



# 2022 Sponsorship Opportunities

JULY 26 – 28, 2022 • ST. LOUIS, MO.



Agricultural Risk Inspection School is an intensive two-and-a-half-day program for loss control specialists, underwriters, managers, and supervisors. Both fundamental and advanced topics are offered to meet the varying educational needs of those working in loss control. The highlight of the school is the Farm Learning Lab, where attendees go through a hands-on inspection of an area farm. As a long-standing successful annual event, Ag Risk offers attendees the chance to learn and connect during informative and interactive educational sessions.



**Projected Attendance:** 175-225

#### NAMIC MEMBERSHIP AT A GLANCE



**53%**  
of the Auto Insurance Market



**66%**  
of the Homeowners Insurance Market

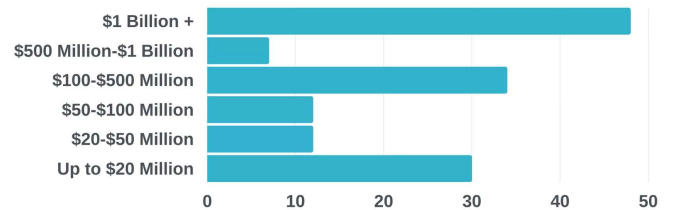


**1,500**  
More than 1,500 Member Companies

#### Event Attendees by Title



#### Primary Carrier Attendees by DWP



## Corporate Sponsor

**\$10,000**    **SOLD FOR 2022**

- Logo and sponsorship recognition message included in all promotional mailers and/or emails (deadlines apply)
- Presentation of a corporate sponsor recognition video on the first day of the event (video is provided by the sponsor and must adhere to provided specs and length of video)\*
- Opportunity to provide one small, non-print marketing item to be placed at the entrance to the General Session or in the back of the room on the first day of the event
- Logo recognition on signage as attendees enter the General Session ballroom
- Scripted verbal recognition of corporate sponsorship by emcee each day of the event
- Logo included on a sponsorship recognition slide used within the event (deadlines apply)
- Top-level logo placement, with hyperlink, on event webpage
- Sponsorship and logo recognition included in the pre-conference communication; an e-promo sent to all registered attendees before the event
- The following sponsor benefits are included as part of the **Virtual Event** (if applicable):
  - Opportunity to submit a concurrent session speaker proposal to be included in the virtual event (subject to NAMIC review and approval; deadlines apply). Company logo included on-screen during the session
  - Opportunity to provide a banner graphic to be included in the virtual platform. The banner can be hyperlinked to a website of the sponsor's choice
  - Opportunity to provide a video to be included within the virtual event agenda timeline which attendees can access on-demand
  - Opportunity to submit a flyer/whitepaper to be included on the Event Materials page
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*Video can be produced on behalf of the sponsor using a NAMIC template for an additional fee.

## Badge Pouch/Lanyard Sponsor

**Sold as a Multi-Event Package** **SOLD FOR 2022**

- Single-color (black or white) logo prominently featured on the front of the badge pouch/lanyard
- Badge pouch/lanyard provided to every attendee and registered guest
- Sold as a multi-event solution, custom quote available
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration



### **Wi-Fi Sponsor\***

**\$5,000**

- Sponsor logo recognition of the Wi-Fi access
- Opportunity for customized Wi-Fi password such as “YourCompanyName” (if available at property; minimum and maximum character limits may apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*Sponsorship covers Wi-Fi in the meeting space, not the guest rooms.

### **Event Bag Sponsor**

**\$3,000 Sponsor Selected Bag\***

- Sponsor provides bag to be set out on the first day of the event and replenished the following days until all bags have been picked up (bags subject to NAMIC approval). If sponsor wishes for NAMIC to source and provide the bags, additional costs will apply
- Opportunity to include one small, non-print marketing item inside the bags (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*Sponsor is responsible for paying shipping, receiving, and storage charges at the hotel for sponsor-provided bag. Sponsor will be provided with shipping dates and will be responsible for any fees if the items arrive prior to the stated receiving date.

