

Independent Insurance Agents & Brokers of Louisiana

Partners Program

The Independent Insurance Agents & Brokers of Louisiana is a full-service professional trade association providing independent insurance agents with advocacy in government and industry, education, information resources, insurance markets, consumer relations, and agency support services, in order to maximize the business opportunities for member agencies.

Our 400+ member agencies with an estimated 3,500 professional staff are the trusted choice for insurance consumers.



Partnership Matters

IIABL's Partners Program is designed to support IIABL's quality programs on an annual basis. Each partner level provides our Partner companies with maximized year-round exposure to more than 400+ IIABL member agencies and their employees.

As an IIABL Partner, your company will be able to support members of IIABL and build upon initiatives that have served members for years. In most cases, our members are the top performers within your agency force, and they look to your company to support their statewide trade association.

Investment Counts

Your support as an IIABL Partner is an investment in the professional development and economic strength of our industry. We invite you to join us in our Partners Program to promote the Louisiana independent insurance system.

The foundations you will help build today will serve the independent agency community in Louisiana tomorrow and beyond.

IIABL Partners Benefits

SUCCESS By making an IIABL Partners pledge, your company is helping to perpetuate your agency sales force and the independent agency system.

VALUE Partners have the ability to meet with hundreds of agents and agency principals at our meetings, reducing time and numerous expenses associated with individual agency visits.

MARKETING Partners receive robust marketing and advertising support from IIABL through print, electronic and display advertising.

IIABL PARTNER PACKAGES

IIABL offers partnership packages on some of its advertising and sponsorship opportunities. IIABL Partnerships allow member companies to join forces with the association through an inclusive plan; in turn, participating partners receive greater recognition and more marketing and promotional options through a single annual sponsorship. The IIABL partnerships have been established as a tiered program, allowing members to decide which level of sponsorship is most appropriate for them.

Gold Partner

IIABL Louisiana Agent one year ad placement (Full page)
IIABL Partner Recognition in every issues of Louisiana Agent
IIABL Associate Member Dues
IIABL Annual Convention Gold Level Sponsorship
IIABL Spring Education Conference & Trade Show Gold Level Sponsorship
IIABL Fall Education Conference & Trade Show Gold Level Sponsorship
IIABL Young Agents Conference Platinum Level Sponsorship
IIABL Partner Recognition Sign at the Annual Convention, Education Conference & Trade Show and Young Agents Conference
IIABL Partner Recognition featuring your logo and link to your website on www.IIABL.com

Price: \$11,000

Silver Partner

IIABL Louisiana Agent one year ad placement (1/2 Page)
IIABL Partner Recognition in every issues of Louisiana Agent
IIABL Associate Member Dues
IIABL Annual Convention Silver Level Sponsorship
IIABL Spring Education Conference & Trade Show Silver Level Sponsorship
IIABL Fall Education Conference & Trade Show Gold Level Sponsorship
IIABL Young Agents Conference Gold Level Sponsorship
IIABL Partner Recognition Sign at the Annual Convention, Education Conference & Trade Show and Young Agents Conference
IIABL Partner Recognition featuring your logo and link to your website on www.IIABL.com

Price: \$6,000

Bronze Partner

IIABL Louisiana Agent one year ad placement (1/4 page)
IIABL Partner Recognition in every issues of Louisiana Agent
IIABL Associate Member Dues
IIABL Annual Convention Bronze Level Sponsorship
IIABL Spring Education Conference & Trade Show Bronze Level Sponsorship
IIABL Fall Education Conference & Trade Show Bronze Level Sponsorship
IIABL Young Agents Conference Bronze Level Sponsorship
IIABL Partner Recognition Sign at the Annual Convention, Education Conference & Trade Show and Young Agents Conference
IIABL Partner Recognition featuring company name and link to your website on www.IIABL.com

Price: \$3,500

A-LA-Carte Advertising and Sponsorship Opportunities

Louisiana Agent

Louisiana Agent, the association's monthly electronic newsletter, reaches thousands of IIABL members, associates and others via email. As the primary source of published information for IIABL members, *Louisiana Agent* features the latest insurance industry news and developments at the local, state and national levels.

Full Page (8 ¹ / ₂ " width x 11" depth)	\$4,000/year
1/2 Page (6 ³ / ₄ " width x 4 ¹ / ₄ " depth)	\$3,000/year
1/4 Page (3 ¹ / ₄ " width x 4 ³ / ₈ " depth)	\$1,500/year

Weekly News Blast

The *IIABL Weekly News Blast* serves as an electronic summary of insurance related news stories from Louisiana and across the country, sent via email and made available on the IIABL web site.

