

IIAV 2027 PARTNER PROGRAM GUIDE



Connecting Virginia Agencies and Company Partners, since 1898

The IIAV Partner Program helps organizations connect with Virginia's independent insurance agencies through year-round sponsorship, educational, and networking opportunities that build relationships, increase visibility, and position partners as trusted industry resources.



Elevate Your Brand

Build brand recognition and credibility through year-round access across IIAV events, communications, and programs



Gain Valuable Face Time

Engage directly with agency leaders and decision-makers through exclusive networking, educational, and sponsorship opportunities



Be an Industry Leader

Support the education, advocacy, and resources that help Virginia's independent agents thrive.

BY THE NUMBERS

Member Agencies

> 300

Member Agents

> 4000

Young Agents

> 900

Convention Attendees

> 350

Combined Social Media Following

> 4000



2027 EVENT CALENDAR

FEBRUARY

IIAV Insurance
Agents Day on
the Hill

MARCH

VAIA Women's
Conference

JUNE

IIAV Annual
Convention &
Tradeshow

OCTOBER

Young Agents
Conference

YEAR-ROUND

Education Classes
Networking Events
Webinars

ELEVATE YOUR BRAND!

Connect with agents and stay visible year-round

IIAV Insurance Agents Day on the Hill

February 2027 | Richmond, VA

- Providing an opportunity for agents to experience advocacy in action
- Brings Agents to the Virginia Legislature to meet with their representatives

VAIA Women's Conference

March 2027 | Richmond, VA

- This conference is about celebrating women in insurance
- Participants learn from outstanding speakers while networking with other professionals in the industry

IIAV Young Agents Conference

October 2027

- Helps young agents increase their knowledge and expertise and become future owners and leaders

IIAV 2027 Convention & Tradeshow

June 27-30, 2027 | Virginia Beach Marriott

- IIAV's premier event to network with peers and receive updates on the industry's topics and trends
- Attracts decision-makers within the best agencies
- Features one of the Mid-Atlantic's largest industry tradeshows

Exhibit & Sponsor IIAV Events

Meeting face-to-face is one of the most effective ways to achieve your goals! IIAV events connect you with key decision-makers and future leaders, offering valuable networking options and maximum exposure to your target markets.

IIAV Networking Events

- From Happy Hours to Giving Back, IIAV wants to provide connection-based events for Insurance Professionals

IIAV Education Programs

- Providing classes throughout the state of Virginia
- Covering a variety of topics in Continuing Education and Professional Development
- IIAV prioritizes education and content delivery provided by partners



IIAV Publications & Communications

The IIAV Partner Program provides the opportunity to be seen in IIAV Publications that are sent to more than 5,000 highly targeted decision-makers, both members and prospects.

- Monthly E-Newsletter
- Quarterly Magazine *The Big "I" Virginia*
- Listing in regularly distributed communications to members
- Social media exposure

Recognition & Visibility

Keep your brand in front of agency professionals throughout the year. Partner recognition opportunities include:

- Company logo and link on IIAV platforms
- Brand presence with agency owners and decision-makers
- Opportunities to showcase expertise and industry resources

Renew or Join by January 15, 2027 to get maximum benefit from the Partners program!

MORE REASONS TO BE AN IIAV PARTNER

Show Your Commitment

Demonstrate Industry Commitment

Show agents that your organization is invested in the success of the independent agency channel. By partnering with IIAV, your company gains opportunities to share expertise, support professional development and contribute to the advancement of the insurance industry throughout Virginia.

Be an Industry Leader

Support the Future of Independent Insurance

Partner participation helps strengthen advocacy efforts, educational programming and industry resources that benefit insurance professionals statewide. Your support demonstrates a commitment to agency success while building meaningful relationships with insurance leaders and influencers.

Boost Your Brand

Expand Your Reach to Independent Agents

Position your company in front of Virginia's leading independent insurance agencies through year-round visibility opportunities. Partner recognition includes event sponsorships, digital communications, publications, education programs and networking events that keep your brand top of mind with agency decision-makers.

IIAV ASSOCIATE MEMBERSHIP OVERVIEW

Partnership includes associate membership in IIAV, providing additional opportunities to stay informed, connected, and engaged with Virginia's independent agents.

TRUSTED INDUSTRY CREDIBILITY

Align your organization with the association that supports and advocates for independent insurance agencies across Virginia.

OPPORTUNITIES TO CONTRIBUTE

Share expertise, support professional development, and help strengthen the future of the independent agency system.

ADVOCACY

IIAV is dedicated to ensuring government policy and action are consistent with the interests of agents and the insurance industry as a whole.

RESOURCES

- Legislative Updates
- Technical Bulletins
- Industry Links
- Monthly News, Magazine, and Communications
- P&C Marketplace Summary
- IIAV Website - Market Access Product Board

BRAND VISIBILITY

- Company listing in Associate's Resource Library on IIAV's website, representing your products and market availability
- Company and representative listing in IIAV Users' Guide & Annual Report, as well as P&C Marketplace Summary
- Prioritized sponsorship and exhibitor opportunities for all IIAV events
- Access to serve on all IIAV Committees

PARTNER TESTIMONIAL

"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

IIAV Affiliates



PARTNER BENEFITS 2027

Select the level that meets your goals in connecting with Independent Agents in Virginia!

