

2020

# BIG I

ARKANSAS

PARTNERS  
PROGRAM



SUPPORT. CONNECT. ENGAGE.

# WHY PARTNER WITH THE BIG I OF ARKANSAS?

**IT'S PLAIN AND SIMPLE.** Your company needs independent agents. As the state's fastest-growing state association, there is no better way to reach Arkansas' community of independent agents than by becoming a Big I of Arkansas PARTNER. As one of the voices for independent agents in the country, the Big I of Arkansas is committed to empowering our membership to rise above the competition and reach their fullest potential. With continued growth and record attendance and high levels of both excitement and energy at our events and trade shows, the decision is easy. Will your company be there with us, supporting and helping independent agencies grow, innovate, and thrive into the future?

## MAKE THE MOST OF YOUR MARKETING DOLLARS



Each issue of our publications reach over 2,000 insurance professionals in Arkansas



Over 1,000 insurance professionals attend our classes and seminars each year



Over 1,000 insurance professionals attend our annual events each year



Your partnership guarantees year-long, high-profile exposure to Big I of Arkansas Agents



Our lobbyist works on bills that impact our industry on both the agent and carrier side of the business



Save money on sponsorships, registrations, and events with your partnership and ONE transaction making budgeting & planning easier

**SUPPORT**  
your independent agency network

**CONNECT**  
with Big I of Arkansas member agents

**ENGAGE**  
decision makers and influencers

**JOIN TODAY:** [www.iiaar.org/partners](http://www.iiaar.org/partners)

Questions: Contact Lisa Hanshew, Director | [lhanshew@iiaar.org](mailto:lhanshew@iiaar.org) 501.221.2444

## benefits at-a-glance

	Presidential \$15,000	Platinum \$11,000	Gold \$8,000	Silver \$5,000	Bronze \$2,500
<b>Conferences: Annual &amp; eMerging Leaders</b>					
Complimentary Exhibit Booth (annual Conference)	2 booths	1 booth	50%	25%	
Priority Booth Location Selection	★				
Complimentary Registrations (per conference)	5	4	3	2	1
Golf Tournament Registration (per conference)	3	1	1	1	
Logo on front of Annual Convention Packet	★logo	★logo	name	name	name
Recognition in Annual Convention Program	★logo	★logo	★logo	name	name
Company Featured on Attendee Lanyards/Name Badge	★logo				
Opportunity to Place Promo Items in Attendee Packets	★				
Listing Partners Banner	★logo	★logo	★logo	★logo	★logo
Logo Illuminated on Wall at Major Event	★	★	★		
Advanced Opportunity to choose sponsorship of Special Events	★	★	★	★	
List of Partners in Annual Convention packets	★	★	★	★	★
<b>Publications &amp; Social Media</b>					
Complimentary 1 Page Feature in Big I Arkansas (one issue per year)	★	★			
Partner Listing in Each Issue	★logo	★logo	★logo	★logo	★logo
Company Marketing on Big I Arkansas Facebook Page	★	★	★		
Recognition on Big I Arkansas APP (with hyperlink to your homepage)	★	★	★	★	★
Sponsor Recognition of IIAA Insider (5x per year)	★	★	★		
Partner Recognition on Big I Arkansas Social Media	★logo	★logo			
<b>Big I of Arkansas Education &amp; Classroom Space</b>					
Recognition on Marketing PowerPoint at all Big I Arkansas Classes	★logo	★logo	name	name	name
Named as Sponsor of Big I Arkansas CIC/CISR Scholarships	★CIC	★CISR			
Recognition Signage on Wall	★logo	★logo	★logo	★logo	★logo
Complimentary/Discounted Rental during business hours	unlimited	★ 4 free	★ 2 free	★ 1 free	
Priority seating at CIC Classes	★	★			
Recognition at CIC Classes	★	★			
<b>Partner Recognition &amp; Additional Benefits</b>					
Complimentary Dues	★	★			
Recognition on Big I Arkansas Reception Room Monitor	★logo	★logo	★logo	★logo	★logo
Partner Listing on Big I Arkansas Website Page (with hyperlink)	★logo	★logo	★logo	★logo	★logo
Free Job Posting to Big I Arkansas Job Board	★	★	★	★	★
Recognition on iiaa.org Homepage Rotating Banner	★logo	★logo	★logo	★logo	★logo
Member Mailing List (provided in Excel format)	★	★	★	★	★
Opportunity to Send Email to iiaa to Members (4x per year)	★	★			
Sponsorship of Big I Arkansas Legislative Bulletins	★	★	★	★	★
Exclusive Invitation to Legislative Briefing	★	★	★	★	★
Video Marketing Presence on Website	★	★	★		

# BIG I | ARKANSAS

# PARTNER PLEDGE FORM

Due by January 30, 2020

## I want to support my independent agency network!

- Presidential (\$15,000)       Platinum (\$11,000)       Gold (\$8,000)  
 Silver (\$5,000)       Bronze (\$2,500)

Company Name: \_\_\_\_\_

Main Contact Name: \_\_\_\_\_

If billing contact is different, please provide it here: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

### Payment Information:

- Check (Payable to IIAA)  
 Credit Card\*: \_\_\_\_\_ Visa      \_\_\_\_\_ MasterCard      \_\_\_\_\_ American Express *\*3.25% fee applies*

Card Number: \_\_\_\_\_ Sec. Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address for Card: \_\_\_\_\_

### PARTNERS PROGRAM TERMS AND CONDITIONS:

The PARTNERS Program operates on a calendar year (benefits applicable January 1 – December 31). Commitments must be renewed each year to continue as a Big I Arkansas PARTNER and receive corresponding benefits. This contract serves as a binding agreement between your company and the Independent Insurance Agents of Arkansas. Your company is responsible for the full, contracted balance, as no cancellations are permitted.

Payment is due at the time this commitment form is returned to Big I Arkansas. Big I Arkansas must receive this commitment form and complete payment by January 30, 2020 to be included in the 2020 PARTNERS Program and receive applicable benefits. If payment is received after this date, benefits may be adjusted accordingly. Please note, if you choose the "credit card" option, your card will be charged upon Big I Arkansas' receipt of this form.

Send commitments via mail: IIAA, 5000 Northshore Dr., North Little Rock, AR 72118; fax: 501-221-0364; or email: Lisa Hanshew at lhanshew@iiaar.org.

**I agree to all terms and conditions outlined in this agreement. (please sign)** \_\_\_\_\_