

# 2021 Partner Program



Independent Insurance Agents of Virginia

<b>Partner Levels</b> *Includes IIAV Annual Membership Dues	<b>Platinum</b> <b>\$8,000</b> or more	<b>Gold</b> <b>\$6,000</b>	<b>Silver</b> <b>\$4,200</b>	<b>Bronze</b> <b>\$3,200</b>
<b>Special Recognition</b>				
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
Prominent display of partners at all IIAV events	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 Events	Logo	Logo	Logo	Name
Listing at Career Fair Events/Website	Logo	Logo	Logo	Name
Listing on IIAV Connects	Logo	Logo	Logo	Name
IIAV Connects: The Podcast Recognition on Webpage	Logo	Logo	Logo	Name
IIAV Connects: The Podcast Recognition	30 sec ad	30 sec ad	Mention	Mention
<b>Young Agents' Events</b>				
Full Young Agents' Conference Agent & YA Night Out Registration(s)	1	1		
Listing at Young Agents' Night Out	Platinum	Gold	Silver	
Listing at Regional Networking Socials	x	x	x	
Ad in Young Agents' Conference program	Full page	½ page	¼ page	
Full Company Young Agents' Conference & YA Night Out Registration(s)	2	1	1	
Exhibit booth at Young Agents' Conference	x	75% off	50% off	25% off
Young Agents' Conference Sponsorship & Benefits	Platinum	Gold	Silver	Bronze
<b>IIAV Annual Convention</b>				
Full Convention Agent Registration(s)	2	1		
Ad in Convention program	Full page	½ page	¼ page	
Exhibit booth at Convention	x	75% off	50% off	25% off
Full Convention Company Registration(s)	2	1	1	1
Annual Convention Sponsor	Platinum	Gold	Silver	Bronze
<b>Education</b>				
Education Sponsorship (Pre-Licensing)	x	x		
Education Video Ad – Pick from calendar	4 (1/Qrt.)	2 (1/6 mths)		
U.S. Veterans Program Sponsorship	x	x	x	
Class Sponsorship Recognition	x	x	x	x
<b>Events</b>				
Reserved Table at VAIA Education Forum	x			
VAIA Education Forum Complimentary Registration(s)	3	2	1	
Listing at Insurance Agents Day on the Hill	x	x	x	x
Listing at VAIA Education Forum Sponsor	Platinum	Gold	Silver	Bronze
<b>Associate Membership</b>				
*IIAV Partnership for fiscal year includes regular membership dues	x	x	x	x
<b>Value to Partners</b>	<b>\$12,000</b>	<b>\$9,000</b>	<b>\$7,660</b>	<b>\$4,500</b>

\*\* 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.

# Partner Level Event Sponsorship Allocation

	IIAV Annual Convention	Young Agents' Conference	Young Agents' Night Out	VAIA Education Forum
<b>Platinum</b>	\$5,000	\$1,500	\$500	\$1,500
<b>Gold</b>	\$3,000	\$1,000	\$250	\$1,000
<b>Silver</b>	\$2,000	\$750	\$100	\$500
<b>Bronze</b>	\$1,000	\$300		\$250

All levels include listing with logo/name at event, website, and promotions. Once you choose your partnership level, we will contact you to determine specific items you want to sponsor at each event.

## IIAV Connects: The Podcast Recognition

### Platinum/Gold Level:

The opportunity to create an "infomercial" audio only ad to be used during an ad break on 2 of the podcasts throughout the year.

### Silver/Bronze Level:

Name mentioned in 2 podcasts throughout the year.

## Education Course Sponsorship

### Platinum Level:

- Listed as exclusive sponsor of four (4) courses (1 per quarter, selections to be made at the beginning of the year).
- The opportunity to create an "infomercial" video ad to be used during a 10-minute break per each course sponsored.
- One representative registration per each course sponsored.
- Signage at event, to include your logo on the class registration page, and acknowledgement in at least one weekly educational newsletter email.

### Gold Level:

- Listed as exclusive sponsor of two (2) courses (1 per 6 months, selections to be made at the beginning of the year).
- The opportunity to create an "infomercial" video ad to be used during a 10-minute break per each course sponsored.
- One representative registration per each course sponsored.
- Signage at event, to include your logo on the class registration page, and acknowledgement in at least one weekly educational newsletter email.

### Silver/Bronze Level:

- Signage at event, to include your logo on the class registration page, and acknowledgement in at least one weekly educational newsletter email.

Please feel free to provide promotional items for attendees – however NO bottled water, or alcoholic beverages will be permitted.

