



**NAMIC<sup>®</sup>**  
LEADERSHIP  
DEVELOPMENT WORKSHOP

# **SPONSORSHIP OPPORTUNITIES**

## **2024**

DATE & LOCATION TBA

UPDATED JANUARY 16, 2024

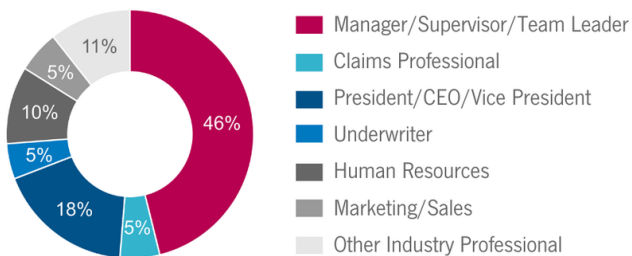


The Leadership Development Workshop is a one and- a-half-day interactive workshop designed for new and emerging managers, supervisors, and team leaders in the insurance industry. Attendees will explore and gain insight into four leadership essentials through in-depth instruction, group discussion, hands-on exercises, and facilitated learning. At the conclusion of the workshop, attendees will leave equipped with tools to be a more effective team member or leader.

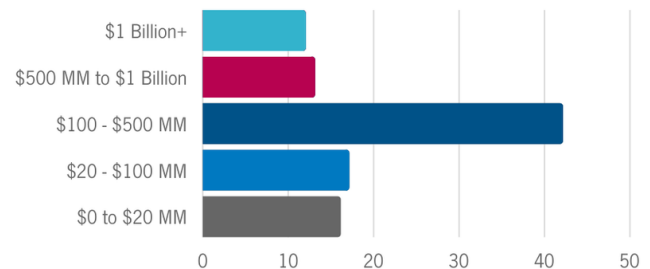
**Projected Attendance: 120**

[Click To View Past Attendees](#)

**Event Attendees by Title:**



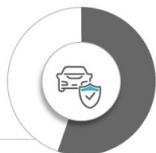
**Primary Carrier Attendees by DWP:**



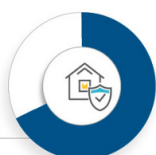
**31% Business**  
Insurance Market



**56% Auto**  
Insurance Market



**69% Homeowners**  
Insurance Market



**Seven of the Top 10**  
Property/Casualty Insurers



More than **5,750**  
people attended  
NAMIC events in 2022



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



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



**\$357 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.

## **Wayfinding Signage Sponsor\***

**CALL FOR DETAILS**

- Logo recognition on a minimum of five wayfinding items (signage or clings) placed in high-traffic locations. Specific signage based on venue requirements and at NAMIC's discretion (deadlines apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

\*Agenda signage sold separately and may be placed in close proximity to the wayfinding signage.

## **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.





### **Opening Session Sponsor\***

#### **CALL FOR DETAILS**

- 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.

### **Nightly Door Hanger Agenda Sponsor**

#### **CALL FOR DETAILS**

- Attendees who reserve a room in the event room block will receive a door hanger conference agenda highlighting the next day's activities with your single-color (black or white) company logo featured prominently on the card (deadlines apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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

#### **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 logo (single color black or white may be used) 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

### **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 handed to every attendee and registered guest, and is required to be worn at all times
- Sold as a multi-event sponsorship with recognition at multiple NAMIC events
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration



### **Optional Activity Sponsor\***

**\$3,500**

- 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.

### **Water Bottle Sponsor\***

**\$3,000**

- Sponsor-provided water bottle to be set out on the first day of the event and replenished until all bottles have been picked up (water bottle subject to NAMIC approval). If sponsor wishes for NAMIC to source and provide the water bottles, additional costs will apply
- Logo recognition on signage displayed at distribution point(s)
- 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 water bottle. Sponsor will be provided with shipping dates and will be responsible for any fees if the items arrive prior to the stated receiving date.



### **Welcome Gift Sponsor\***

**\$3,000**

- Sponsor-provided welcome gift to be set out on the first day of the event and replenished 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
- Logoed signage displayed at distribution point(s)
- 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.

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

**\$3,000 ON HOLD**

- 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.

### **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

- NAMIC will provide 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 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.

