



2015 National Young Agents Sponsorship Opportunities

Only one channel reaches the future independent insurance agency leaders—the Big “I” national Young Agents program. Supporters of the Big “I” national Young Agents have access to the nation’s best and brightest. Big “I” Young Agents are loyal and well on their way to successful, lifelong careers as Trusted Choice® independent insurance agents. And many are on the fast-track to an agency principal role—if they aren’t in that role already. The Big “I” provides young agents education and networking opportunities to help them hone their leadership and sales skills so they help lead the independent agency system into the future.

Platinum (\$10,000 plus)

- Select Platinum Level Opportunity
- Complimentary registrations (2) for the Young Agents Leadership Institute and the Big “I” Legislative Conference.
- Logo and web link on www.independentagent.com.
- Opportunity to participate in Speed Dating event at the Young Agents Leadership Institute
- Opportunity to present a webinar, hosted by the national Young Agents on sales, leadership or social media. *
- Signage at the Young Agents Leadership Institute and the Big “I” Legislative Conference.
- Opportunity to judge Outstanding Young Agent Committee of the Year awards.
- Listed as a sponsor on the Big “I” events app with logo and opportunity to provide web link or contact information.
- Podium recognition at the events.
- Registration lists.

(a limited number of webinar spots are available and the content must be approved by the YAC and Big “I”.)*

Gold (\$5,000-9,999)

- Select Gold Level Opportunity
- Complimentary registrations (1) for the Young Agents Leadership Institute and the Big “I” Legislative Conference.
- Listing and web link on www.independentagent.com.
- Listed as a sponsor on the Big “I” events app with logo and opportunity to provide web link or contact information.
- Signage at the Young Agents Leadership Institute and the Big “I” Legislative Conference.
- Registration lists.

Silver (\$2500-4,999)

- Select Silver Level Opportunity
- Complimentary registrations (1) for the Young Agents Leadership Institute.
- Signage at the Young Agents Leadership Institute and the Big “I” Legislative Conference.
- Listing and web link on www.independentagent.com.

General (\$1000-2,499)

- Signage at the Young Agents Leadership Institute and the Big “I” Legislative Conference.
- Listing and web link on www.independentagent.com.

Sponsorship Opportunities

Big "I" Legislative Conference

April 22-24, 2015 Hyatt Regency Washington, Washington D.C.

The Big "I" Legislative Conference is the premier insurance industry event for agents, brokers, young agents, company executives and industry leaders in Washington, D.C. each spring. Agents who attend this event work to protect their industry and value the networking opportunities the Big "I" has to offer. Companies who sponsor one of the Young Agent opportunities at this event get the benefit of networking with young professionals invested in the future of the industry, and their brand is also seen by many of the industry's leading decision makers.

Platinum Opportunities

Young Agents and InsurPac Chairpersons' Luncheon

Investment: \$10,000

The annual luncheon includes a presentation from a member of Congress and the presentation of the InsurPac Awards.

Benefits include your company brand on signage, the Big "I" events app and recognition from the podium.

Young Agents First-Time Scholarships

Investment: \$10,000

The Big "I" offers two \$500 scholarships per state for first-time attendees and the much-admired \$1000 Maurice Herndon Scholarship.

Benefits include logo and web link on scholarship web page, logo on scholarship application, signage and an announcement at many of the Young Agent events in D.C.

Young Agent Evening Hospitality

Investment: \$10,000 co-sponsorship

The exciting onsite evening event is where young agents mix and mingle after dinner. Big "I" leadership may also stop by.

Benefits include logo your company brand on signage, the Big "I" events app and recognition during welcome announcements. Depending on the event site, you have an opportunity to provide branded items/décor to make the event special.

Gold Opportunities

Young Agents Welcome Reception

Investment: \$5,000 co-sponsorship

Help kick-off the event by providing coffee and networking time. Meet first-time attendees and provide a welcoming environment for young agents.

Benefits include your company brand on signage, the Big "I" events app and recognition from the podium.

YAC Gives Back: A Benefit for InVEST Scholarships

April 23, 2015 at the Hyatt Regency Washington, Washington D.C.

Since 2010 the Big "I" Young Agents Committee has the annual benefit for InVEST student scholarships. This is an excellent way for a company partner to show they are invested in perpetuating the independent agency system. The event boasts more than 300 attendees from all ranks of the independent agency system.

Silver Opportunities

YAC Gives Back

*Investment: \$2,500 co-sponsorship**

This is a great addition to a Platinum level selection.

Benefits include your company brand on signage, A/V presentation and a souvenir cup.

Sponsorship Opportunities

Young Agents Leadership Institute

Oct. 2-3, 2015 at the Roosevelt New Orleans, New Orleans, La.

The Big “I” Young Agents Leadership Institute provides young agents education and networking opportunities to help them hone their leadership and sales skills so they help lead the independent agency system into the future. Many attendees chair state committees and others are looking to make their way up the ranks of the independent agency system. They're motivated decision-makers who will be leading the way for young professionals in the industry. Company partners who support this event impress their brand among the best and the brightest young agent superstars.

