



NAMIC[®]
COMMUNICATIONS +
MARKETING WORKSHOP

SPONSORSHIP OPPORTUNITIES

2024

OCTOBER 23-24, 2024 | CHICAGO

UPDATED OCTOBER 7, 2024

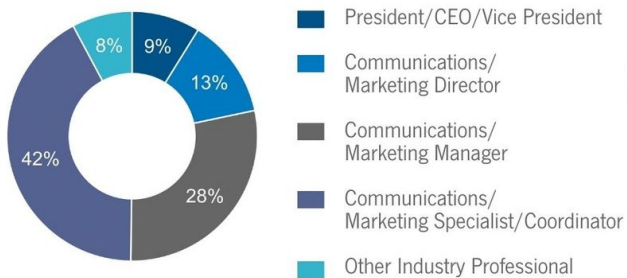


The Communications + Marketing Workshop is a one-and-a-half-day interactive workshop designed for internal- and external-facing communications, public and agency relations, advertising, and marketing professionals in the mutual insurance industry. It features hands-on and peer-led learning, including roundtable discussions, case studies, idea exchanges, and presentations from marketing and insurance industry experts.

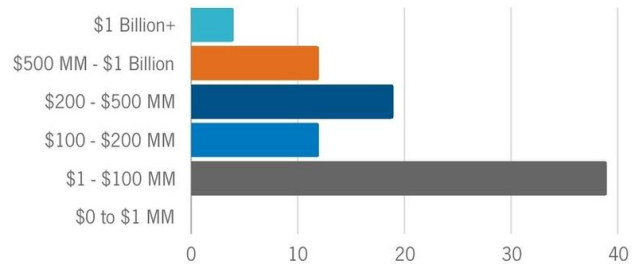
Projected Attendance: 110

[Click To View Past Attendees](#)

Event Attendees by Title:



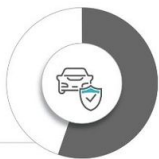
Primary Carrier Attendees by DWP:



31%
Business
Insurance
Market



56%
Auto
Insurance
Market



68%
Homeowners
Insurance
Market



Seven of the Top 10
Property/Casualty Insurers



More than **6,000**
people attended
NAMIC events in 2023



17,000 people have
access to NAMIC's print
and digital publications



Nearly **1,500**
NAMIC Member
Companies



\$391 Billion
represented in
annual premium



Corporate Sponsor

\$7,500

- 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 each day of the event
- Logo included on a sponsorship recognition slide used during the event
- Top-level logo placement, with hyperlink, on event webpage
- Logo and sponsorship recognition included in the pre-event communication email sent to all registered attendees before the event (deadlines apply)
- 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.

Registration and Event Information Desk Sponsor

\$5,000

- Logo integrated into the Registration and Event Information Desk signage (please note that the design is pre-set; deadlines apply)
- Opportunity to provide one small, non-print marketing item to be distributed near the Registration and Event Information Desk (subject to NAMIC approval)*
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Other event materials are sold separately and may be placed in close proximity to the Registration and Event Information Desk.

Optional Activity Sponsor*

\$3,500 CALL FOR DETAILS

- Opportunity to welcome the group before they depart the hotel for the activity
- Company name mentioned in activity listing on the event agenda
- Includes four tickets for sponsor staff, guests, or clients who are registered for the event (deadlines apply)
- 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

*Activity is pre-selected by NAMIC.



Web Banner on Event Webpage Sponsor

\$3,000

- Placement of a 980 x 135-pixel banner on the main “General Information” event page*
- Built-in hyperlink to the URL of your choice
- Placement would appear on the page through the event end date 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.

Wi-Fi Sponsor*

\$3,000 CALL FOR DETAILS

- 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)
- Opportunity to upgrade sponsorship by adding a landing page where attendees are automatically directed upon connecting to Wi-Fi, based on property availability (additional fees 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.

