

Independent Insurance Agents of Virginia



PARTNER PROGRAM FOR 2012-2013

You are cordially invited to become a “Partner” of the Independent Insurance Agents of Virginia. We created this program at the request of IIAV Associate Members who support the Association on an on-going basis. Becoming an IIAV Partner provides the vehicle for a high-profile, year-long exposure to members of the Independent Insurance Agents of Virginia—the oldest and largest association of independent agents. If you’re looking for independent insurance agency decision makers, they’re a member of IIAV!

You can choose from various sponsorship levels that fit your needs and budget. The chart below illustrates the benefits for each level of participation.

ANNUAL INSURANCE DAY ON THE HILL —Richmond, January 30-31, 2013

*Premier legislative event with focus on proposed legislation during current General Assembly.
This is a joint legislative event with IIAV, NAIFA-Virginia, and NAHU.*

<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$750
<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ Two comp registrations ➤ Full-page ad in program 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration ➤ Half-page ad in program

THIRD ANNUAL VAIA VINO EVENING —Richmond, Summer 2013

Support the industry you work in by helping future generations better understand insurance literacy and the career possibilities that exist.

<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
<ul style="list-style-type: none"> ➤ Listing, with logo, as Reserve Sponsor at event, on web and in promotional materials ➤ Two comp registrations 	<ul style="list-style-type: none"> ➤ Listing as Gold Medal Sponsor at event, on web and in promotional materials ➤ Two comp registrations

YOUNG AGENT ANNUAL COLONIAL DOWNS OUTING —New Kent, July 19, 2012

*Imagine being able to network with young agents from various agencies around the state in a relaxed and fun environment.
Great opportunity for agency and company reps to begin new relationships and build upon those already established.*

<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials

YOUNG AGENT BASEBALL OUTING —Richmond, August 22, 2012

*See the Richmond Flying Squirrels with your family and friends.
Great opportunity for agency and company reps to begin new relationships and build upon those already established.*

<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials

ANNUAL ACSR TRIBUTE DAY —Richmond, Fall 2012

*Annual education and networking day for account managers and CSR's in an agency.
Recognition of new ACSR graduates along with ACSR of the Year.*

<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ Three comp registrations ➤ Full-page ad in program 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ Two comp registrations ➤ Half-page ad in program 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration

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PARTNER PROGRAM FOR 2012-2013 (Continued)

YOUNG AGENT ANNUAL CONFERENCE (YAC) —Richmond, October 18-19, 2012

Two day event focused on leadership, networking and education. Young Agent of the Year awarded.

<p><input type="checkbox"/> \$1,500</p> <ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ Two comp registrations ➤ Full-page ad in program ➤ Exhibit booth or sponsored event 	<p><input type="checkbox"/> \$1,000</p> <ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration ➤ Half-page ad in program ➤ Exhibit booth or sponsored event 	<p><input type="checkbox"/> \$500</p> <ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ Half-page ad in program 	<p><input type="checkbox"/> \$250</p> <ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials 	<p><input type="checkbox"/> \$150</p> <ul style="list-style-type: none"> ➤ One exhibit booth at trade show
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IIAV.com BANNER ADVERTISING

Ads will be posted on the homepage beginning on the 15th of each month and will be displayed until the 15th of the next month. Please indicate which month(s) you will be submitting ad(s) and submit to mkjar@iiaav.com by the 25th of the month prior.

<p><input type="checkbox"/> \$500</p> <ul style="list-style-type: none"> ➤ One animated banner ad (430 x 50 px), displayed for one month 	<p><input type="checkbox"/> \$250</p> <ul style="list-style-type: none"> ➤ One static banner ad (430 x 50 px), displayed for one month
<p><input type="radio"/> January <input type="radio"/> February <input type="radio"/> March <input type="radio"/> April <input type="radio"/> May <input type="radio"/> June</p> <p><input type="radio"/> July <input type="radio"/> August <input type="radio"/> September <input type="radio"/> October <input type="radio"/> November <input type="radio"/> December</p>	

SUPPORT VAIA (Virginia Association of Insurance Agents)

VAIA is a 501 (c)(3) education foundation committed to providing insurance education and training resources to Virginia communities. Your donations and support allow VAIA to help the next generation become more aware of insurance basics and careers within the industry. Gifts to VAIA are tax deductible.