### **Workshop Booklet - Premium Placement Sponsor**

\$2,000

- Logo to appear on the front cover of the printed workshop booklet (deadlines apply)
- Premium placement 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

### **Networking Reception Sponsor\***

\$1,750

- Logo recognition on 8.5"x11" photo frame signage throughout the reception area, on the buffet tables (if present), 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.



## **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.

## **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.

## **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.



### **Recharge Station Sponsor**

#### **CALL FOR DETAILS**

- The Recharge Station will be located in a high-traffic area where attendees can charge their electronic devices
- Logo recognition on signage displayed in the area
- Opportunity to provide one small, non-print marketing item to be distributed from the Recharge Station area (subject to NAMIC approval)
- Opportunity to enhance this sponsorship with items that 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-event 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

### **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

### **Workshop Enhancement Sponsor**

#### **\$800**

- Sponsor provides logoed promotional items, which could include notepads, highlighters, mints, sticky notes, stress balls, kinesthetic items, pens, etc. (subject to NAMIC approval), to event attendees
- NAMIC staff will set out a supply on each table for attendees to pick up (may include additional non-sponsored items provided by NAMIC)
- Sponsorship will be acknowledged in the comments made from the podium at the beginning of the workshop
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

### **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.

### **Attendee Evaluation Sponsor**

**\$750**

- 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.



### **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 - Room Drop Sponsor\***

**\$1,200 + Room Drop Fees Paid Directly to the Hotel**

- This sponsorship allows the sponsor to pick a day to have a gift or marketing item delivered to the hotel room of each attendee who stay in the event hotel and reserve a room in the event room block (subject to NAMIC approval)\*\*
- Sponsor may attach a personalized note to each gift compliments of your company
- Sponsor provides the gift and NAMIC connects sponsor with hotel to coordinate delivery. NAMIC can select and order the item for an additional cost (deadlines 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 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.

\*\*Room drops cannot be placed inside a room with a Do Not Disturb posted. Attendees must be registered for a room at an event hotel.

### **Add-On Opportunity - NAMIC Events 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.



## SPONSOR LEVEL BENEFITS

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

	 BRONZE SPONSOR \$25K TO \$49K	 SILVER SPONSOR \$50K TO \$74K	 GOLD SPONSOR \$75K TO \$149K	 PLATINUM SPONSOR \$150K TO \$249K	 DIAMOND SPONSOR \$250K TO \$449K	 TITANIUM SPONSOR \$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.

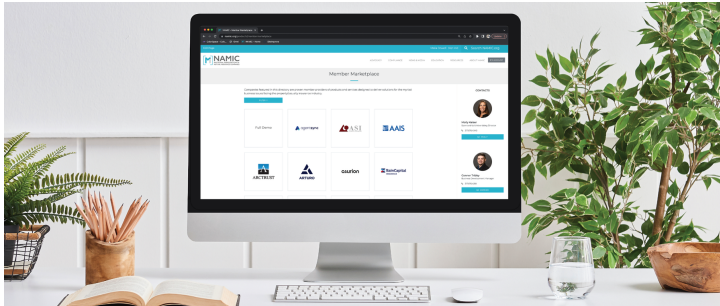




**Molly Keiser**  
Sponsorship & Advertising Director  
317.876.4240  
[mkeiser@namic.org](mailto:mkeiser@namic.org)



**Conner Tribby**  
Business Development Manager  
317.876.4218  
[ctribby@namic.org](mailto:ctribby@namic.org)



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



**FARM MUTUAL FORUM**  
Managers, directors, next-generation leaders, and state association leaders



**DIRECTORS' BOOTCAMP 2.0**  
Board members from property/casualty insurance companies



**HUMAN RESOURCES SUMMIT**  
Human resources, talent management development, and recruitment professionals



**CLAIMS CONFERENCE**  
Property/casualty claims professionals



**INSURTECH FASTPITCH**  
Company leaders, technology and product development executives, and innovation teams



**COMMERCIAL AND PERSONAL LINES SEMINAR**  
Mid- to senior level underwriters, managers, and executives



**LEADERSHIP DEVELOPMENT WORKSHOP**  
Team leaders, department supervisors, new managers, and future leaders



**COMMUNICATION + MARKETING WORKSHOP**  
Insurance company communications and marketing professionals



**MANAGEMENT CONFERENCE**  
CEOs, executive teams, and future industry leaders



**129TH NAMIC ANNUAL CONVENTION**  
Senior insurance executives, board members, and service partners