### **Farm Learning Lab and Lunch Sponsor**

**\$5,000 SOLD FOR 2022**

- Custom logo signage displayed in motor coach window and at hotel departure point for the Farm Learning Lab
- Exclusive sponsorship of the farm learning lab lunch
- Opportunity to place one small, non-print marketing item for distribution from the lunch area
- Opportunity to provide a logoed clipboard to each attendee if desired, otherwise NAMIC will provide a plain clipboard to each attendee
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Opening Session Sponsor**

**\$4,000 SOLD FOR 2022**

- Logo included on a session slide that is shown at the beginning and end of the session
- Verbal recognition from event emcee or pre-recorded VOG (based on event production) when thanking speaker at the end of the session
- Logo recognition on signage as attendees enter the opening session
- Opportunity to provide one small, non-print marketing item to be placed in the back of the room or at each seat in the room (subject to NAMIC approval). Seat drops are not exclusive – all seat drop items for the day will be set in advance of attendee arrival. Your item may be placed with other sponsor items. Daily program buyout of this option may be available for an upgraded price
- This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Pocket Program Guide and Premium Ad Sponsor**

**\$4,000 SOLD FOR 2022**

- Logo to appear on the front cover of the printed pocket program guide
- Premium advertisement – approximately 6.75" X 4.25" - on the inside front cover or outside back cover. Sponsor must provide the artwork. Exact dimensions to be provided closer to the event
- Deadlines apply
- Other pages within the program guide may be made available for sale to other companies at this event
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Networking Reception Sponsor**

**\$4,000**

- NAMIC will provide logo recognition on 8.5"x11" photo frame signage throughout the reception area, on the buffet tables, and at the bar(s)
- Logo integrated into design of drink ticket (each attendee receives one drink ticket)
- Opportunity to place one small, non-print marketing item for attendees to pick up during reception (subject to NAMIC approval)
- Opportunity to provide logoed cocktail napkins to be used at bars
- Opportunity for additional customized benefits, such as a themed drink named after your company or custom logoed drinkware (additional costs apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Hotel Room Key Card Sponsor**

**\$4,000 CALL FOR DETAILS**

- Attendees who stay in the event hotel and reserve a room in the event room block will receive a custom hotel key card with your single color (black or white) company logo featured prominently on the card (please note that the keycard design is pre-set)
- Deadlines apply
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Recharge Station Sponsor**

**\$4,000**

- The Recharge Station will be located in a high-traffic area where attendees can recharge their electronic devices
- Tabletop signage displayed in the area
- Opportunity to provide one small, non-print marketing item to be distributed from the area (subject to NAMIC approval)  
Sponsorship enhancements for this opportunity may include a flat-screen TV playing company commercial, rejuvenating refreshments, or additional charging stations (additional costs apply)
- Charging devices will be removed and secured at night during non-seminar hours, but set up prior to the start of activities the next day
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Web Banner on Event Webpage**

**\$4,000**

- Placement of a 980 x 135-pixel banner ad on the main “General Information” event page\*
- Built-in hyperlink to the URL of your choice with your banner ad
- Ad would appear on the main page until approximately 3 days after the event and could be changed periodically as sponsor sees fit
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*Submitted artwork should be 1960 pixels wide x 270 pixels high.

### **Optional Activity Sponsor**

**\$3,500**

- Logo on signage as attendees gather for outing
- Verbal recognition during general session
- Company name mentioned in activity listing
- Includes four tickets for company staff, guests, or clients who are attending the seminar
- Tickets to this optional activity will be charged to each individual attendee, but as the sponsor, you will have the opportunity to purchase individual tickets or completely underwrite the cost of this activity (additional costs apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Concurrent Session Sponsor**

**Tuesday: \$3,500**

**Wednesday: \$3,500**

**Both Days: \$6,000 SOLD FOR 2022**

- NAMIC will provide color logo signage within the concurrent session area
- Sponsorship will be acknowledged within the comments made from the podium
- Opportunity to provide one small, non-print marketing item for attendees to pick up in or near the concurrent session area (subject to NAMIC approval)
- This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Networking Break Sponsor**

