



2022 Sponsorship Opportunities

MAY 17 – 19, 2022 • ST. LOUIS, MO.

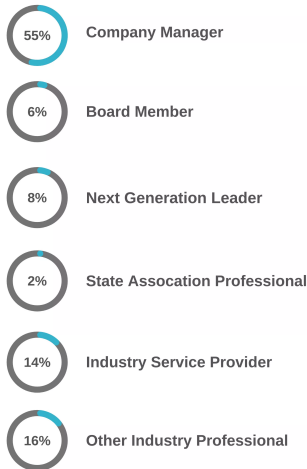


Sponsoring Farm Mutual Forum is your chance to gain access to the largest gathering of farm mutual professionals in the industry. In its fifth straight year of growth, Farm Mutual Forum is an annual gathering place for farm mutual industry professionals to connect and learn. Forum sponsorship packages provide a wide range of opportunities designed for almost any budget and are created to help you achieve your branding, networking, and sales goals.

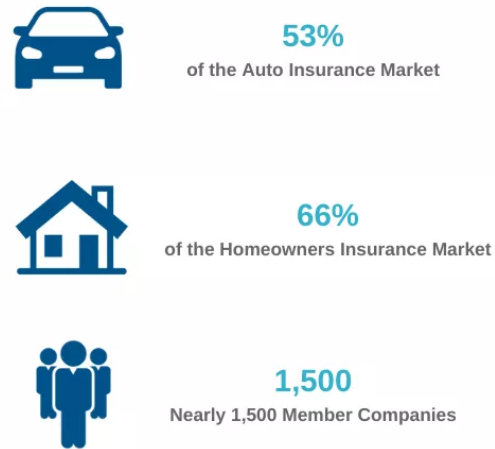


Projected Attendance: 175-250

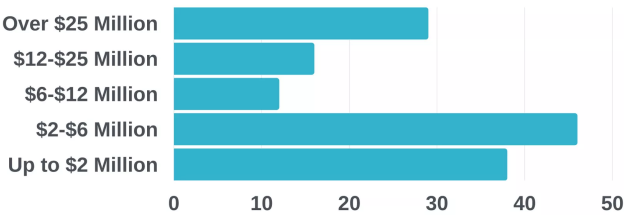
Conference Attendee by Title:



NAMIC MEMBERSHIP AT A GLANCE



Primary Carrier Attendees by DWP





Corporate Sponsor

\$13,000 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.

Forum Celebration Sponsor

\$6,000 SOLD FOR 2022

- 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 bar(s)
- 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



Event Bag Sponsor

\$5,500 | NAMIC-Selected Bag **UNAVAILABLE**

\$3,000 | Sponsor-Provided 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.

Concurrent Session Sponsor

Tuesday: \$2,500

Wednesday: \$5,000

Both Days: \$6,500 **SOLD FOR 2022**

- NAMIC will provide color logo signage within the concurrent session area (excludes Idea Lab sessions)
- 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

Roundtable Discussions Sponsor

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

- Sponsorship of the roundtable discussions includes the opportunity to have a registered staff member moderate the roundtable discussions utilizing NAMIC script (details to be provided later)
- Opportunity to provide one non-print, logoed item to be placed on the discussion tables (mints, flyers, etc.)
- Logoed slide displayed on-screen during discussions
- Verbal recognition of sponsorship at the event during roundtable discussions
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration



Wi-Fi Sponsor*

\$5,000 CALL FOR DETAILS

- Sponsor logo recognition of the Wi-Fi access
- Upgrade this sponsorship by adding a customized Wi-Fi password such as “YourCompanyName” (if available at property; minimum and maximum character limits may apply) for \$2,500
- 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.

Welcome Gift Sponsor*

\$5,000 NAMIC-Selected Gift UNAVAILABLE

\$3,000 Sponsor-Provided Gift

- Sponsor provides a welcome gift to be set out on the first day of the event and replenished the following days until all gifts have been picked up (welcome gift subject to NAMIC approval). If sponsor wishes for NAMIC to source and provide the welcome gift, 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.

Hotel Room Key Card Sponsor

\$5,000 SOLD FOR 2022

- 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

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



Pillow Gift/Room Drop Sponsor*

\$2,000 Per Day + Room Drop Fees

- This sponsorship allows the sponsor to pick a day to have a gift or other marketing item delivered to the hotel room of each attendee at the event (subject to NAMIC approval)
- Sponsor provides the gift and NAMIC coordinates delivery to attendee rooms (food items such as custom logo chocolates, cookies, or local treats are most popular among attendees). NAMIC can select and order the item for an additional cost
- Sponsor will pay the hotel's room drop fee (estimated at \$5 per room) upon invoice from NAMIC based on an estimate provided 30 days in advance. Any additional cost that exceeds the estimate will be paid by the sponsor at the conclusion of the event
- 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.

