



**INDEPENDENT INSURANCE
AGENTS of RHODE ISLAND**

2021 PARTNERS PROGRAM

You are invited to become a 2021 "Partner" of the Independent Insurance Agents of Rhode Island (IIARI). We created this program for our insurance companies, wholesalers, and vendors who support IIARI on an on-going basis. Becoming an IIARI Partner guarantees you high-profile, year-long exposure to IIARI members. Five levels of participation are available: Platinum, Diamond, Gold, Silver and Bronze. The Package Sponsorship description found on the next page illustrates the tangible benefits for each level of participation.

It's a win-win for IIARI and its Partners - by providing a "one-stop" approach to supporting IIARI and its members, it saves you from repeated solicitations and maximizes your visibility to the Rhode Island agent community throughout the year.

BENEFITS

Support the Agency Distribution System

Your support makes it possible for IIARI to deliver affordable, quality programs that enhance the professionalism of Rhode Island's independent agents.

Significant Savings

The value of the various benefits you receive as an IIARI Partner far exceeds the individual costs associated with those services (*see table for details*).

Unique Perks

Many of the perks you receive as an IIARI Partner are only available to the Partners Program companies. *Perks include: discounted ad rates, website recognition, and convention sponsorship.*

First Pick

Platinum, Diamond, Gold, and Silver Partners are guaranteed first opportunity of sponsorships and selection of exhibit space at the Annual Convention.

PARTNER PLEDGE FORM

I want to Partner with IIARI! Our company will participate as a:

☐ **Platinum** (\$15,000) ☐ **Diamond** (\$11,500) ☐ **Gold** (\$9,000) ☐ **Silver** (\$4,000) ☐ **Bronze** (\$2,250)

Company: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

☐ Check enclosed. ☐ Please invoice us

Questions? Please contact Sarah Ribera (sarahvg@iiari.com) or Mark Male (mark.male@iiari.com) or call 401-732-2400



2021 PARTNERS PROGRAM BENEFITS

	Platinum	Diamond	Gold	Silver	Bronze
SPECIAL RECOGNITION					
All IIARI Events Recognition	logo	logo	logo	name	name
Anchor Listing	logo	logo	logo	name	name
Listing on IIARI.com	x	x	x	x	x
Company Hyperlink	x	x	x		
Complimentary Classroom Use	2x/yr	1x/yr	1/2x/yr		
Member Directory	x	x	x	x	x
Education Webinar Sponsor	4x	2x	1x		
Featured Video on Social Media (Partner-Provided)	6x	4x	3x	2x	1x
IIARI INK Sponsor	x	x			
Tagged Social Media	x	x	x	x	
Branded Content Social Media Share(s)	8x	6x	4x	2x	1x
ASSOCIATE SPONSOR					
2021 Associate Sponsor	x	x	x	x	x
Special Education & Event Rates	x	x	x	x	x
INSURECON					
Sponsorship Recognition	12,000	10,000	7,500	2,500	1,500
Brand Recognition	x	x	x	x	x
Full Registrations (excluding golf)	3	2	2	1	1
Digital Registration(s)	3	2	2	1	1
Reception Tickets	8	6	4	3	2
Exhibit Booth	x	x	x	x	
Golf Foursome(s)	2	1	1		
Speaker Introduction	x	x	x		
EMERGING LEADERS					
Recognized Brand Sponsor	x	x	x		
Event Ticket(s)	6	4	2		
Social Media Recognition	x	x	x		
IIARI/RIEL FALL OUTING					
Golf Tournament Brand Recognition	x	x	x	x	x
Tee Sign Brand Recognition	x	x	x		
Golf Foursome(s)	2	2	1		
ADVERTISING					
The Anchor Ad Placement	4x Full Page	2x Full Page	1x Full Page	1x Half Page	
Additional Ad Discounts	25%	20%	20%	15%	15%
Digital Ads	x	x			

* New for 2021!