All levels include Associate Membership

New & Enhanced Partner Benefits for 2027

	Platinum \$9,000	Gold \$7,500	Silver \$5,000	Bronze \$4,000
SPECIAL RECOGNITION				
Educational Article Feature in 'Big I VA' magazine (Pre-Approved by IIAV) 	2	1		
IIAV Board of Directors' Meetings Sponsor Recognition	Logo	Logo	Logo	Name
Listing in IIAV Publications & Communications	Logo	Logo	Logo	Name
Listing with Hyperlink to your Company website from IIAV website	Logo	Logo	Logo	Name
Prominent Display of Partners at IIAV Headquarters	Logo	Logo	Logo	Name
Discounted use of Meeting Spaces at IIAV Headquarters	1 free, then 75% off	75% off	50% off	25% off
10 – 15 Minute Board Presentation (Held Quarterly, Pre-Scheduled) 	✓			
Discounted Advertising in 'Big I VA' magazine	10%	10%	10%	10%
Company Provided PSA Posting for IIAV Social Media	2	1	1	1
CONVENTION & TRADESHOW				
Representative at IIAV Board of Directors' Dinner	2	1		
Appointed Agent Registration(s)	2	1		
Company Person Registration(s)	2	1	1	
Exhibit Booth at Tradeshow	No Charge	75% off	50% off	25% off
Sponsorship Allocation	\$4,500	\$2,500	\$1,500	\$1,000
Priority Booth and Registration	✓	✓	✓	✓
YOUNG AGENTS CONFERENCE				
Appointed Agent Registration(s)	2	1	1	
Company Person Registration(s)	2	1	1	1
Exhibit Booth at Tradeshow	No Charge	75% off	50% off	25% off
Sponsorship Allocation	\$1,250	\$1,000	\$750	\$250
Priority Booth and Registration	✓	✓	✓	✓
EDUCATION				
Priority Consideration for Content Delivery (Pre-approved by IIAV) 	1	1		
US Veterans and Spouse Program Sponsorship on Website	Logo	Logo	Logo	Name
In-House Class Sponsorship Recognition	Logo	Logo	Logo	Name
Discounts on Class Registrations	25%	15%	10%	5%
Recognition at Pre-Licensing Classes	Logo	Logo	Logo	Name
OTHER EVENTS				
Networking Event Company Person Registration(s) Limited to 1 Event 	2	1		
Networking Event Appointed Agent Registration(s) Limited to 1 Event 	2	1		
Networking Event Sponsorship Allocation Limited to 1 Event 	\$500	\$250	\$175	\$100
Recognition at Insurance Day on the Hill	Logo	Logo	Logo	Logo
TOTAL VALUE TO PARTNERS	\$12,000	\$9,500	\$7,000	\$5,000

Ready to Connect with Virginia's Independent Agents?

Choose the partnership level that best supports your business goals and join a network dedicated to strengthening the independent insurance agency system.



Independent Insurance
Agents of Virginia

THANK YOU 2026 PARTNERS

Platinum Partners



Gold Partners



Silver Partners



Bronze Partners

- Acuity
- American European Insurance Agency
- Amerisafe
- Berkshire Hathaway Guard Insurance Companies
- Canopy Connect
- Central Insurance Companies
- Commonwealth Underwriters
- CRC INSUREtrust
- Encova
- Frontline
- Grange
- Harford Mutual Insurance Company
- Insurance Concepts LLC
- Keystone
- Loudoun Mutual Insurance Co
- Main Street America
- MarshBerry & Co
- Openly Insurance
- Penn National Insurance
- Selective Insurance Company
- The Zenith
- Travelers
- Utica First Insurance Company
- West Bend Mutual Insurance Company
- Westfield



Independent Insurance
Agents of Virginia

Independent Insurance Agents of Virginia
2027 Partner Program

Partner Pledge Form

January 1, 2027 - December 31, 2027

☐ Yes, I want to be a participant in the IIAV Partner Program at the following level!

☐ Platinum - \$9,000

☐ Gold - \$7,500

☐ Silver - \$5,000

☐ Bronze - \$4,000

Company Name _____

Contact Name/Title _____

Company Address _____

Phone _____ Email _____

Company Website _____

Payment Information

☐ Check (Payable to IIAV)

☐ Bill Me Now

☐ Bill Me After January 1, 2027

Credit Card:

☐ VISA

☐ MasterCard

☐ American Express

☐ Discover

Card Number _____ CVV Code _____ Exp Date _____

Name on Card _____

Signature _____

Billing Address for Card _____

Partner Program Terms & Conditions

The **PARTNER PROGRAM** operates on a calendar year basis (benefits applicable January 1 - December 31, 2027). 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 | members@iiaav.com

IIAV must receive complete payment to be included in the 2027 PARTNER PROGRAM. The **completed and signed pledge form should be received by January 15, 2027**. Please note that if you choose the 'Bill Me' option, an invoice will be mailed to the company address you list above.

Please send a high-resolution company logo to members@iiaav.com for use in promotions.

A portion of IIAV dues may be tax-deductible as an ordinary and necessary business expense, but dues are not deductible as a charitable contribution. To the extent IIAV and IIABA engage in lobbying, that portion of dues is not deductible as ordinary and necessary business expenses.

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

Questions? Contact Stevenson Cocke, Director of Membership, at scocke@iiaav.com or 804-747-9300, ext 114.

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

(please print)