NAMIC Events App Sponsor

Sold as a Multi-Event Package SOLD

- Sponsor recognition in marketing of the app
- Custom banner 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 per event that will be sent to all app users
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Badge Sponsor

Sold as a Multi-Event Package SOLD

- Single-color (black or white) logo prominently featured on the front of the badge
- Badge is provided to every attendee and registered guest, and is required to be worn at all times
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration



Notebooks and Pens Sponsor*

\$3,000

- Sponsor-provided 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 notebooks and pens. Sponsor will be provided with shipping dates and will be responsible for any fees if the items arrive prior to the stated receiving date.

Breakfast Sponsor*

Exclusive: \$2,500

Tuesday: \$1,500

Wednesday: \$1,500

- Logo recognition on 8.5"x11" photo frame signage in the breakfast area
- Scripted verbal recognition of sponsorship made from the podium during educational session(s)
- 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)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs. This may be a grab-and-go or station presentation.

Pocket Program Guide - Premium Placement Sponsor

\$2,000 NOT AVAILABLE

- Logo to appear on the front cover of the printed pocket program guide (deadlines apply)
- Premium placement – approximately 4.25" (w) X 5.25" (h) – on the inside front cover or outside back cover (subject to NAMIC approval). Sponsor must provide the artwork. Exact dimensions to be provided closer to the event*
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Other pages within the program guide may be made available for sale to other event sponsors/exhibitors at this event.



Networking Reception Sponsor*

CALL FOR DETAILS

- 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

*Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs.

Educational Sessions Sponsor

\$2,000 NOT AVAILABLE

- Scripted verbal recognition of sponsorship made from the podium during educational sessions
- Logo recognition on signage as attendees enter educational session rooms
- Opportunity for sponsor staff registered for the event to introduce themselves and speakers in up to four educational sessions using NAMIC's scripted remarks
- Opportunity to provide one small, non-print marketing item for attendees to pick up in or near the educational sessions area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Lunch Sponsor*

\$1,500

- Logo recognition on 8.5"x11" photo frame signage in the lunch area
- Scripted verbal recognition within the comments made from the podium during educational session(s)
- 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)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs. This may be a grab-and-go or station presentation.



Opening Session Sponsor*

\$1,500

- Logo recognition on a session slide that is shown at the beginning and end of the session
- Scripted verbal recognition 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 for attendees to pick up in the back of the room(subject to NAMIC approval). Your item may be placed with other sponsor items. Daily program buyout of this option may be available for an upgraded price
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage.

Roundtable Discussions Sponsor

\$1,500

- Opportunity to have a registered staff member read remarks during 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
- Logoed signage displayed 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

Networking Break Sponsor*

\$1,300

- Sponsorship of all networking breaks
- Logo recognition on 8.5"x11" photo frame signage in the break area
- Scripted verbal recognition of sponsorship 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)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs.



Registration Refreshments Sponsor

CALL FOR DETAILS

- Opportunity for a company representative attending the event to stand at the registration refreshment table to greet and interact with attendees*
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up in the refreshment area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Refreshment table will be set up for a select time on the first day of registration. Refreshment table will be located near the Registration and Event Information Desk. Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs.

Closing Session Sponsor*

Wednesday: \$1,000

- Logo included on a session slide that is shown at the beginning and end of the session
- Verbal recognition when thanking speaker at the end of the session
- Logo recognition on signage as attendees enter the session
- Opportunity to provide one small, non-print marketing item for attendees to pick up in the back of the room (subject to NAMIC approval). Your item may be placed with other sponsor items. Daily program buyout of this option may be available for an upgraded price
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage.

Attendee Evaluation Sponsor

\$900

- Sponsorship of the attendee evaluation sent to all registered attendees post-event
- Sponsorship recognition to be included in the body of the email used to distribute the evaluation
- Sponsor logo and hyperlink to a website of the sponsor's choice in the evaluation (deadlines apply)
- Sponsor can provide up to three sponsor-written questions to be included in the attendee evaluation survey (subject to NAMIC approval)*
- Data for sponsor-written questions to be provided in PDF format two weeks after the survey is distributed
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Questions can be written with multiple-choice or open text.