Tuesday: \$3,500 (three breaks)

Wednesday: \$2,000 (two breaks)

Thursday: \$2,000 (two breaks)

All Days: \$6,500

- Sponsorship of all networking breaks on a chosen day
- NAMIC will provide logo recognition on 8.5"x11" photo frame signage within the break area
- Your sponsorship will be acknowledged within the comments made from the podium as attendees are released for breaks
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up in the break area (subject to NAMIC approval)
- Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **NAMIC Events App Sponsor**

Sold as a Multi-Event Package **SOLD FOR 2022**

- Sponsor recognition in marketing of the app
- Custom banner ad in the app
- Customized event code such as "Your Company Name" that all users must type to access the app content (minimum and maximum character limits may apply)
- Opportunity to provide two push notifications that will be sent to all app users
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration



### **Breakfast Sponsor\***

Wednesday: \$3,000

Thursday: \$3,000

Both Days: \$5,000

- Sponsorship of a breakfast (two available)
- NAMIC will provide logo recognition on 8.5"x11" photo frame signage in the breakfast area
- Sponsorship will be acknowledged within the comments made from the podium
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up in the breakfast area (subject to NAMIC approval)
- Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*This may be a grab-and-go or station presentation. Sponsor can have the opportunity to provide logo napkins, coffee sleeves, or other logo items to be distributed with meal.

### **Lunch and Dessert Sponsor\***

\$3,000

- NAMIC will provide logo recognition on 8.5"x11" photo frame signage within the meal area (dessert will be served in the Sponsor Showcase area)
- Sponsorship will be acknowledged within the comments made from the podium
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up in the lunch area (subject to NAMIC approval)
- Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*This may be a grab-and-go or station presentation. Sponsor can have the opportunity to provide logo napkins, coffee sleeves, or other logo items to be distributed with meal.

### **Notebooks and Pens Sponsor\***

**\$3,000**

- Sponsor provides logoed notebooks and pens to be set out on the first day of the event and replenished the following days until all notebooks and pens have been picked up (notebooks and pens subject to NAMIC approval). If sponsor wishes for NAMIC to source and provide the notebooks and pens, additional costs will apply
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*Sponsor is responsible for paying shipping, receiving, and storage charges at the hotel for sponsor-provided gift. Sponsor will be provided with shipping dates and will be responsible for any fees if the items arrive prior to the stated receiving date.

### **Closing General Session Sponsor**

**\$2,500**

- Logo included on general session slide that is shown at the beginning and end of the session
- Verbal recognition from event emcee or pre-recorded VOG (based on event production) when thanking speaker at the end of the session
- Logo recognition on signage as attendees enter the closing general session
- Opportunity to provide one small, non-print marketing item to be placed in the back of the room or at each seat in the room (subject to NAMIC approval). Seat drops are not exclusive – all seat drop items for the day will be set in advance of attendee arrival. Your item may be placed with other sponsor items. Daily program buyout of this option may be available for an upgraded price
- This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Digital Event Materials Sponsor**

**\$1,600**

- Opportunity to provide a 650 x 90-pixel graphic banner advertisement for the digital Event Materials page, which will be hyperlinked to the website of your choice
- Opportunity to post a link to a white paper or video within the Event Materials page
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*Submitted artwork should be 1300 pixels wide x 180 pixels high.

### **Promotional Email Advertisement Sponsor**

**\$1,450**

- Opportunity to provide a 640 x 150-pixel graphic panel advertisement to be included in one of NAMIC's promotional emails for the event
- Advertisement can be hyperlinked to a website of the sponsor's choice (graphic and hyperlink subject to NAMIC approval). Deadlines apply
- Email list size varies but analytics pre and post send are provided upon request
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*Submitted artwork should be 1280 pixels wide x 380 pixels high.