<p><input type="checkbox"/> \$2,500+</p> <ul style="list-style-type: none"> ➤ Honorary scholarship fund created in your name ➤ 'Benefactor' recognition on web 	<p><input type="checkbox"/> \$1,000</p> <ul style="list-style-type: none"> ➤ 'Patron' recognition on web 	<p><input type="checkbox"/> \$500</p> <ul style="list-style-type: none"> ➤ 'Contributor' recognition on web 	<p><input type="checkbox"/> \$250</p> <ul style="list-style-type: none"> ➤ 'Supporter' recognition on web 	<p><input type="checkbox"/> \$100</p> <ul style="list-style-type: none"> ➤ 'Friend' recognition on web
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BUILDING FUND

There are two ways to show your company's support for the independent agency system and that's through the Dwight L. Dillon Wall of Honor or the Vernell H. Hogan Memorial Gardens. Make a permanent statement of your support for the independent agent – contact IIAV's President & CEO Bob Bradshaw today at rbradshaw@iiaav.com. Contributions can be paid over a 5-year period. As the largest provider of continuing professional education in the state, company name exposure at the IIAV headquarters is significant.

<p><input type="checkbox"/> \$50,000</p> <ul style="list-style-type: none"> ➤ 'Patron' recognition, with logo, on the Wall of Honor ➤ Access to IIAV's education & board rooms, at no additional charge ➤ Story & photo recognition in the Big "I" quarterly magazine & monthly newsletter 	<p><input type="checkbox"/> \$25,000</p> <ul style="list-style-type: none"> ➤ 'Benefactor' recognition, with logo, on the Wall of Honor ➤ Access to IIAV's education & board rooms, at no additional charge ➤ Story & photo recognition in the Big "I" quarterly magazine & monthly newsletter 	<p><input type="checkbox"/> \$10,000</p> <ul style="list-style-type: none"> ➤ 'Friend' recognition on the Wall of Honor ➤ Access to IIAV's education & board rooms, at no additional charge ➤ Story & photo recognition in the Big "I" quarterly magazine & monthly newsletter
<p><input type="checkbox"/> \$5,000</p> <ul style="list-style-type: none"> ➤ 'Backer' recognition on the Wall of Honor 	<p><input type="checkbox"/> \$1,000</p> <ul style="list-style-type: none"> ➤ 'Contributor' recognition on the Wall of Honor 	<p><input type="checkbox"/> \$500</p> <ul style="list-style-type: none"> ➤ Paver recognition in the Memorial Gardens

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PARTNER PROGRAM FOR 2012-2013 (Continued)

ANNUAL CONVENTION — Virginia Beach, June 17-19, 2012

*IIAV's premier event focusing on networking, education, and fun for agency members.
See list below for sponsorship choices (selections will be honored on a first come, first served basis).*

<p><input type="checkbox"/> \$7,500</p> <ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ Two comp registrations ➤ Full-page ad in program ➤ Significant name exposure throughout event ➤ Sponsorship Choice* 	<p><input type="checkbox"/> \$5,000</p> <ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration ➤ Half-page ad in program ➤ Sponsorship Choice* 	<p><input type="checkbox"/> \$3,000</p> <ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration ➤ Half-page ad in program ➤ Sponsorship Choice* 	<p><input type="checkbox"/> \$2,500</p> <ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration ➤ Quarter-page b/w ad in program ➤ Sponsorship Choice*
<p><input type="checkbox"/> \$1,500</p> <ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ Sponsorship Choice* 	<p><input type="checkbox"/> \$1,000</p> <ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ Sponsorship Choice* 	<p><input type="checkbox"/> \$500</p> <ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ Sponsorship Choice* 	

ANNUAL CONVENTION SPONSORSHIP CHOICES*

*If \$5,000 or more is selected, you will be listed as a Diamond Convention Sponsor.
If between \$4,999 and \$2,500 is selected, you will be listed as a Platinum Convention Sponsor.
If between \$2,499 and \$1,500 is selected, you will be listed as a Gold Convention Sponsor.
If between \$1,499 and \$500 is selected, you will be listed as a Silver Convention Sponsor.
If \$500 or less is selected, you will be listed as a Bronze Convention Sponsor.*

