



NON-EVENT SPONSORSHIP OPPORTUNITIES

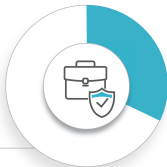
UPDATED APRIL 23, 2024



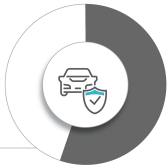
NAMIC's member experience sponsorships provide companies excellent opportunities to collaborate and align their brands outside of an event experience. These customized opportunities allow for more targeted, strategic approaches to sponsoring NAMIC's products, services, and resources.

NAMIC AT A GLANCE

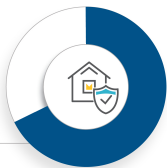
31%
Business
Insurance
Market



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

INSURANCE UNCOVERED PODCAST

Insurance Uncovered delivers news and in-depth interviews specifically designed for the property/casualty insurance market. The bi-weekly episodes highlight stories about innovation, critical state, and federal issues, and industry events.

Insurance Uncovered Podcast Sponsor*

Two Months | \$5,000

Six Months | \$12,000

- Company name and sponsor recognition in the welcome script that kicks off each podcast
- Company name and thank you included in the wrap-up script that ends the recording
- Partner with NAMIC to select one story idea for one podcast during the sponsorship period. This will include a guest interview with a staff member from the sponsoring company conducted by a NAMIC staff member about the selected story idea
- Company logo and hyperlink will appear on the webpage that houses the on-demand podcasts on NAMIC.org
- The following benefits will be provided with a sponsorship of six months or more:
 - Logo included on print advertisements for the podcast series
 - Logo included in the NAMIC.org homepage banner that runs intermittently throughout the year
 - Logo included in e-promos sent to the NAMIC membership that highlight podcast content
 - One podcast commercial spot complimentary during the six-months (please see Insurance Uncovered Podcast Commercial Advertisement for details)

*Please note that audio commercials are available for this NAMIC product and ads may be concurrent with sponsorships. Six month option fulfilled in increments of two consecutive months over the course of the year.

NAMIC MUTUAL INSURANCE FOUNDATION

The National Association of Mutual Insurance Companies works to ensure that the shared purpose and mutual values of its member companies not only endure but thrive every day. The NAMIC Mutual Insurance Foundation was established to strengthen and grow the industry for the next century and beyond. Through our shared history, we have learned that by working together, anything is mutually possible.

Corporate Sponsor: NAMIC Mutual Insurance Foundation

Three Year Commitment Required

\$15,000 SOLD FOR 2022-2024

- Sponsor recognition within various aspects of the Mutual Insurance Foundation communication and marketing targeted to NAMIC member company main contacts and CEOs:
 - E-promos sent to current and potential participating donors
 - Printed correspondence
 - Marketing collateral
 - Press release(s)
- Sponsorship recognition within a website banner placed on www.namicmutualfoundation.org
- Sponsorship recognition within quarterly Twitter and LinkedIn postings
- Sponsorship recognition within an email signature line used by the foundation's administrative staff
- Development of a NAMIC Insurance Uncovered podcast commercial used to market the foundation with sponsorship recognition to be played once per quarter

NAMIC BENCHMARKING SURVEYS

NAMIC's benchmarking surveys deliver peer-to-peer analysis for member companies on compensation, executive pay practices, board governance, company operations, claims productivity, and more. These surveys are heavily marketed to members and often include executive summaries or webinars, providing sponsors a variety of opportunities to engage with members and promote their brands throughout the year.

Exclusive Sponsor: 2025 Executive Pay Practices Study

Two-Year Commitment Required

\$6,000

The Executive Pay Practices Study, produced in partnership with McLagan, a part of Aon, provides extensive data regarding organizational structure, compensation planning, incentive compensation design, and additional benefits offered to executives. The study targets property/casualty companies and offers pay practices on a wide variety of C-level and senior positions.

- Exclusive recognition as the survey sponsor through calendar year of signed agreement. Sponsorship does not provide access to the survey or its data
- Logo recognition on the study webpage on NAMIC.org with a hyperlink to a webpage of the sponsor's choosing
- Logo and/or company name included on promotions to members promoting participation and announcing the results
- Logo and/or company name included in the report and any summaries provided by Aon/McLagan
- Opportunity to include a full-page ad in the executive summary
- Complimentary non-customized report for internal usage and analysis
- Opportunity to participate in one NAMIC 411 webinar* for members that will either preview the survey or cover the 2025 results. This opportunity will allow a speaker to provide a thought-leadership presentation as part of the webinar.
- NAMIC will provide one electronic copy that can be shared with up to four sponsor clients or prospective clients (prior to distribution company names must be supplied to NAMIC)

*NAMIC 411 webinars are live, interactive, online events that provide members a comprehensive overview of new and existing NAMIC products and services.

