



*Support Connect Engage*



**2021 PREMIER PARTNER PROGRAM**  
**"COVID-19 EDITION"**

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# UNIQUE 2021 PARTNERSHIP

As a Premier Partner of Big I Oregon, you are boosting your association membership. The primary focus to **support, connect and engage** with our agency members in a unique and innovative way; throughout the entire year! It is designed to leverage the power of collaboration and relationship building.

*The Covid-19 Edition we are taking into account the "new normal" so for 2021 we've added features of virtual and "socially distanced" programming that will continue to build upon the strong relationships within our association. We've seen the power of partnership in action and know the importance of connecting, especially now.*

This is an all inclusive partnership allowing you to partner up early and eliminates multiple solicitations throughout the year. Of course you can always add-on to your partnership at anytime.



"The Big I Oregon Premier Partners Program is designed to leverage the power of collaboration and relationship building."

## EACH PARTNERSHIP INCLUDES

- Annual Associate/Allied Dues
- Tier Level Branding on Website
- Creative Virtual Engagements
- Marketing Perks & Advantages
- Substantial Savings

## PARTNER WITH BIG I OREGON

Your Partnership includes all the advantages of affiliation with Big I Oregon, as well as Big I National (IIABA) and the Trusted Choice Brand. The program is designed for insurance companies, wholesalers and vendors who wish to **support, connect & engage** with our agency members. As well as build lasting relationships; that will serve the Oregon independent agents today, tomorrow and beyond.

**#StrongerTogether** is not just a hashtag but the recognition that as an association we combine strength in numbers to advocate, educate and promote the independent agency distribution system. Our agents represent all lines of insurance as well as risk consulting.



# #StrongerTogether

## SUPPORT

Our agency members represent vital and varied communities throughout the state of Oregon. Now, more than ever, independent agents rely on Big I Oregon for products and services that provide a competitive and distinctive edge; as well as unparalleled legislative and regulatory representation. A portion of your dues allocation of your partnership helps to fund this advocacy. Thanks to your support, our association is able to develop interactive, affordable 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.



**"Effectively, change is almost impossible without industry-wide collaboration, cooperation, and consensus."**

**-Simon Mainwaring**

## CONNECT

As a Premier Partner, you will position your organization above the competition! In addition you will enhance your visibility at Big I Oregon interactions throughout the entire calendar year, including Big I OR NextGen events (*formerly known as Young Agents*).

We are a grassroots organization, with 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.



## 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 with Big I Oregon, you can be assured that you are connecting with individuals that value professional development, high integrity as well as learning about the best practices and products for their clients.

<b>IIABO PARTNERS PROGRAM BENEFITS BY LEVEL</b>	Value	Diamond Plus	Diamond	Platinum	Gold	Silver	Bronze
<b>Allied/Associate Membership</b>							
Allied/Associate Membership for Big I Oregon included for 1 calendar year.	850	✓	✓	✓	✓	✓	✓
<b>Advertising &amp; Marketing Benefits</b>							
Exclusive Top Tier Banner Recognition displayed at Big I Oregon events	1000	✓					
Exclusive Top Tier Website Recognition w/hyperlink		✓					
Oregon Agent Magazine Single page Logo in ALL issues	1500	✓					
Opportunity to Present at Big I Oregon Board Meetings	priceless	✓					
Exclusive Top Tier Recognition on all Big I Oregon staff email, e-newsletters with hyperlink		✓					
Tier Recognition on all Big I Oregon staff email, e-newsletters with hyperlink		✓	✓	✓			
Oregon Agent Magazine IIABO Partner Logo in all issues (Bronze level company name listing only)	700		✓	✓	✓	✓	
Oregon Agent Magazine complimentary advertising discount	10% off	✓	✓	✓	✓	✓	✓
Company Listing on Big I Oregon website/scrolling banner (w/hyperlink)	1000	✓	✓	✓	✓	✓	
Partner Level Recognition on Banner(s) displayed at Big I Oregon events or digital advertisement	1500	✓	✓	✓	✓	✓	✓
<b>Education</b>							
Registration to attend CE Seminars	96 pp	576 (6)	384 (4)	288 (3)	288 (3)		
Opportunity to distribute Company literature & Swag (prior arrangements required)	Priceless	✓	✓	✓	✓	✓	✓
Opportunity to provide food and beverage of choice at class (Events assigned in order of requests received)	Your cost	✓	✓	✓	✓	✓	
Partner Level Recognition Banner in class presentation	1500	✓	✓	✓	✓	✓	