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"This being the first year we have been a member of the IIAV, we couldn't have asked anything more from the organization. We have always been informed of the many educational, public relations, and even legislative sessions that are being held along with all of the sponsor opportunities for our name recognition and branding exposure. I can't say enough about the staff as well, they are always ready and willing to answer our questions and help us with anything we have asked of them."

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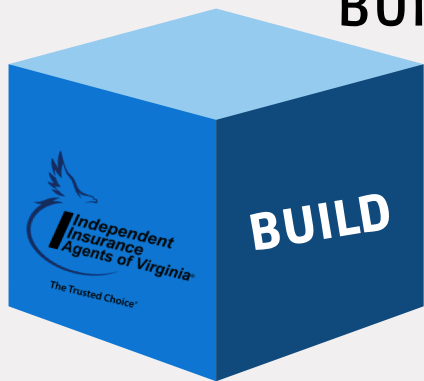
**Randy Jones**  
Shenandoah Mutual  
Fire Insurance Co.

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Partnering with IIAV was a great decision for First Benefits Insurance. As a workers compensation carrier who recently expanded into Virginia, our partnership with IIAV allowed us to easily connect with well-established independent agencies and quickly develop a strong and productive producer base throughout Virginia. We have been supported by the IIAV staff, particularly through our joint marketing efforts, and we look forward to working with them to continue to grow First Benefits as a trusted provider in Virginia.

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**Michael Eades, AAI**  
Territory Manager  
First Benefits  
Insurance Mutual



## BUILD YOUR INDEPENDENT AGENCY INVESTMENT

By becoming a partner, you distinguish yourself as the trusted choice of the Independent Insurance Agents of Virginia. You solidify your position as a leading industry supporter and advocate for the independent agency system. 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 provides you exclusive benefits:

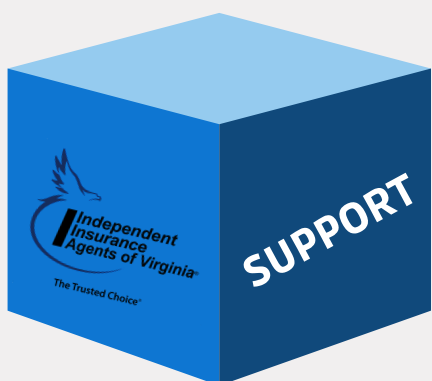
- Distinguishes your company from the competition.
- Enhance your visibility at IIAV events.
- Receive complimentary and/or discounted registration fees at IIAV events.
- Sponsorship, advertising, and networking opportunities with IIAV member agents.
- Demonstrates alignment with our mission & provides instant recognition with independent agents.

You choose the partnership level that fits your goals and budget. The chart illustrates the benefits for each level of participation.

### IIAV PARTNER LEVELS:

- **Platinum \$8,000 or more** (Additional benefits as agreed.)
- **Gold \$6,000**
- **Silver \$4,200**
- **Bronze \$3,200**

\*All levels include annual membership dues.



## SUPPORT IIAV MEMBER AGENTS

You are investing in the future of the independent agency system.

Take your company's investment to a higher level! Rather than just sponsoring a single event as a partner you benefit from extensive exposure to Virginia independent agents.

Questions? Contact:

Don Bragg | Director of Membership | [dbragg@iiaav.com](mailto:dbragg@iiaav.com)

Rebecca Arnold | Member Services Assistant | [rarnold@iiaav.com](mailto:rarnold@iiaav.com)

[www.iiaav.com](http://www.iiaav.com) | 1-800-288-4428



# GROW YOUR CONNECTIONS WITH DECISION MAKERS & INFLUENCERS



## 122nd Annual Convention

June 27-29, 2021 | Marriott Virginia Beach Oceanfront

- 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 Resource & Solution Center (Tradeshow).

## Annual Young Agents' Conference

October 7-8, 2021 | Hilton Downtown Richmond

- Designed to help Young Agents increase their knowledge and expertise within the industry and become future owners and leaders.
- Offers opportunities for networking between company representatives and Young Agents.

## Annual VAIA Education Forum

March 2021 | Location TBD

- The Virginia Association of Insurance Agents (VAIA) is a non-profit 501(c)(3) education foundation created by the IIAV.
- Helps to raise funds to advance insurance professions as top career opportunities.
- Provides insights and proven solutions, and the opportunity to grow your professional network.

## IIAV Connects

Every Other Wednesday | 1:00pm-2:00pm

- A conversation series featuring people, ideas, and solutions.
- Take place virtually via Zoom every other Wednesday.
- Connects you, your peers, and experts to discuss ideas and find solutions.
- Recorded each week to become IIAV Connects: The Podcast every other Tuesday.