Exclusive Sponsor: 2024 Compensation Survey & Module Sponsor

\$7,500

The ability to understand the competitive pay market is key to ensuring that pay is aligned with performance. The NAMIC Property/Casualty Compensation Survey, produced in partnership with McLagan, a division of Aon, allows participants to leverage pay data from executive positions down to entry-level support roles, with the ability to segment data in various categories. Results can be combined with operational and financial benchmarks to help companies develop competitive compensation plans. This is a powerful tool for mutual insurance company leadership.

- Exclusive recognition as the corporate sponsor of the 2024 Compensation Survey. Sponsorship does not provide access to the survey or its data
- Logo placement on executive summary reference documents
- Logo recognition on the survey webpage on NAMIC.org with a hyperlink to a webpage of the sponsor's choosing
- Logo placement and recognition as survey sponsor in promotional communications to NAMIC member CEOs and HR representatives regarding the survey
- Opportunity to include a full-page placement in the executive summary
- Opportunity to contribute two pages of approved thought leadership content to the executive summary
- Opportunity to participate in two NAMIC 411 webinars* for members. The first webinar introduces the survey (sponsorship must be signed by December 2023). The second introduces the study at the start of data collection and review the results after the collection process closes

*NAMIC 411 webinars are live, interactive, online events that provide members a comprehensive overview of new and existing NAMIC products and services.

\$25,000 SOLD

- Exclusive recognition as the survey sponsor through calendar year of signed agreement. Sponsorship does not provide access to the survey or its data
- Logo placement on the cover of the year-end PIPES Reports and the mid-year PIPES Report, with three additional pages of thought leadership as part of each report
- Opportunity to author a one-page overview analysis to be included in each PIPES Report
- Placement on the final page of the year-end and mid-year report
- Links and information about PIPES Report, with reference to your company's sponsorship, published on NAMIC.org
- Opportunity to submit a speaker proposal to be included in an educational session reviewing PIPES Report data at NAMIC's Annual Convention (speaking opportunity subject to approval by the Annual Convention Committee)
- The project and the sponsor will receive exposure within a marketing plan that best highlights the publication
- Opportunity to reference PIPES in all sponsor communications and interactions with current or prospective clients
- Opportunity to provide feedback and suggestions to enhance and expand the report
- Opportunity to offer any custom analysis or custom reports to NAMIC members based on PIPES Report and your other data sources

Support NAMIC by sponsoring this investment benchmarking report that is provided as part of membership. The PIPES Report is used by NAMIC members as part of their responsibility to monitor and maintain investment portfolios in support of their insurance commitments to policyholders

Exclusive Sponsor: 2024 Board Compensation Survey

\$10,000

The NAMIC Board Compensation Survey provides valuable information for property/casualty insurance leaders to consider and discuss among peers. A representative sample of NAMIC member company CEOs will participate in the survey, which will be used in discussions in at least one NAMIC event. Final results will be compiled and published in a digital report that is shared with participants and made available to other member company executives. This survey provides meaningful insights and best practice action items.

- Exclusive recognition as the survey sponsor through calendar year of signed agreement. Sponsorship does not provide access to the survey or its data
- Logo placement on the cover of the final report and the report web page
- Opportunity to author a one-page executive summary of the report to be included in the publication
- Reserved final page of the report as sponsor placement; may be used to promote goods or services as approved by NAMIC
- The project and its sponsor will receive exposure through a marketing plan designed to best complement the project throughout the year, including at least one promotional email, which will go out to all NAMIC member CEO's. All marketing collateral will contain sponsor logo and/or company name
- NAMIC will edit, proof, and digitally publish the final product

NAMIC CERTIFICATION

NAMIC certification programs are designed to educate directors and managers alike about their roles and responsibilities as mutual insurance company professionals. Participants who achieve certification are recognized as industry leaders, demonstrating their commitment to mutual values, ongoing education, and organizational excellence.