Opening Keynote Speaker Sponsor

\$4,000

- 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 keynote session
- Opportunity to provide one small, non-print marketing item of appropriate size 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 + Premium Ad Sponsor

\$4,000 DEADLINE APRIL 21

- 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
- Deadline applies
- 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



Wayfinding Signage Sponsor

\$3,500 DEADLINE APRIL 21

- Sponsorship of wayfinding signage or floor clings designed to direct and inform attendees at the event
- Specific signage based on venue requirements and at NAMIC's discretion. Will include logo placement on a minimum of five wayfinding items (signage or clings) placed in high-traffic locations.
- Sponsor's logo will be integrated into the design
- Deadlines apply
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Recharge Station Sponsor

\$3,500

- 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

Farm Mutual Forum - Meeting Room Partner*

\$3,500

- Sponsor to have separate space for private business meetings during the event
- The meeting room will be in a central location for event attendees to have easy access
- Opportunity to provide one floor sign to be placed outside the meeting room entrance (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*No outside food or beverage is allowed.



Lunch Sponsor*

Wednesday: \$3,000 **SOLD FOR 2022**

- 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.

Breakfast Sponsor*

Wednesday: \$3,000

Thursday: \$4,000

Both Days: \$6,000

- 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.

Farm Mutual Forum - Happy Hour Sponsor

\$3,000

- Sponsor hosts an hour long happy hour in the hotel's bar establishing a tab directly with the hotel for drink payment
- Logoed sign located at bar entrance along with additional signage in bar if permitted
- Opportunity to place one small, non-print marketing item for attendees to pick up during happy hour (subject to NAMIC approval)
- Opportunity to provide logoed cocktail napkins to be used at bars if permitted
- 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



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

Networking Break Sponsor

Tuesday: \$2,600 (three breaks)

Wednesday: \$3,500 (four breaks)

Thursday: \$900 (one break)

All Days: \$5,500

- 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

Sponsor Showcase Game Sponsor

\$3,000

- Attendees stay engaged at the event through a fun game that will be provided and promoted by NAMIC
- Sponsorship will be acknowledged throughout the conference as the game is mentioned
- Sponsor logo recognition and acknowledgment on the game card. Print deadlines apply
- The prize will be drawn from the General Session stage by the event emcee
- Opportunity to meet the winner at the Registration and Event Information Desk
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration



Notebooks and Pens Sponsor*

\$2,500 SOLD FOR 2022

- 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.

Grand Prize Drawing Sponsor

\$2,500

- Exclusive sponsors of the NAMIC-provided prize (value of at least \$50) to be drawn at the conclusion of the event
- Sponsorship acknowledged whenever the grand prize drawing is mentioned
- Opportunity to draw a name and congratulate the winner
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Digital Event Materials Sponsor

\$2,000 SOLD FOR 2022

- 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

Promotional Email Advertisement Sponsor

\$1,450 DEADLINE MAY 4

- Opportunity to provide a 150 x 640-pixel graphic panel advertisement to be included in one promotional email sent to more than 3,000 insurance professionals
- Advertisement can be hyperlinked to a website of the sponsor's choice (graphic and hyperlink subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration



Participation Planning Survey Sponsor

\$1,350 SOLD FOR 2022

- 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

Farm Mutual Forum - 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

Sponsor Showcase

Grand View Foyer: \$2,000 **SOLD OUT FOR 2022**

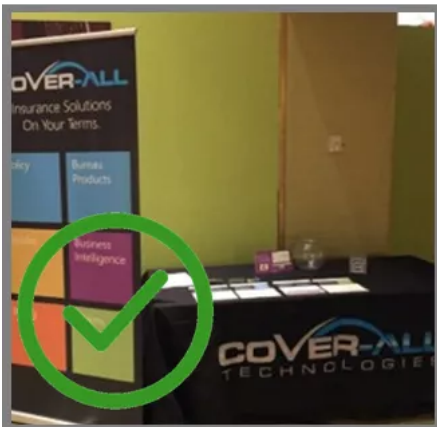
Arch View Foyer: \$1,500 **SOLD OUT FOR 2022**

The Sponsor Showcase is available only to sponsors of the event, so a sponsorship must be confirmed prior to reserving a showcase table. 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
- Company participation in game (deadlines apply)
- 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



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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

NAMIC EVENT SPONSORSHIP OPPORTUNITIES



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



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



CLAIMS CONFERENCE | MARCH
Property/casualty claims professionals
~250 attendees



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



COMMUNICATIONS + MARKETING WORKSHOP | OCTOBER
Insurance company communications and marketing professionals
~75 attendees



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



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



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



MANAGEMENT CONFERENCE | JUNE
CEOs, executive teams, and future industry leaders
~400 attendees



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