Platinum Opportunities

Young Agents Presidents' Panel with Big “I” Leadership

Investment: \$10,000 Co-sponsorship

An executive from your team will participate in a discussion on leadership, technology, trends and the future of the industry.

Benefits include your company brand on signage, the Big “I” events app and recognition from the podium and the premier opportunity to leverage your position as a thought leader.

Young Agents Hospitality (Friday, evening)

Investment: \$12,500

A well-branded onsite evening event where young agents mix and mingle after dinner with local entertainment.

Benefits include your company brand on signage, the Big “I” events app and recognition during welcome announcements. Depending on the event site, you have an opportunity to provide branded items/décor to make the event special.

Young Agents Day One Presenter

Investment: \$10,000

A speaker, chosen by the national Young Agents Committee will present on marketing, sales, leadership, motivation or social media.

Benefits include your company brand on signage, the Big “I” events app, the introductory event slide and recognition during welcome announcements. A representative from your company may introduce the presenter. You will also have an opportunity to provide logo items on the tables.

Young Agents Day Two Morning Presenter

Investment: \$10,000

A speaker, chosen by the national Young Agents Committee will present on marketing, sales, leadership, motivation or social media.

Benefits include your company brand on signage, the Big “I” events app, the introductory event slide and recognition during welcome announcements. A representative from your company may introduce the presenter. You will also have an opportunity to provide logo items on the tables.

Young Agents Day Two Afternoon Presenter

Investment: \$10,000

A speaker, chosen by the national Young Agents Committee will present on marketing, sales, leadership, motivation or social media.

Benefits include your company brand on signage, the Big “I” events app, the introductory event slide and recognition during welcome announcements. A representative from your company may introduce the presenter. You will also have an opportunity to provide logo items on the tables.

Awards Reception

Investment: \$10,000

Be part of the presentation of the prestigious Outstanding Young Agent Committee of the Year Awards.

Benefits include your company brand on signage, the Big “I” events app and recognition during welcome announcements. Depending on the event site, you have an opportunity to provide branded items/décor to make the event special.

Young Agents Attendee Shirts

Investment: \$10,000

Your brand will display on the sleeve of a shirt given to every young agent attendee to wear on the second day of the event. Your brand can be part of the sea of teal.

Benefits include your company logo on the sleeve of a polo shirt. Additionally, your company brand will be on signage, the Big “I” events app and will receive recognition from the podium.

YAC Night Out: Evening Event (Saturday, evening)

Investment: \$12,500

Young agents get a taste of the host city at this offsite evening event.

Benefits include your company brand on signage, the Big “I” events app and recognition during welcome announcements. Depending on the event site, you have an opportunity to provide branded items/décor to make the event special.

Flash Drives

Investment: \$10,000

Your logo will be on the flash drives distributed to all attendees.

Benefits include your company logo on the flash drives and the opportunity to provide content including PDFs or videos to be distributed on the drive. Additionally, your company brand will be on signage, the Big “I” events app and will receive recognition from the podium.

Bags

Investment: \$10,000

Your logo will be on the tote bags distributed to all attendees.

Benefits include your company logo on the tote bags and the opportunity to provide logo goodies for the bag. Additionally, your company brand will be on signage, the Big “I” events app and will receive recognition from the podium.

First-time Leadership Institute Scholarships

Investment: \$10,000

The Big “I” offers a limited number of \$500 scholarships for first-time attendees and presents one, \$1,000 scholarship to the state committee that has the most attendees at the event.

Benefits include logo and web link on scholarship web page, logo on scholarship application, signage and an announcement at many of the events.

Gold Opportunities

Notepads

Investment: \$7,500

Stick around long after the event and be seen when folks are ready to take action.

Benefits include your company brand on signage and notepads.

Friday Beverage and Snack Break

Investment: \$5,000

An elevated beverage break will give agents a chance to grab a snack, hot or cold beverage during event breaks.

Benefits include your company brand on signage, the Big “I” events app and recognition during announcements. You will also have the opportunity to provide branded napkins and/or give-a-ways.

Saturday Beverage and Snack Break

Investment: \$5,000

An elevated beverage break will give agents a chance to grab a snack , hot or cold beverage during event breaks.

Benefits include your company brand on signage, the Big “I” events app and recognition during announcements. You will also have the opportunity to provide branded napkins and/or give-a-ways.

Pens

Investment: \$5,000

Your logo will be seen while agents take notes during the anticipated sessions.

Benefits include your company brand on signage, the Big “I” events app and recognition during announcements.

Business Card Holder

Investment: \$5,000

Your logo will be on business card holders young agents can use on site, and take home.

Benefits include your company brand on signage, the Big “I” events app and recognition during announcements.

*To reserve your sponsorship today, contact Diane Mattis at diane.mattis@iiba.net
www.independentagent.com/youngagents*