Corporate Sponsor: Farm Mutual Director Certification

\$7,000 Per Year **SOLD**

For more information on the FMDC program: <https://www.namic.org/edu/fmdc>

- Logo and hyperlink on FMDC webpage on NAMIC.org
- Logo on FMDC application, FMDC catalog, and Intent to Conduct form (e-forms; logo included if possible)
- Recognized as the FMDC sponsor during FMDC credit-qualifying sessions at Farm Mutual Forum
- Logo on the FMDC sign-in sheets provided to state associations and companies who host FMDC courses at their events/meetings throughout the year (approximately 800 participants estimated)
- Thank you and logo on the FMDC correspondence sent to new program enrollees
- Opportunity to request a list of FMDC participants for marketing purposes (~1,100 participants)
- Logo and hyperlink in electronic promotions that are sent to participating individuals, companies and state associations
- Company logo on slide describing the FMDC program during each course in the FMDC Webinar Series (nine to 12 webinars per year)
- Logo in the congratulatory email sent to directors when they complete the requirements for certification
- During the NAMIC Certification Awards Ceremony at the NAMIC Annual Convention, the graduating class is presented on the stage and congratulated. A slide thanking the corporate sponsor will be shown during this time

Corporate Sponsor: Professional Farm Mutual Manager Certification

\$15,000 Per Year SOLD

For more information on the PFMM program: <https://www.namic.org/edu/pfmm>

- Logo with hyperlink on PFMM webpage on NAMIC.org
- Logo on PFMM application, PFMM Emeritus application, and PFMM catalog (e-forms; logo included if possible)
- Logo placement on the webpage for PFMM Virtual registration
- Recognized as the PFMM sponsor during the PFMM credit-qualifying sessions at Farm Mutual Forum and Annual Convention
- Thank you and logo on the PFMM correspondence sent to the new program enrollees
- Opportunity to request a list of PFMM participants for marketing purposes (~400 participants)
- Logo and hyperlink in electronic promotions that are sent to participating individuals, companies and state associations
- Exclusive opportunity to present the PFMM of the Year Award during the NAMIC Certification Awards Ceremony at the NAMIC Annual Convention
- Logo in the congratulatory email sent to PFMMs when they complete the requirements for certification
- During the NAMIC Certification Awards Ceremony at the NAMIC Annual Convention, the graduating class is presented on the stage and congratulated. A slide thanking the corporate sponsor will be shown during this time

Corporate Sponsor: Mutual Director Certification

\$15,000 Per Year SOLD

For more information on the MDC program: <https://www.namic.org/edu/mdc>

- Logo and hyperlink on certification webpage on NAMIC.org
- Logo and hyperlink on application forms (e-forms; logo included if possible)
- Logo and hyperlink in electronic promotions sent to current and potential participants
- Logo on printed marketing pieces
- Logo on the correspondence sent to new program enrollees
- Logo in congratulatory email sent to newly certified individuals when they complete the requirements for certification
- Sponsor acknowledgement in press release template provided to newly certified NAMIC Mutual Directors for dissemination to local news outlets by Directors
- Opportunity to request list of participants for marketing purposes
- During the NAMIC Certification Awards Ceremony at the NAMIC Annual Convention, the graduating class is presented on the stage and congratulated. A slide thanking the corporate sponsor will be shown during this time

AWARD IN INNOVATION

At NAMIC, we understand innovation isn't just about the idea, it's also about the creation and application of it. That's why NAMIC created the Award in Innovation in 2014, to recognize mutual insurers that exemplify the vision and entrepreneurialism it takes to stay relevant in changing times.

Corporate Sponsor: Award in Innovation

\$30,000 SOLD

Multi-Year Commitment Required

- Exclusive recognition as the corporate sponsor
- Position on selection committee as corporate sponsor
- Recognition at NAMIC's Management Conference as related to the Award in Innovation
- Optional co-presentation of award with selection committee Chair at Management Conference
- Exclusive photo opportunity with the winning organizations at Management Conference
- Recognition plaque permanently displayed NAMIC's Indianapolis office listing past and future award recipients with sponsor logo recognition
- Sponsor logo included on the physical award given to winning companies who are encouraged to display the award in their office headquarters
- Video storytelling about the award to include sponsor logo and recognition for posting on NAMIC.org (deadlines apply). Sponsor can link to or post video directly to sponsor's site or social media channels.
- Banner displayed and commercial video shown at select NAMIC events promoting the award and winners
- Logo placement and designation as the Corporate Sponsor within the Award in Innovation homepage on NAMIC.org (hyperlink to your webpage included)
- Thank you and logo on the correspondence sent to all applicants
- Logo included on all promotional materials including electronic promotions and printed marketing items (deadlines apply)
- Recognition as the corporate sponsor in a media release from NAMIC announcing the winning submission
- Opportunity to submit a speaker proposal to be included in an educational session with a focus on innovation or AI at NAMIC's Management Conference (speaking opportunity subject to approval by the Management Conference Committee)

CUSTOMIZED GOVERNANCE PROGRAMS

NAMIC understands how important strong, competent governance is to the health and success of mutual insurance companies. That is why we designed interactive board education programs uniquely focused on the mutual property/casualty insurance industry. Unlike non-industry-specific board training programs, NAMIC's governance programs are customizable so they can be tailored to a company's size, scope, and educational needs. This ensures mutual directors will be equipped with the knowledge and skills they need to effectively govern in the industry.