### **Participation Planning Survey Sponsor**

**\$1,350**

- Sponsorship of the attendee planning survey sent to all registered attendees
- Sponsorship recognition to be included in the body of the email used to distribute the survey
- Deadlines apply
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Attendee Evaluation Sponsor**

**\$1,350**

- Sponsorship of the attendee evaluation sent to all registered attendees
- Sponsorship recognition to be included in the body of the email used to distribute the survey
- Deadlines apply
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **Event Supporting Sponsor**

**\$1,250**

- Support NAMIC and the event while receiving the Contributor Level benefits listed at the end of this document.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

## Sponsor Showcase

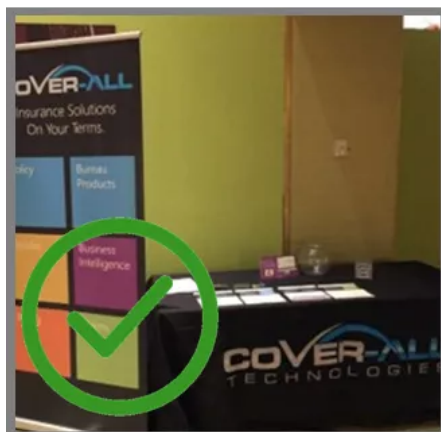
**\$1,000**

The Sponsor Showcase is available only to sponsors of the event, so a sponsorship must be confirmed prior to reserving a showcase table. Located in the event foyer space where all breaks and networking functions take place, the Sponsor Showcase enables firms to engage attendees in a unique social space. Sponsorships can be found on the previous pages of this document.

Sponsor Tables Include:

- 6' skirted table
- ID sign on table
- One chair

Registration to the event is not included with a showcase table. Each showcase table must have at least one company staff member registered for the event. All staff attending the event or assisting with a showcase table must be registered. Maximum of one floor sign allowed per table. See pictures below for examples of Sponsor Showcase table setups.



## Virtual Add-On Opportunities

Virtual sponsorship opportunities are only available for purchase with the purchase of an in-person event sponsorship.

### Virtual Video Commercial Sponsor

**\$3,500**

- Sponsor provides a professional video commercial to be included within the virtual event agenda timeline which attendees can access on-demand
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

### Virtual Banner Advertisement Sponsor

**\$2,500 | Quantities Limited**

- Sponsor provides a custom 1440 x 205 pixel banner graphic to be included in the virtual platform. The banner can be hyperlinked to a website of the sponsor's choice
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

### Virtual Session Logo Sponsorship

**\$1,000 | Quantities Limited**

- Sponsor logo included on the virtual platform during one concurrent session (subject to NAMIC approval and placement)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration



The benefits outlined below are included with your sponsorship package (level depends on total support).

INVESTMENT LEVEL (sponsorship + advertising + exhibiting + meeting room rental + member dues = investment level)						
	CONTRIBUTOR UP TO \$24K	BRONZE \$25K TO \$49K	SILVER \$50K TO \$74K	GOLD \$75K TO \$124K	PLATINUM \$125K TO \$199K	DIAMOND \$200K +
MINIMUM REQUIREMENTS	N/A	Must be a NAMIC member in good standing	Must be a NAMIC member in good standing	Must be a NAMIC member in good standing	Must be a NAMIC member in good standing	Must be a NAMIC member in good standing

