



IIABO 2020

PREMIER PARTNERS PROGRAM

Support Connect Engage

INTRODUCING THE NEW

INDEPENDENT INSURANCE AGENTS & BROKERS OF OREGON

Premier Partners Program 2020



The IIABO Premier Partners Program 2020 has been designed to leverage the power of collaboration and relationship building. We value your company and what you have to offer our Agency Members. Thank You!

As a Partner of the Independent Insurance Agents and Brokers of Oregon, we are confident that you will appreciate this once a year approach to supporting IIABO, Young Agents and our Agency Members. As a Premier Partner you eliminate multiple solicitations throughout the year and pay only once and receive continuous benefits all year long.

At a glance partnering up with IIABO begins with the following:

- **Annual Membership Dues**
- **Young Agent Sponsorship**
- **Substantial Savings**
- **Unique Perks & Marketing Advantages**

For more details contact
LeeAnn Smelley
IIABO
Director of Member Services
Phone: (503) 274-4000
Email: LeeAnn@insureoregon.org

PARTNER WITH BIG “I” OREGON

The Premier Partners Program was designed for insurance industry companies, wholesalers and vendors who wish to **support, connect and engage** with our agency members. As well as building lasting relationships that will serve the independent agency community in Oregon today, tomorrow and beyond. IIABO is affiliated on the national level with the Independent Insurance Agents and Brokers of America (IIABA) and the Trusted Choice brand.

SUPPORT Your partnership shows your company’s commitment to help perpetuate our independent agents’ unique and sustainable way of doing business. Our agency members represent vital communities throughout the state of Oregon. Now more than ever, independent agents rely on the Big “I” for products and services that provide them a competitive edge, as well as unparalleled legislative and regulatory representation. Thanks to your support, our association is able to develop affordable, quality programs for the Oregon independent agents. It has been proven that our members value partnerships and relationships; putting your company in "*front of mind*" of our Agency Members.

CONNECT As a premier partner you set your company above the competition and enhance your visibility at IIABO events throughout the entire calendar year including Young Agent events. Because we are a grassroots organization, we have the flexibility to give our partners customized programs. By using a tiered approach, our Premier Partner’s Program allows each company to choose a partnership based on the level of interaction, visibility and connection that they are seeking. Our membership directory is *only* available to our partners as well as our attendee lists through our Event APPS.

ENGAGE Networking and relationships matter to our members and to our association. Our insurance professionals have time and again demonstrated that community engagement is also key to building high integrity agencies. When you interact at an IIABO event, you can be assured that you are interacting with individuals that value professional development, as well as learning about the best practices and products for their clients. Our independent agency members offer all lines of insurance, including property, casualty, life, health, employee benefits, retirement products and risk consulting.

PARTNER WITH BIG “I” OREGON

Your investment as an IIABO Premier Partner is an investment in the professional development and economic strength of our industry. As partners, we can work together to share ideas and resources...cross-market services that benefit Oregon agencies. As well as recruit, develop and retain the next generation of independent agents.

As an IIABO Partner you are guaranteed high-profile, year-long exposure to members of the Independent Insurance Agents & Brokers of Oregon.

Benefits include:

- Allied/Associate Membership at all levels.
- Substantial Savings that grow the higher the tier level. Percentage savings start at 24% and increase to 46%.
- Competitive advantage for first opportunities to sponsor programs and new programs created throughout the year. Because we are a dynamic organization, we are always focused on creating new opportunities to enhance membership.
- Partners are the ONLY sponsors of IIABO and YAC events throughout the year, including IIABO Annual Convention and MidWinter Education Symposium.
- Partners have the ability to meet with insurance professionals and agency principals at our meetings and events reducing time and numerous expenses associated with individual agency visits.
- Marketing advantages for our partners are robust through series of print, electronic and display advertising.