<p>\$2,500</p> <ul style="list-style-type: none"> <input type="radio"/> Closing Banquet (2) <input type="radio"/> Convention Program <input type="radio"/> Golf Tournament & Beverages <input type="radio"/> Golf Box Lunches <input type="radio"/> Bottled Water <input type="radio"/> Key Card Holders <input type="radio"/> Sunday Reception <input type="radio"/> Beach Bags <input type="radio"/> Flip Flops 	<p>\$1,500</p> <ul style="list-style-type: none"> <input type="radio"/> Entertainment (2) <input type="radio"/> Closing Reception (2) <input type="radio"/> Exhibit Hall Reception (4) <input type="radio"/> Monday Breakfast (2) <input type="radio"/> Tuesday Breakfast (2) <input type="radio"/> Pocket Agenda <input type="radio"/> Registration Envelopes (2) <input type="radio"/> "Crossfire" Session (2) <input type="radio"/> Trade Show Grand Prize 	<p>\$1,000</p> <ul style="list-style-type: none"> <input type="radio"/> Monday Fraud Session - Incl. Lunch (3) <input type="radio"/> Tuesday AM Breakout Session - TBD (2) <input type="radio"/> Tuesday AM FEMA Session (2) <input type="radio"/> AM & PM Refreshment Breaks (3) <input type="radio"/> Sunday & Tuesday PM CE Sessions (3) 	<p><input type="checkbox"/> \$675</p> <p>Exhibit Booth—corner booth (prior to 4/30/12)</p> <hr/> <p><input type="checkbox"/> \$650</p> <p>Exhibit Booth—aisle booth (prior to 4/30/12)</p>
<p>\$500</p> <ul style="list-style-type: none"> <input type="radio"/> Attendee Directory <input type="radio"/> Awards <input type="radio"/> Golf Tournament Snack Cart <input type="radio"/> Closing Banquet Grand Prize 	<p>\$250</p> <ul style="list-style-type: none"> <input type="radio"/> Audio Visual Equipment (4) <input type="radio"/> Golf Hole - Incl. sign w/ company name & logo (18) <input type="radio"/> Golf Tournament Practice Range <input type="radio"/> Golf Tournament Prizes (3) <input type="radio"/> Golf Tournament Putting Contest <input type="radio"/> Newspaper Sticker - Monday <input type="radio"/> Newspaper Sticker - Tuesday <input type="radio"/> Speaker Gifts (2) 		

Independent Insurance Agents of Virginia



PARTNER PROGRAM FOR 2012-2013 (Continued)

Notes

- ▶ **IIAV monthly e-newsletter** - for advertising rates, contact Naylor Publications at 1-800-796-2638 ext. 4975.
IIAV's newsletter is emailed monthly to all agency and company member individuals—over 4,500 people.
- ▶ **Big "I" quarterly magazine** - for advertising rates, contact BlueWater Publishers, Inc. at 360-805-6474.
The Big "I" Virginia is a full color publication, with timely feature articles for people with an interest in the insurance industry. The magazine reaches up to 5,000 highly targeted decision makers, including both members and prospective members, each quarter.
- ▶ **IIAV bi-annual membership directory** - for advertising rates, contact Naylor Publications at 770-576-2628.
The IIAV Directory & Users' Guide serves as a business tool to help members continue to improve their industry and their professions.
- ▶ **Insurance Career Center** - list your job opening(s) at www.InsuranceCareerCenter.org.
By posting careers and internships you are helping the Virginia Association of Insurance Agents (VAIA) recruit the next generation into the insurance industry.
- ▶ While you're budgeting, don't forget your membership dues at \$825/year.

Payment Information

<input type="radio"/> Check Enclosed	<input type="radio"/> Credit Card:	Total \$ _____
<input type="radio"/> Bill me now	<input type="checkbox"/> Visa	Card #: _____
<input type="radio"/> Bill me after _____	<input type="checkbox"/> MasterCard	Exp. Date: _____ V-code: _____
	<input type="checkbox"/> Amex	Billing Street Address: _____
	<input type="checkbox"/> Discover	City/State: _____ Zip Code: _____
		Issued To: _____
		Signature: _____

Contact Information

Contact Name: _____	Phone: _____
Company: _____	Fax: _____
Full Company Address: _____	Email: _____

Return To

Independent Insurance Agents of Virginia
8600 Mayland Drive, Richmond, VA 23294

Fax to: 804-747-6557

Questions? Call Danny Mitchell (dmitchell@iiaav.com) at 804-747-9300 or 1-800-288-4428.