



INDEPENDENT INSURANCE AGENTS of RHODE ISLAND

# 2023 PARTNERS PROGRAM

You are invited to become a 2023 "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



## 2023 PARTNERS PROGRAM BENEFITS

	<i>Platinum</i>	<i>Diamond</i>	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>
	<b>\$15,000</b>	<b>\$11,500</b>	<b>\$9,000</b>	<b>\$4,000</b>	<b>\$2,500</b>
<b>SPECIAL RECOGNITION</b>					
All IIARI Events Recognition	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
<b>ASSOCIATE SPONSOR</b>					
2023 Associate Sponsor	x	x	x	x	x
Special Education & Event Rates	x	x	x	x	x
<b>INSURECON</b>					
Sponsorship Recognition	\$12,000*	\$10,000*	\$7,500*	\$2,500*	\$1,500*
Brand Recognition	x	x	x	x	x
Full Registrations (excluding golf)	6	4	3	2	2
Reception Tickets	14	10	8	6	4
Exhibit Booth	x	x	x	x	
Golf Foursome(s)	4	2	1		
Golf Tee Sign	2	2	1	1	1
Speaker Introduction	x	x	x		
<b>EMERGING LEADERS</b>					
Recognized Brand Sponsor	x	x	x		
Event Ticket(s)	6	4	2		
Social Media Recognition	x	x	x		
<b>IIARI/RIEL FALL OUTING</b>					
Golf Tournament Brand Recognition	x	x	x	x	x
Tee Sign Brand Recognition	x	x	x		
Golf Foursome(s)	2	2	1		
<b>Package Value:</b>	<b>\$21,730</b>	<b>\$15,500</b>	<b>\$12,650</b>	<b>\$5,750</b>	<b>\$3,650</b>