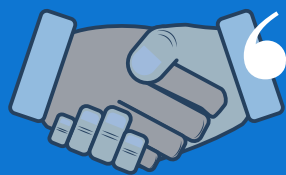
Take it to the Next Level

Protect the future of the independent agency system.

Take your company's investment to a higher level of support rather just than sponsoring a single event, become a partner and you will benefit from extensive exposure to Virginia independent agents, and also receive exclusive insights on legislative and regulatory matters.

Help secure a strong robust future for the independent agency system. Your benefits include:

- Sponsorship, discounted booth, & registrations at the annual convention
- Sponsorship of Young Agents Conference
- Access & search IIAV's database of over 5,000 agents throughout the state
- An invitation and listing at the Insurance Agents Day on the Hill and other events
- An invitation to gatherings across Virginia with IIAV member agents
- A listing at the VAIA Fundraiser
- Recognition and sponsorship of Education Classes (of your choice)
- Special logo and name recognition on various social media platforms and events



“Jackson Sumner & Associates's continued participation in the Partners Program is an easy decision each year. We believe in supporting the efforts of the IIAV and all the benefits they provide for their independent agents, our customers. And by becoming a part of the Partners Program we, too, are able to take advantage of additional benefits ourselves. It's a Win-Win for all of us!

~ Danielle Wade, Jackson Sumner Associates

Event Level Benefits:

2020 Annual Convention Marriott Virginia Beach Oceanfront – June 24-26, 2020	
<input type="checkbox"/> Platinum Convention Sponsor <ul style="list-style-type: none"> ◆ Listing, with logo, at event, on web, and in promotions ◆ Two complimentary company registrations ◆ Full page color ad in program ◆ Choice of available sponsorship opportunities 	\$5250
<input type="checkbox"/> Gold Convention Sponsor <ul style="list-style-type: none"> ◆ Listing, with logo, at event, on web, and in promotions ◆ One complimentary company registration ◆ Half page B/W ad in program ◆ Choice of available sponsorship opportunities 	\$3000
<input type="checkbox"/> Silver Event Sponsor <ul style="list-style-type: none"> ◆ Listing, with logo, at event, on web, and in promotions ◆ One complimentary company registration ◆ Choice of available sponsorship opportunities 	\$2250
<input type="checkbox"/> Bronze Event Sponsor <ul style="list-style-type: none"> ◆ Listing, at event, on web, and in promotions ◆ Choice of available sponsorship opportunities 	\$1000
<input type="checkbox"/> Copper Event Sponsor <ul style="list-style-type: none"> ◆ Listing at event, on web, and in promotions ◆ Choice of available sponsorship opportunities 	\$500

Young Agents' Bowling Evening – March 2020	
<input type="checkbox"/> Platinum Event Sponsor <ul style="list-style-type: none"> ◆ Listing, with logo, at event, on web, and in promotions ◆ One complimentary rep. registration ◆ One complimentary guest agent registration 	\$500
<input type="checkbox"/> Gold Event Sponsor <ul style="list-style-type: none"> ◆ Listing, with logo, at event, on web, and in promotions 	\$250

Annual Young Agents Conference TBD – October 2020	
<input type="checkbox"/> Platinum Convention Sponsor <ul style="list-style-type: none"> ◆ Listing, with logo, at event, on web, and in promotions ◆ One complimentary exhibit space ◆ Two complimentary rep. registrations ◆ One complimentary agent registration ◆ Full page ad in program ◆ Opportunity to introduce on speaker at event. ◆ Feature on Social Media during event ◆ Featured email promo ◆ Choice of available sponsorship opportunities 	\$1500
<input type="checkbox"/> Gold Convention Sponsor <ul style="list-style-type: none"> ◆ Listing, with logo, at event, on web, and in promotions ◆ One complimentary exhibit space ◆ One rep. registration ◆ Half page ad in program ◆ Featured on Social Media during event ◆ Choice of available sponsorship opportunities 	\$1000
<input type="checkbox"/> Silver Convention Sponsor <ul style="list-style-type: none"> ◆ Listing, with logo, at event, on web, and in promotions ◆ One complimentary agent registration ◆ Quarter page ad in program ◆ Choice of available sponsorship opportunities 	\$750
<input type="checkbox"/> Bronze Convention Sponsor <ul style="list-style-type: none"> ◆ Listing at event, on web, and in promotions ◆ Choice of available sponsorship opportunities 	\$300

VAIA Fundraiser Richmond, VA – March 2020	
<input type="checkbox"/> Platinum Event Sponsor <ul style="list-style-type: none"> ◆ Reserved table ◆ Four (4) tickets to event ◆ Logo placement in program, slideshow, in promos, & on web ◆ Choice of available sponsorship opportunities 	\$1500
<input type="checkbox"/> Gold Event Sponsor <ul style="list-style-type: none"> ◆ Two (2) tickets to event ◆ Logo placement in program, slideshow, in promos, & on web ◆ Choice of available sponsorship opportunities 	\$1000
<input type="checkbox"/> Silver Event Sponsor <ul style="list-style-type: none"> ◆ One (1) ticket to event ◆ Logo placement in evening program, slideshow, in promos, & on web ◆ Choice of available sponsorship opportunities 	\$500
<input type="checkbox"/> Bronze Event Sponsor <ul style="list-style-type: none"> ◆ One (1) ticket to event ◆ Listing in program, slideshow, in promos, & on web 	\$100

Once you choose your partnership level we will contact you to determine what specific items you want sponsor at each event.