Program Sponsor: Customized Governance Program

Exclusive Sponsorship: \$25,000 **SOLD**

Non-Exclusive Sponsorship: \$5,000 (five available)

For more information: <https://www.namic.org/edu/corpgovprogram>

- Logo and/or company name included in Customized Governance Programs marketing to NAMIC members, such as:
 - Epromos
 - Print items (postcards, brochures, flyers, etc.)
 - Homepage banner
 - MNS ad
 - Email ad
- Logo and hyperlink listed on the Customized Governance Programs homepage on NAMIC.org
- Logo and hyperlink included in program proposal emails
- Logo included in program materials
- Sponsorship verbally recognized by faculty during individual programs
- Opportunity to provide logoed item to be distributed to program attendees (logoed pens, notepads, etc.) for in-person workshops
- Logo on post-event electronic survey

ADDITIONAL OPPORTUNITIES

Web Banner on Event Calendar Webpage Sponsor

\$10,000

- Placement of a 780 x 100- pixel banner on the Event Calendar webpage*
- Built-in hyperlink to the URL of your choice
- Placement would appear on the page through December 31 and could be changed periodically as sponsor sees fit

*Submitted artwork should be 1560 pixels wide x 200 pixels high.

Event Calendar Mailing Sponsor*

\$6,000 **SOLD**

- Sponsorship of the annual event calendar mailed to prior year event attendees and NAMIC member main contacts, including CEOs, C-suite titles, executive leadership, previous event attendees, and main company contact
- Sponsor logo will appear on the inside of the mailer (exact logo locations depend on design; deadlines apply)

*Sponsorship must be signed by December 31st. Deadlines apply.

Save the Date Email Sponsor

\$5,000 **SOLD**

- Sponsor provides a graphic panel placement (Width: 640 px, Height: 150 px.) to be included in the Save the Date promotional emails sent for all NAMIC events (excludes NAMIC Member Connect Series)*
- Placement can be hyperlinked to a website of sponsor's choice. (graphic and hyperlink subject to NAMIC approval)
- Approximately 15 promos included (deadlines apply)

*Submitted artwork should be 1280 pixels wide x 380 pixels high.

Multi-Event Promotional Email Sponsor

\$5,000

- Opportunity to provide a 640 x 150-pixel graphic panel placement to be included in 12 multi-event promotional emails (deadlines apply)*
- Placement can be hyperlinked to a website of the sponsor's choice (graphic and hyperlink subject to NAMIC approval)
- Email list size varies but analytics pre- and post-send can be provided upon request
- Promotional emails will be distributed to P/C industry CEOs, C-suite titles, executive leadership, previous event attendees, and main company contacts

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

Web Banner on Education & Events Hub Webpage Sponsor

\$2,500

- Placement of a 980 x 135- pixel banner on the Education & Events Hub webpage*
- Built-in hyperlink to the URL of your choice
- Placement would appear on the page through December 31 and could be changed periodically as sponsor sees fit

*Submitted artwork should be 1960 pixels wide x 270 pixels high.

Web Banner on Digital Event Materials Webpage Sponsor







\$2,500

- Placement of a 780 x 100- pixel banner on the Digital Event Materials Webpage*
- Built-in hyperlink to the URL of your choice with your banner
- Placement would appear on the page through December 31 and could be changed periodically as sponsor sees fit

*Submitted artwork should be 1560 pixels wide x 200 pixels high.

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.



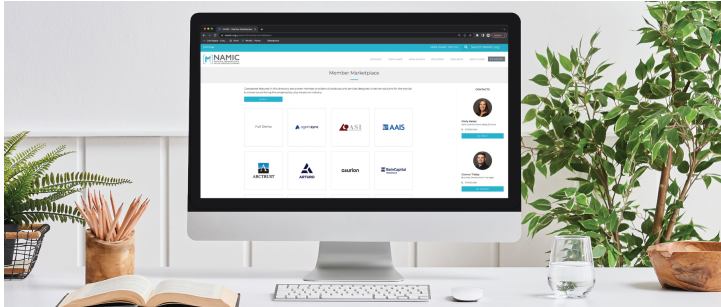
Molly Keiser

Senior Sponsorship
& Advertising Director
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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