Promotional Email Sponsor

\$750 NOT AVAILABLE

- Opportunity to provide a 640 x 150-pixel graphic panel placement to be featured in one of NAMIC's promotional emails for the event (deadlines apply)*
- Built-in hyperlink to the URL of your choice (graphic and hyperlink subject to NAMIC approval)
- Email list size varies but analytics pre- and post-send can be 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 300 pixels high.

Pre-Event Communication Sponsor

\$750

- Opportunity to provide a 640 x 150-pixel graphic panel placement to be provided in the pre-event communication sent to each attendee (deadlines apply)*
- Placement can be hyperlinked to a URL 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

*Submitted artwork should be 1280 pixels wide x 300 pixels high.

Digital Event Materials Sponsor

\$750

- Opportunity to provide a graphic banner for the digital Event Materials page, which will be hyperlinked to the URL 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 800 pixels wide x 204 pixels high.

NAMIC Team Apparel Sponsor

Sold as a Multi-Event Package SOLD FOR 2022-2024

- Sponsor logo to be embroidered on the upper right sleeve of NAMIC team apparel (logo will be stitched in white or black due to variety of fabric colors)
- The NAMIC Event Team wears NAMIC apparel for the entire duration of the in-person NAMIC events
- Sponsor logo will be seen by 3,500+ people who attend select events throughout the year
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration



Event Supporting Sponsor

\$700

Support NAMIC and the event while receiving Contributor Level benefits

- Advance attendee list with contact information (including email) starting 60 days before the event
- Company logo included in the meeting app
- Recognition and hyperlink on event website at NAMIC.org
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Add-On Opportunity - NAMIC Event App Push Notification Sponsor*

\$1,200 | Limited Quantity Available

- Opportunity to provide one push notification per event that will be sent to all app users
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

*For sale as an add-on opportunity. Event sponsorship must be purchased.

Add-On Opportunity - Program Guide Placement*

\$1,000 NOT AVAILABLE

- Sponsor-designed placement – approximately 4.25" (w) X 5.25" (h) – to be included in the Pocket Program Guide (subject to NAMIC approval). Sponsor must provide the artwork. Exact dimensions to be provided closer to the event
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*For sale as an add-on opportunity. Event sponsorship/exhibit booth must be purchased.



Showcase Table Sponsor

\$1,600 CALL FOR DETAILS

Located in the event foyer space near break and networking function areas, the showcase tables allow companies to engage attendees in a unique social space.







Showcase tables include:

- 6' skirted table
- ID sign on table
- One chair (if permitted by hotel)
- Opportunity to select table location for an additional fee (if applicable)

Each showcase table must have at least one company staff member registered for the event - registration is not included in the showcase table price. All staff attending the event or assisting with a showcase table must be registered. Maximum of one floor sign allowed per table (sign should be no larger than 3' wide by 7' tall).

SPONSOR LEVEL BENEFITS

Sponsorship + Advertising + Exhibiting + Meeting Room Rental + Member Dues = Sponsorship Level