ENGAGE: DECISION MAKERS AND INFLUENCERS

121st Annual Convention

June 24-26, 2020 | Marriott Virginia Beach Oceanfront | Virginia Beach, VA



- IIAV's premier event to network with peers and receive updates on the industry's hottest topics and trends.
- Features one of the state's largest industry Resource & Solution Center with 70+ exhibitors showcasing their newest products and services.
- Attracts 140+ independent agents, the majority of whom are key decision-makers within their agencies.

Annual Young Agents' Conference

October 2020 | Location TBD



- Designed to help Young Agents increase their knowledge and expertise within the industry and become future owners and leaders.
- Offers opportunities for informal networking between company representatives and Young Agents .
- Laid-back, fun vibe while learning from key industry experts, sales trainers, and marketing geniuses.
- Designed for young agents by young agents.

Annual VAIA Fundraiser

March 2020 | Location TBD



- The Virginia Association of Insurance Agents (VAIA) is a non-profit education foundation created by the Independent Insurance Agents of Virginia in 2004.
- Designed to raise funds to help promote the insurance profession as the amazing career opportunity that it is.
- Offers valuable insights and proven solutions, and grow your professional network.

“SageSure is dedicated to being there for our producers for the long haul, so it's important that we stay closely connected to them and understand their needs. Being a partner of IIAV gives us an opportunity to connect with the agent network and foster the personal relationships that are necessary for mutual success.”

~ Sam Kaiser, SageSure

PROGRAM BENEFITS

Partner Levels *Includes IIAV Annual Membership Dues	Chairman \$8,000 or more	President \$6,000	Vice President \$4,000	Director \$3,000
Special Recognition				
Company profile in 1 issue of "The Big I VA"	x			
Listing as sponsor in Legislative Report emails (weekly Jan. – Mar.)	Logo	Logo		
Hyperlink to your company website from IIAV website	x	x	x	
Discounted use of education center at IIAV headquarters	2 free, then 50% off	1 free, then 50% off	50% off	25% off
Priority booth selection at the IIAV Annual Convention	1st	2nd	3rd	4th
Listing on IIAV website	x	x	x	x
Listing on IIAV Partners board displayed at the IIAV Convention and Young Agents' Conference	Logo	Logo	Logo	Name
Listing in each issue of "The Big I Virginia" (4 issues, circulation of approx. 4,000)	Logo	Logo	Logo	Name
Recognition on registration pages for all education programs and events	Logo	Logo	Logo	Name
Listing at Career Fair Events/Website	Logo	Logo	Logo	Name
Young Agents' Events				
Listing at Young Agents' Bowling Night	Platinum	Gold		
Listing at Regional Networking Socials	x	x	x	
Ad in conference program	Full page	½ page	¼ page	
Exhibit booth at Young Agents' conference	x	75% off	50% off	
Young Agents' Conference Sponsor	Platinum	Gold	Silver	Bronze
IIAV Annual Convention				
Full Convention Agent Registration(s)	2	1		
Ad in Convention program	Full page	½ page	¼ page	
Exhibit booth at convention	x	x	50% off	25% off
Full Convention Registration(s)	2	1	1	1
Annual Convention Sponsor	Platinum	Gold	Silver	Bronze
Education				
Education Scholarship	Designation Program	Pre-Licensing	Pre-Licensing	
U.S. Veterans Program Sponsorship	x	x	x	
Class sponsorship – Pick class(es) from calendar	3	2	2	1
Events				
Listing at VAIA Fundraiser Sponsor	Platinum	Gold	Silver	Bronze
Listing at Insurance Agents Day on the Hill	x	x	x	x
Associate Membership				
*IIAV Partnership for fiscal year includes regular membership dues	x	x	x	x
Value to Partners	\$12,000	\$9,000	\$7,660	\$4,500

** As a partner, if you wish to sponsor or exhibit at an event not included in your chosen level, this can be added at a 10% discount from the standard associate member rate. For non-partner associate members wishing to sponsor/exhibit at an event, please request additional information from Don Bragg at dbragg@iiaav.com.

Independent Insurance Agents of Virginia

2020 Partner Program

Partner Pledge Form | January 1, 2020 to December 31, 2020

Yes, I want to be a participate in the additional items for the IIAV Partner Program!

- ☐ Chairman \$8,000 or more ☐ President \$6,000
☐ Vice President \$4,000 ☐ Director \$3,000

Company Name: _____

Contact Name: _____

Company Address: _____

Phone: (_____) _____ Email: _____

Company Website: _____

Payment Information:

- ☐ Check (Payable to IIAV) ☐ Bill Me Now ☐ Bill Me After Jan. 1, 2020

Credit Card: ____ Visa ____ MasterCard ____ American Express ____ Discover

Card Number: _____ Sec. Code: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

Billing Address for Card: _____

PARTNERS PROGRAM TERMS AND CONDITIONS:

The PARTNERS PROGRAM operates on a calendar year basis (benefits applicable to January 1 - December 31). Commitments must be renewed each year to continue as an IIAV PARTNER.

Send commitments via mail: IIAV, 8600 Mayland Drive, Richmond, VA 23294; fax: 804-747-6557; or email: dbragg@iiaav.com.

Contact Don Bragg at dbragg@iiaav.com or 804-747-9300 or Rebecca Arnold at rarnold@iiaav.com with questions.

IIAV must receive complete payment to be included in the 2020 PARTNERS PROGRAM. 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 rarnold@iiaav.com for use in promotions.

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

I agree to all terms and conditions outlined in this agreement.

(Sign) _____ Date _____

Chairman's Club



Jackson Sumner & Associates

Executive Club



President's Club



Independent Club



– Since 1876 –



A special thank you to all of our partners participants for 2019!

(As of 4/9/19)



2019 PARTNER PROGRAM