



**NAMIC<sup>®</sup>**  
HUMAN RESOURCES  
SUMMIT

# **SPONSORSHIP OPPORTUNITIES**

## **2024**

**MAY 8, 2024 • CHICAGO**

**UPDATED FEBRUARY 29, 2024**



Attendees of the NAMIC Human Resources Summit are HR professionals from mutual insurance companies. Attendees range in experience from human resources specialists to C-suite suite operations titles. If they are not the decision makers for their organizations, they influence the talent-related decisions being made. This group of stakeholders is interested in learning, networking, and staying informed on the policies and legislation impacting their company operations.

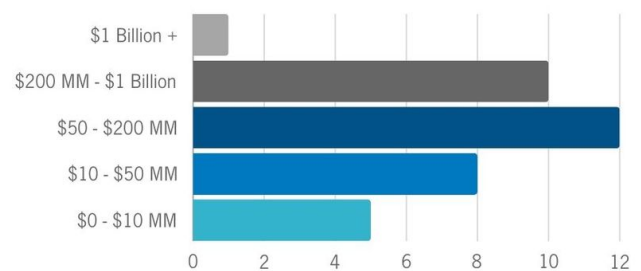
## Projected Attendance: 50-150

[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 **1,500**  
**NAMIC Member**  
**Companies**



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



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



**\$391 Billion**  
 represented in  
 annual premium



### **Corporate Sponsor**

**\$10,000**

- Logo and sponsorship recognition message included in all promotional mailers and/or emails (deadlines apply)
- Presentation of a corporate sponsor recognition video during 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 room
- Scripted verbal recognition of corporate sponsorship during the event
- Logo included on a sponsorship recognition slide used in the event (deadlines apply)
- Top-level logo placement, with hyperlink, on event webpage
- Sponsorship and logo recognition included in the pre-event communication email sent to all registered attendees before the event
- 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.

### **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.





### **Roundtable Discussions Sponsor**

**\$2,000**

- Sponsorship of the roundtable discussions includes the 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

### **Lunch Sponsor\***

**\$2,000**

- Logo recognition on 8.5"x11" photo frame signage in the meal 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)
- 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.

### **Breakfast Sponsor\***

**\$2,000**

- Logo recognition on 8.5"x11" photo frame signage in the breakfast area
- Sponsorship will be acknowledged in the comments made from the podium during educational sessions
- 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.



### **Networking Break Sponsor\***

**\$1,500**

- Sponsorship of all networking breaks
- Logo recognition on 8.5"x11" photo frame signage in the break area
- 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)
- 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.

### **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.

### **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.



### **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.

### **Promotional Email Sponsor**

**\$750**

- 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.

### **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



## 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						★

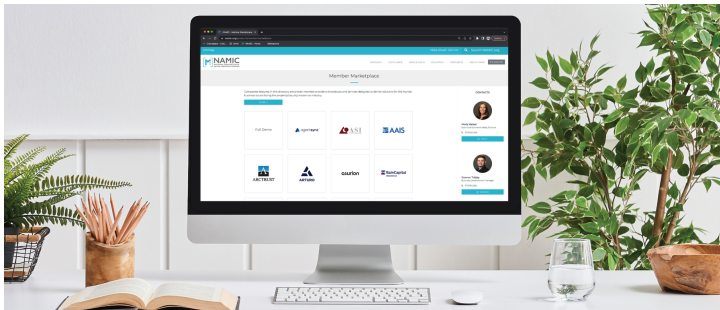
**Contributor level benefits include advance attendee lists, sponsor registration rate, company logo included in the meeting app, and sponsor name recognition and hyperlink on event webpage(s).** Sponsor must be a NAMIC member in good standing to qualify for bronze level and above. Additional benefits 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.



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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