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IIABO PARTNERS PROGRAM BENEFITS BY LEVEL	Value	Diamond	Platinum	Gold	Silver	Bronze	Public Entity Sponsor
Allied/Associate Membership							
Allied/Associate Membership Included for 1 calendar year (see attached for what basic membership includes)	820	✓	✓	✓	✓	✓	✓
Advertising & Marketing Benefits							
Exclusive Top Tier Banner Recognition displayed at IIABO events	1000	✓					
Opportunity to Present at IIABO Board Meetings	priceless	✓					
Oregon Agent Magazine IIABO Complimentary 1 Page Feature	2500	✓					
Oregon Agent Magazine IIABO Partner listing in all issues with logo and company description/mission	1000	✓					
Oregon Agent Magazine IIABO Partner Listing in all issues	700	✓	✓	✓	✓	✓	✓
Oregon Agent Magazine complimentary advertising discount	10% off	✓	✓	✓	✓	✓	✓
Company Listing on IIABO website (w/hyperlink)	1000	✓	✓	✓	✓		
Company Listing on IIABO website with logo	1000	✓	✓	✓			
Company Listing on IIABO website	750	✓	✓	✓	✓	✓	✓
Partner Recognition on IIABO social media (FB, LinkedIn)	500	✓	✓	✓	✓		
Partner Recognition on IIABO Event APP	500	✓	✓	✓	✓		✓
Partner Level Recognition on Banner(s) displayed at IIABO events	1500	✓	✓	✓	✓		✓
Education							
Registration to attend CE Event w/lunch	165 pp	495 (3)					✓
Opportunity to distribute Company literature & Swag (prior arrangements required)	Priceless	✓	✓	✓	✓	✓	✓
Registration to attend CE Seminars	95 pp	380 (4)	285 (3)	190 (2)	95 (1)		
Opportunity to provide food and beverage of choice at class (Events assigned in order of requests received)	Priceless	✓	✓	✓	✓	✓	✓
Partner Level Recognition Banner	1500	✓	✓	✓	✓		✓

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IIABO PARTNERS PROGRAM BENEFITS BY LEVEL (continued)	Value	Diamond	Platinum	Gold	Silver	Bronze	Public Entity Sponsor
Opportunity to customize with exclusive sponsor only Add-ons (see section and pricing)	priceless	✓	✓	✓	✓	✓	✓
Legislative Advocacy							
Legislative Updates	priceless	✓	✓	✓	✓	✓	✓
Registration fee for Big I Legislative Conference in Washington D.C.	500	500					
Sponsor a Young Agent to Big I Legislative Conference in Washington DC	3400	3400					
Economic Forecast Breakfast							
Top Tier Partner Recognition Signage	Value listed in Advertising & Marketing	✓					
Partner Level Recognition Banner	Value listed in Advertising & Marketing	✓	✓	✓	✓	✓	✓
Reserved Table for 8	500	1000 (2)	500 (1)				500 (1)
Speaking Opportunity (2min)	priceless	✓					
MidWinter Education Symposium							
Full Attendee Registration	220 pp	660 (3)	440 (2)	220 (1)			
Exclusive Top Tier Partner Recognition Signage	Value listed in Advertising & Marketing	✓					
Partner Level Recognition Banner	Value listed in Advertising & Marketing	✓	✓	✓	✓	✓	
Sponsor a Young Agent's Registration	220	440 (2)	220 (1)				
Board Dinner following Board Mtg.	100	200 (2)	100 (1)				
Annual Convention							
Full Attendee Registration	390 pp	3120 (8)	1560 (4)	780 (2)	390 (1)		390 (1)
Attendee Past President and Board Cocktail Hour and Dinner	125 pp	500 (4)	250 (2)				

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PARTNERS PROGRAM BENEFITS BY LEVEL (continued)	Value	Diamond	Platinum	Gold	Silver	Bronze	Public Entity Sponsor
Banner Advertising on Convention APP	1500	✓	✓				
Reserved/priority seating at applicable events	priceless	✓	✓				
Exhibitor's booth with priority selection	995	✓	✓	✓			
Golf Tournament Registration	154	1232 (8)	616 (4)	308 (2)	154 (1)		
Sponsor a Young Agent Full Registration	390	1	1				
Young Agent Committee Sponsored Events							
Signage with YA logo & tiered sponsor recognition	1000	✓	✓	✓	✓	✓	
Putting Tournament Sponsor at Annual Convention	1000	✓	✓				
Complimentary Registration for Putting Tournament	30	60 (2)	60 (2)	30 (1)			
Admission to ALL YA sponsored events	priceless	2	1				
Admission to a YA sponsored event of your choice	priceless			2	1		
Actual Cost		*\$16,000	\$12,900	\$8,900	\$5,900	\$2,500	\$5,000
Percentage of Savings		46%	25%	24%	24%	24%	25%
Sponsorship in excess of \$2000 over Diamond		PLUS					

