



NAMIC[®]
LEADERSHIP
DEVELOPMENT WORKSHOP

SPONSORSHIP OPPORTUNITIES

2024

FARM MUTUAL FORUM: MAY 22-24, 2024
ANNUAL CONVENTION: SEPTEMBER 22-25, 2024

UPDATED MARCH 21, 2024



In 2024, NAMIC will hold two half-day-long leadership workshops in conjunction with two of the association's largest events: Farm Mutual Forum and the 129th Annual Convention. These sessions will be professionally moderated and registration is open to anyone who wants to participate. Attendees of each workshop will gain essential leadership skills through group discussions, hands-on exercises, and in-depth instruction.

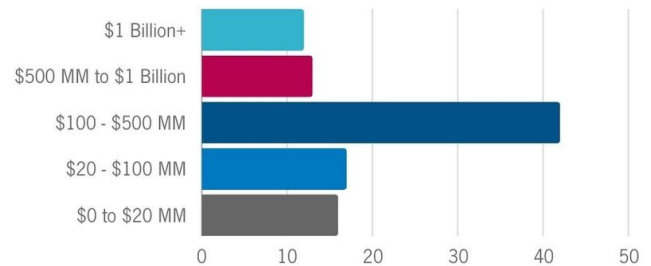
Projected Attendance: 60

[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



Nearly **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

Leadership Workshop at Annual Convention*

\$5,000

- Logo included on a session slide that is shown at the beginning and end of the session
- Verbal recognition at the end of the session
- Logo recognition on signage as attendees enter the session room
- Opportunity to provide one small, non-print marketing item for attendees to pick up 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. An exclusive seat drop 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.

Leadership Workshop at Farm Mutual Forum*

\$3,500







- Logo included on a session slide that is shown at the beginning and end of the session
- Verbal recognition at the end of the session
- Logo recognition on signage as attendees enter the session room
- Opportunity to provide one small, non-print marketing item for attendees to pick up 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. An exclusive seat drop option may be available for an upgraded price
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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						★

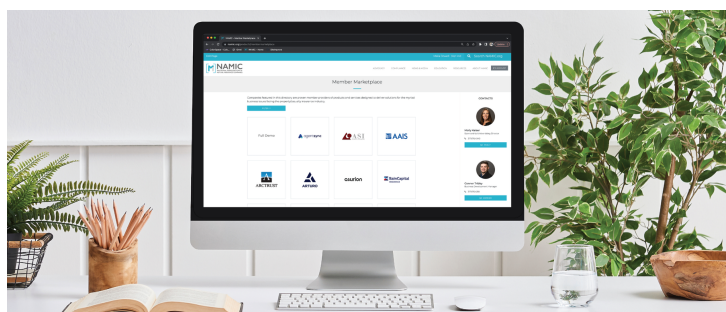
Contributor level benefits include advance attendee lists, sponsor registration rate, company logo included in the meeting app, and sponsor name recognition and hyperlink on event webpage(s). Sponsor must be a NAMIC member in good standing to qualify for bronze level and above. Additional benefits will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



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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.

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