

## Partners Program

*Together We Are Strong*



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.

For more information contact:

Francine Berendson | Director of Communications & Events | fberendson@iiabl.com | 225.236.1360

# 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 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 you to decide which level of sponsorship is most appropriate for you.

### 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 NOLA 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](http://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 Silver Level Sponsorship  
IIABL NOLA Education Conference & Trade Show Silver 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](http://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 NOLA 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](http://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 <sup>1</sup> / <sub>2</sub> " width x 11" depth)	<b>\$4,000/year</b>
1/2 Page (6 <sup>3</sup> / <sub>4</sub> " width x 4 <sup>1</sup> / <sub>4</sub> " depth)	<b>\$3,000/year</b>
1/4 Page (3 <sup>1</sup> / <sub>4</sub> " width x 4 <sup>3</sup> / <sub>8</sub> " depth)	<b>\$1,500/year</b>

## 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. Only 4 banner ads available

Weekly News Blast	<b>\$3,500 annually</b>
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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 and NOLA 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 <b>\$1,000</b>	Silver <b>\$500</b>	Bronze <b>\$250</b>
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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 <b>\$1,000</b>	Gold <b>\$750</b>
Silver <b>\$500</b>	Bronze <b>\$300</b>

### 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 <b>\$5,000</b>	Silver <b>\$2,500</b>	Bronze <b>\$1,000</b>
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## 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 2<sup>nd</sup> Thursday of the month)

### March

IIA of Baton Rouge Monthly Luncheon (held the 2<sup>nd</sup> Thursday of the month)  
IIA of Baton Rouge Company Appreciation Event (Scavenger Hunt)  
IIA of Greater New Orleans Golf Tournament  
Young Agents Crawfish Boil (Baton Rouge)  
IIABL Spring Education Conference (Baton Rouge)

### April

IIA of Baton Rouge Monthly Luncheon (held the 2<sup>nd</sup> Thursday of the month)  
IIA of Greater New Orleans Town Hall Meeting

### May

IIA of Baton Rouge Golf Tournament  
Young Agents Day At The Races (Shreveport)

### June

IIABL Annual Convention (Destin, Florida)

### August

IIA of Baton Rouge Monthly Luncheon (held the 2<sup>nd</sup> 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 2<sup>nd</sup> Thursday of the month)  
IIABL NOLA Education Conference

### October

IIABL Fall Education Conference  
IIA of Greater New Orleans Company Appreciation Event  
IIA of Baton Rouge Fall Social (held the 2<sup>nd</sup> Thursday in the evening)

### November

IIA of Baton Rouge Monthly Luncheon (held the 2<sup>nd</sup> 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

## Become a Partner

Return this form with payment to:  
IIABL  
18153 E. Petroleum Dr.  
Baton Rouge, LA 70809  
225.819.8007

Check enclosed in the amount of:  
\$ \_\_\_\_\_ for the item(s)  
checked.

Please invoice me for the item(s) checked.



**The Trusted Choice®**