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IIABO PARTNERS PROGRAM BENEFITS Exclusive Add-on Opportunities	Value	Diamond	Platinum	Gold	Silver	Bronze	Public Entity Sponsor
Convention APP Sponsor	2500						
Forecast Breakfast APP Sponsor	1000					Not Available	
MidWinter APP Sponsor OR Th/Fri Lunch Sponsor OR Board Reception OR Dinner Sponsor	1000 each						
MidWinter Coffee Breaks OR Contentental Breakfast OR Exhibitor Booth Sponsor	750 each						
Logo on Event Attendee Lanyards/Namebadge	1000					Not Available	
Recognition as Golf Tournament Sponsor at event and 4 complimentary golf registrations.	5000					Not Available	
Golf Box Lunch Sponsor	1500						
Golf Hole Sponsor	750						
Community Give Back at an IIABO/YAC Event	3500						
Hole In One Sponsor	1000					Not Available	
Cocktail/Beer Garden after Golf or Exhibitor's Arena Cocktail Party	3000					Not Available	
Photo Booth at an Event	2000						
Charity Raffle at an Event	3000						
Young Agent After Party 1 st Night or Convention After Party 2 nd Night	3500					Not Available	
Host a CE class at your location and IIABO provides instructor and completes filings	500					Not Available	
Morning Speaker OR Keynote Panel at an Event	5000						
Sponsor a Young Agent to Big I Legislative Conference in Washington DC	3400						
Convention Past President's Dinner and cocktails (includes reserved table of selected guests)	6000						

“PARTNER UP” FREQUENTLY ASKED QUESTIONS

- **What if I've already paid my allied or associate IIABO membership dues?**
We are thrilled you want to “kick it up a notch” and we will subtract from the top what you have already paid for your current year membership dues either IIABO or Young Agents Committee. Partner's Program is all inclusive. It's that simple.
- **When is the deadline to Partner Up?**
The deadline is December 15, 2019. Company logos are listed in the order the pledges are made, so don't delay!
- **When is payment due?**
Not until January 1, 2020. We can also bill quarterly. We accept company checks and credit card.
- **I'm so excited to be a Premier Partner! Now what?**
Our Director of Member Services will meet with you in person or a conference call to go over your exclusive partner benefits. Plan for 30 minutes, as we know your time is valuable! We will also need to have your marketing department's contact information to get your best and latest version of your logo sent ASAP so we can get your benefits working for you!
- **We are having a great 2019, can we pay for the 2020 partnership before 2020?**
Absolutely, you can skip the pledge and start your Premier Partnership immediately. Contact LeeAnn Smelley, Director of Member Services: LeeAnn@insureoregon.org
- **Our Company has only sponsored YAC in the past. Is this still an option?**
YAC has always been a part of IIABO. To keep in alignment with IIABA we are combining our sponsorships. You will be recognized all year at both IIABO and YAC events and marketing throughout the year.

PARTNER UP PLEDGE FORM

COMPANY NAME: _____

CONTACT NAME: _____

Email Address: _____

Address: _____

City:/State/Zip: _____

Phone: _____

- Bill Me
- I'd like to pay once a year at renewal.
- I'd like to pay quarterly if Silver Level or above.
- Check is in the mail Payable to

IIABO

6 Centerpointe Drive

Suite 430

Lake Oswego, Oregon 97035

- I'll call with a credit card (503) 274-4000

Contact LeeAnn Smelley, LeeAnn@insureoregon.org for more details or any questions!

Please check below to indicate the partner level you are pledging



Independent Insurance Agent

	Diamond	Platinum	Gold	Silver	Bronze	Public Entity Sponsor
	\$16,000	\$12,900	\$8,900	\$5,900	\$2,500	\$5000
Add-on						
Add-on						
Add-on						
TOTAL						

**Thank you to the following 2020
Allied/Associate members who have
“Partnered Up” as of November 22, 2019.**

Diamond/Plus



**Liberty
Mutual**
INSURANCE

Safeco
Insurance™
A Liberty Mutual Company

Platinum



Gold



Oregon Mutual

Silver



Bronze