| |  \$25K TO \$49K |  \$50K TO \$74K |  \$75K TO \$149K |  \$150K TO \$249K |  \$250K TO \$449K |  \$450K + |
|---|---|---|--|---|---|---|
| Advance attendee lists | ★ | ★ | ★ | ★ | ★ | ★ |
| Sponsor registration rate | ★ | ★ | ★ | ★ | ★ | ★ |
| Company logo included in the meeting app | ★ | ★ | ★ | ★ | ★ | ★ |
| Sponsor recognition and hyperlink on event webpage(s) | ★ (text only) | ★ (color logo) | ★ (color logo) | ★ (color logo) | ★ (color logo) | ★ (color logo) |
| Invitation to VIP Reception at Annual Convention | ★ (1 staff member) | ★ (2 staff member) | ★ (3 staff member) | ★ (4 staff member) | ★ (5 staff member) | ★ (5 staff member) |
| Priority access to exhibit booths for the following year | ★ | ★ | ★ | ★ | ★ | ★ |
| Recognition included in event promotional distribution | | ★ | ★ | ★ | ★ | ★ |
| First right of renewal on previously sponsored items | | | ★ | ★ | ★ | ★ |
| Recognition signage displayed at select NAMIC events | | | ★ (logo) | ★ (logo) | ★ (logo) | ★ (logo) |
| Recognition in at least one NAMIC-produced video shown at select NAMIC events | | | | ★ (logo) | ★ (custom segment) | ★ (custom segment) |
| Eligible to establish a sub-block of sleeping rooms at Annual Convention | | | | ★ | ★ | ★ |
| Recognition in Insurance Uncovered podcast | | | | | ★ | ★ |
| Customized call-for-speaker notifications | | | | | ★ | ★ |
| Recognition in IN magazine | | | | | ★ (logo) | ★ (logo) |
| Year-round recognition on NAMIC.org homepage | | | | | | ★ (logo) |
| Recognition in NAMIC's CEO Perspective email | | | | | | ★ (logo) |
| Featured in IN magazine | | | | | | ★ |
| Interview in Insurance Uncovered podcast | | | | | | ★ |
| Featured thought leadership in NAMIC's Morning News Summary | | | | | | ★ |
| Engagement with NAMIC board | | | | | | ★ |
| Preferred consideration for new opportunities | | | | | | ★ |

Contributor level benefits include advance attendee lists, sponsor registration rate, company logo included in the meeting app, and sponsor name recognition and hyperlink on event webpage(s). Sponsor must be a NAMIC member in good standing to qualify for bronze level and above. Additional benefits will be outlined in the specific sponsorship selected. Benefits are only extended if you are a sponsor at the specific event (deadlines apply). Specifications will be provided in sponsorship statement of work. Above benefits are not applicable to NAMIC specialty events. Benefits valid through December 2024.



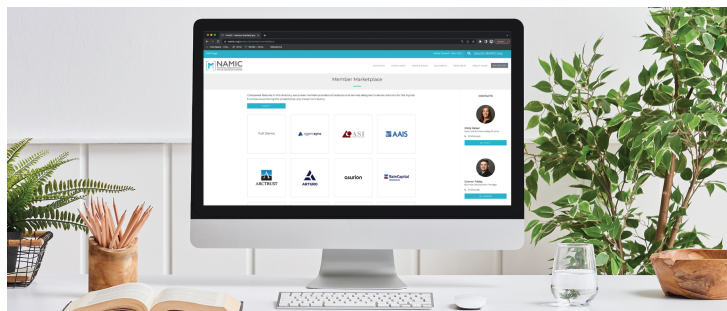
Molly Keiser

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Conner Tribby

Business Development Manager
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Click [here](#) to learn about NAMIC's digital and print advertising opportunities

For more information on **sponsoring with NAMIC**, please visit our [website](#).

For more information on **becoming a NAMIC Member**, please email [Molly Keiser](mailto:Molly.Keiser).

NAMIC EVENT SPONSORSHIP OPPORTUNITIES



AGRICULTURAL RISK INSPECTION SCHOOL

Loss control specialists, underwriters, and managers/supervisors



DIRECTORS' BOOTCAMP 2.0

Board members from property/casualty insurance companies



CLAIMS CONFERENCE

Property/casualty claims professionals



COMMERCIAL AND PERSONAL LINES SEMINAR

Mid- to senior level underwriters, managers, and executives



COMMUNICATION + MARKETING WORKSHOP

Insurance company communications and marketing professionals



FARM MUTUAL FORUM

Managers, directors, next-generation leaders, and state association leaders



HUMAN RESOURCES SUMMIT

Human resources, talent management development, and recruitment professionals



INSURTECH FASTPITCH

Company leaders, technology and product development executives, and innovation teams



LEADERSHIP DEVELOPMENT WORKSHOP

Team leaders, department supervisors, new managers, and future leaders



MANAGEMENT CONFERENCE

CEOs, executive teams, and future industry leaders



129TH NAMIC ANNUAL CONVENTION

Senior insurance executives, board members, and service partners