<b>IIABO PARTNERS PROGRAM BENEFITS BY LEVEL (continued)</b>	Value	Diamond Plus	Diamond	Platinum	Gold	Silver	Bronze
Opportunity to customize with exclusive sponsor only Add-ons (see section and pricing)	priceless	✓	✓	✓	✓	✓	✓
<b>Legislative Advocacy</b>							
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					
<b><i>NEW!!! The Virtual Connectors Way</i></b> <b>(A year-long interactive accountability program)</b>							
Title Sponsor recognition for the Kick-off (an interactive 60min online presentation with Patrick Galvin & Oregon Agency leaders	4500	✓					
Title Sponsor recognition for Quarterly 60 min mtg (April, July, October with virtual break-out rooms, best practices and accountability with The Virtual Connector's Way	9500	✓					
2 <sup>nd</sup> Tier Sponsor recognition for Quarterly 60 min mtg (April, July, October w/virtual break-out rooms	3000		✓	✓			
Sponsor an Agency/Agent for the full year.	\$500pp	\$4000 (8)	\$1000 (2)	\$500 (1)			
<b>Economic Forecast</b>							
Partner level recognition on event app and marketing	500	✓	✓	✓	✓	✓	
Attendee fee includes swag/hard copy of presentation/gift (Event is anticipated to be virtual for 2021)		1000 (16)	500 (8)	500 (8)			
<b>Education &amp; Connect Symposium (MidWinter)</b>							
Full Attendee Registration	220 pp	660 (4)	440 (2)	220 (1)			
Partner Level Recognition on event app and marketing	500	✓	✓	✓	✓	✓	✓

<b>IIABO PARTNERS PROGRAM BENEFITS BY LEVEL (continued)</b>	Value	Diamond Plus	Diamond	Platinum	Gold	Silver	Bronze
Sponsor a Young Agent's Registration	220	2	1	1			
<b>Annual Convention</b>	Value	Diamond Plus	Diamond	Platinum	Gold	Silver	Bronze
Full Attendee Registration	390 pp	3120 (8)	1560 (4)	780 (2)	390 (1)		
Attendee Past President and Board Cocktail Hour and Dinner	150 pp	600 (4)	300 (2)	150 (1)	150 (1)		
Partner level recognition on event app and marketing (Diamond Plus Top Tier recognition)	1500	✓	✓	✓	✓	✓	✓
Reserved/priority seating at applicable events	Priceless	✓	✓	✓	✓		
Exhibitor's booth with priority selection	1100	✓	✓	✓	✓	✓	
Golf Tournament Registration	175	1400 (8)	700 (4)	350 (2)	350 (2)	175 (1)	
Sponsor a Young Agent Full Registration	390	780 2	390 1	390 1			
<b>NextGen Sponsored Events (formerly Young Agents Committee)</b>							
Admission to ALL NextGen sponsored events (6 interactive events scheduled for 2021 in person or virtual)		4	2	1			
Admission to a NextGen sponsored event of your choice					3	2	1
Complimentary Registration for Putting Tournament	40	160 (4)	80 (2)	40 (1)			
Recognition at NextGen Fundraisers/Give Backs (Diamond Plus Top Tier Recognition)	500	✓	✓	✓	✓	✓	
<b>Tier Level Cost After 11/15/2020</b>		<b>\$24,000</b>	<b>\$16,000</b>	<b>\$12,900</b>	<b>\$8,900</b>	<b>\$5,900</b>	<b>\$2,900</b>
<b>Percentage of Savings</b>		<b>44%</b>	<b>40%</b>	<b>24%</b>	<b>24%</b>	<b>24%</b>	<b>25%</b>
<b>Discount of 10% for 2020 partners who partner up at the next tier level OR 50% off Add-on Opportunity by 11/15/2020.</b>		<b>\$21,600</b>	<b>\$14,400</b>	<b>\$11,610</b>	<b>\$8,010</b>	<b>\$5,310</b>	<b>\$2,610</b>