Weekly News Blast	\$3,500 annually
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Sponsor Opportunities

IIABL Education Seminars

\$1,000 per seminar tour

The sponsorship includes special recognition on print materials, web site and at the seminars. The sponsor is given a display table at the seminars and provided time to give a formal presentation during the events.

IIABL Spring & Fall Education Conference & Trade Show

The IIABL Education Conference & Trade Show provides insurance companies, wholesale brokers and vendors the opportunity to network, share information, and fellowship with independent agents throughout Louisiana.

Gold	\$1,000	Silver	\$500	Bronze	\$250
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IIABL Young Agents Conference

This joint conference with the Big I of Mississippi provides a special opportunity for sponsor company representatives to promote their company's name and interests, while networking with conference participants during a "Meet the Sponsors" Luncheon.

Platinum	\$1,000	Gold	\$750
Silver	\$500	Bronze	\$300

IIABL Convention

IIABL's Annual Convention is the association's premier conference event, held annually in Destin, FL. Sponsors will be recognized at designated events and in the conference program.

Gold	\$5,000	Silver	\$2,500	Bronze	\$1,000
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IIABL Trusted Choice® Bowling Event Benefitting Make-A-Wish®

Gold	\$1,000	Your company logo on each bowling T-Shirt & other promotional material
Silver	\$ 500	Your company name on each bowling T-Shirt & other promotional material
Bronze	\$ 250	Your company name on each bowling T-Shirt & other promotional material

IIABL Events Calendar

Listed below are events that IIABL and our local chapter affiliates normally schedule on an annual basis.

January

IIA of Baton Rouge Installation Luncheon
IIA of Greater New Orleans Installation Dinner

February

IIA of Baton Rouge Monthly Luncheon (held the 2nd Thursday of the month)
Young Agents CE & Mixer (Usually held in February or March in Shreveport)

March

IIA of Baton Rouge Monthly Luncheon (held the 2nd Thursday of the month)
IIA of Greater New Orleans Golf Tournament
Make-A-Wish Bowling Fundraiser (held at 5 locations throughout Louisiana)
Young Agents Crawfish Boil (Baton Rouge)

April

IIA of Baton Rouge Monthly Luncheon (held the 2nd Thursday of the month)
IIABL Spring Education Conference (usually held in March or April in Baton Rouge)
IIA of Greater New Orleans Town Hall Meeting

May

IIA of Baton Rouge Golf Tournament

June

IIABL Annual Convention (Destin, Florida)

August

IIA of Baton Rouge Monthly Luncheon (held the 2nd Thursday of the month)
IIA of Greater New Orleans Town Hall Meeting
Louisiana/Mississippi Young Agents Joint Conference (held in early August and location is rotated between the 2 states)

September

IIA of Baton Rouge Monthly Luncheon (held the 2nd Thursday of the month)
IIA of Baton Rouge Company Appreciation Event (Mango's Beach Volleyball)
North Louisiana Fall Education Conference (location to be determined)

October

IIABL Fall Education Conference
IIA of Greater New Orleans Company Appreciation Event (Rock N Bowl)
IIA of Baton Rouge Fall Social (held the 2nd Thursday in the evening)

November

IIA of Baton Rouge Monthly Luncheon (held the 2nd Thursday of the month)

December

IIA of Greater New Orleans Past President's Luncheon

Your Partnership Matters

About your Company: _____

Company Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Check the appropriate box:

IIABL Partner

- ☐ Gold \$11,000/year
- ☐ Silver \$6,000/year
- ☐ Bronze \$3,500/year

A-LA-Carte Advertising & Sponsorship Opportunities

Louisiana Agent Newsletter

- ☐ Full Page \$4,000/year
- ☐ 1/2 Page \$3,000/year
- ☐ 1/4 page \$1,500/year
- ☐ **Weekly News Blast** \$3,500/year

Sponsor Opportunities

- ☐ **IIABL Education Seminars \$1,000/seminar**

IIABL Education Conference

- ☐ Gold \$1,000
- ☐ Silver \$ 500
- ☐ Bronze \$ 250

IIABL Young Agents Conference

- ☐ Platinum \$1,000
- ☐ Gold \$ 750
- ☐ Silver \$ 500
- ☐ Bronze \$ 300

IIABL Convention

- ☐ Gold \$5,000
- ☐ Silver \$2,500
- ☐ Bronze \$1,000

IIABL Trusted Choice Make A Wish Bowling Event

- ☐ Gold \$1,000
- ☐ Silver \$ 500
- ☐ Bronze \$ 250

Become a Partner

Return this form with payment to:

IIABL

18153 E. Petroleum Dr.

Baton Rouge, LA 70809

225.819.2007

Check enclosed in the amount of:

\$_____ for the item(s)
checked.

☐ Please invoice me for the item(s) checked.