## BENEFITS

Advanced attendee lists with contact information (including email) for all sponsored events. Provided according to a set schedule.	✓	✓	✓	✓	✓	✓
Sponsor registration rate at any sponsored event.	✓	✓	✓	✓	✓	✓
Company logo and URL link included in the meeting app for sponsored in-person events.	✓	✓	✓	✓	✓	✓
Virtual sponsor showcase exhibit booth included at any sponsored event when applicable.	✓	✓	✓	✓	✓	✓
Recognition and link on website for any sponsored event.	✓ (text only)	✓ (text only)	✓ (color logo)	✓ (color logo)	✓ (color logo)	✓ (color logo)
Invitation to the VIP Reception at Annual Convention when Annual Convention is included in sponsorship package.		✓ (1 staff member)	✓ (2 staff members)	✓ (3 staff members)	✓ (5 staff members)	✓ (5 staff members)
Recognition included in promotional distribution for sponsored event (may be e-promotion, deadlines apply).				✓	✓	✓
Priority access to exhibit booths for the following year.				✓	✓	✓
Sponsorship items granted first-right-of-renewal for next year if package confirmed within 21 days of receiving proposal.				✓	✓	✓
Recognition in a NAMIC produced video that is played at select events (sponsorship must be confirmed by February 1).				✓ (logo recognition)	✓ (custom 10-15 second segment)	✓ (custom 10-15 second segment)
Eligible to establish a sub-block of sleeping rooms at NAMIC Annual Convention (subject to additional rules).					✓	✓
Special recognition signage (print or digital) displayed at every NAMIC event.					✓ (logo)	✓ (logo)
Customized Call for Speakers notifications with summary of potential agenda topics to be provided.						✓ (logo)
Year-round recognition above News Ticker on NAMIC.org homepage.						✓ (logo)
Recognition in NAMIC's Insurance Uncovered at least once per year.						✓
Recognition in IN Magazine once per year.						✓ (logo)
Recognition in NAMIC's CEO Perspective at least once per year.						✓ (logo)

Additional benefits will be outlined in the specific sponsorship package selected. Benefits are only extended if you are a sponsor at the specific event. Above benefits are not applicable to NAMIC's CEO Roundtable event or other specialty events. Benefits valid through December 2022.

## CONNECT WITH NAMIC MEMBERS



**Molly Keiser**  
Sponsorship & Advertising Director  
317.876.4240 or [mkeiser@namic.org](mailto:mkeiser@namic.org)



**Conner Tribby**  
Business Development Manager  
317.876.4240 or [ctribby@namic.org](mailto:ctribby@namic.org)



Learn about NAMIC's digital and print advertising opportunities by visiting  
<https://www.namic.org/advertise/overview>



For more information on sponsoring with NAMIC, please visit  
<https://www.namic.org/edu/sponsor>

For more information on becoming a NAMIC Member, please email  
[ctribby@namic.org](mailto:ctribby@namic.org)

## NAMIC EVENT SPONSORSHIP OPPORTUNITIES

**[AG]** AGRICULTURAL RISK INSPECTION SCHOOL | JULY  
Loss control specialists, underwriters, managers/supervisors  
~200 attendees

**[BC]** DIRECTORS' BOOTCAMP 2.0 | JUNE  
Board members from property/casualty insurance companies  
~50 attendees

**[CC]** CLAIMS CONFERENCE | MARCH  
Property/casualty claims professionals  
~250 attendees

**[CPL]** COMMERCIAL AND PERSONAL LINES SEMINAR | MARCH  
Mid- to senior-level underwriters, managers, and executives  
~300 attendees

**[CM]** COMMUNICATIONS + MARKETING WORKSHOP | OCTOBER  
Insurance company communications and marketing professionals  
~75 attendees

**[FM]** FARM MUTUAL FORUM | MAY  
Managers, directors, next-generation leaders, state association  
leaders ~225 attendees

**[HR]** HUMAN RESOURCES SUMMIT | APRIL  
Human resources, talent management development, and  
recruitment professionals ~50 attendees

**[IF]** INSURTECH FASTPITCH | APRIL  
Company leaders, technology and product development  
executives, innovation teams ~150 attendees

**[MC]** MANAGEMENT CONFERENCE | JUNE  
CEOs, executive teams, and future industry leaders  
~400 attendees

**[LD]** LEADERSHIP DEVELOPMENT WORKSHOP | JULY  
Team leaders, department supervisors, new managers, future  
leaders ~88 attendees



**NAMIC 127TH ANNUAL CONVENTION | SEPTEMBER**  
Senior insurance executives, board members, and service  
partners ~2,000 attendees

