



# **SPONSORSHIP OPPORTUNITIES**

## **2024**

UPDATED JULY 19, 2024



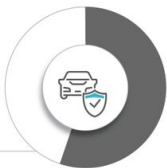
NAMIC Webinars invites mutual insurance companies to conveniently and affordably provide training for their teams. Each series is comprised of a multitude of sessions and 24/7 access to the recordings. Sponsoring a webinar series is an excellent opportunity to capture the attention of NAMIC member companies and the thousands of attendees logging into the virtual sessions.

## NAMIC AT A GLANCE

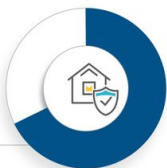
**31%  
Business**  
Insurance  
Market



**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: NAMIC Webinar Series\*

**\$17,500 SOLD**

- **Exclusive Corporate sponsor of the NAMIC Webinar Series which includes:**
  - Corporate sponsorship of the 2024 webinar series (includes a minimum of four individual series)
  - Opportunity to provide a banner graphic to be included in the virtual platform. The banner can be hyperlinked to a website of the sponsor's choice
  - Recognition of "Corporate Sponsor" and first-tier placement of company logo on the webinar website
  - Recognition of "Corporate Sponsor" and hyperlinked company logo included in all webinar e-promos
- Opportunity to have a sponsor created/supplied 30-second video played at the beginning of eight pre-selected webinars
- Opportunity to provide a video to be included within the platform which attendees can access on-demand
- Individual sponsor recognition included on a slide shown at the beginning of each webinar (individual webinar sponsors will be listed on the following slide with shared exposure after the corporate sponsor slide)
- Sponsor logo included within all webinar sessions
- Advance attendee list for the series provided in excel format. First list is provided five days before the series starts or once the sponsorship has been paid in full, and the final attendee list will be provided at the conclusion of the series. The attendee list provided will include name, title, company, and email address. Sponsor may send a maximum of two emails
- Sponsorships do not include registration to the webinars in the series. Sponsorship of a series does not permit a sponsor to speak, select the speaker, verbally address the audience, or influence the content as a benefit of the sponsorship

\*Please note individual webinar series may have additional sponsors.

## NAMIC Webinar Series Sponsor

**\$2,500 to \$4,000 | Limit of Five Sponsors Per Series\***

- Sponsors will select one series and will be acknowledged across all webinars in the series\*
  - **Claims Webinar Series Sponsor** | \$4,000
  - **Underwriting Webinar Series Sponsor** | \$4,000
  - **Industry Trends Webinar Series Sponsor** | \$2,500
  - **Insurance 101 Webinar Series Sponsor** | \$2,500
  - **Career Development Webinar Series Sponsor** | \$2,500
- Sponsor logo included on the webinar website
- Hyperlinked company logo in all webinar e-promos that feature the sponsored series
- During one webinar in the sponsored series, each sponsor will be individually highlighted, with sponsoring company information incorporated into the welcome remarks said by NAMIC staff. Sponsor will be asked to provide 30 to 50 words for this benefit. Please note that due to logistics, sponsors cannot select the webinar in which their company will be highlighted
- Sponsor logo on intro slide at the beginning of each webinar in the sponsored series
- Sponsor logo included within webinar sessions in the sponsored series
- Advance attendee list for the series provided in excel format. First list is provided five days before the series starts or once the sponsorship has been paid in full, and the final attendee list will be provided at the conclusion of the series. The attendee list provided will include name, title, company, and email address. Sponsor may send a maximum of two emails
- Sponsorships do not include registration to the webinars in the series. Sponsorship of a series does not permit a sponsor to speak, select the speaker, verbally address the audience, or influence the content as a benefit of the sponsorship

\*Individual webinars within one series may also be included in additional series. All sponsors of a series will be recognized in alphabetical order. Speakers on individual webinars may be from non-sponsoring competitor companies.

## Add-On Opportunity - NAMIC Custom Webinar Sponsor\*

**\$2,500\*\***

- Opportunity to add a single customized webinar to the sponsored NAMIC Webinar series. Sponsor will present a topic and information relevant to the series for mutual insurers (subject to NAMIC approval)
- Sponsors will be able to meet with the NAMIC Webinar team once to select a mutually agreeable topic. Beyond this meeting, one practice with NAMIC staff will be scheduled prior to webinar
- Content must be educational in nature and 60 minutes in length, including time for Q&A as applicable after presentation
- Please note that due to logistics, sponsors cannot select the timing of webinar in which they will present

\*All sponsors of the series will be recognized in alphabetical order on all webinars, including the custom webinar, and may be from non-sponsoring, competitor companies.

\*\*For sale as an add-on opportunity. NAMIC Webinar sponsorship must be purchased.

## **NAMIC Compliance Webinar Series Sponsor**

**\$3,000 | Limit of 5 Sponsors\***

- Sponsors will be acknowledged across all webinars in the Compliance series\*\*
- Sponsor logo included on the compliance website
- Hyperlinked company logo in all webinar e-promos that feature the sponsored series
- During at least one webinar in the sponsored series, each sponsor will be individually highlighted, with sponsoring company information incorporated into the welcome remarks said by NAMIC staff. Sponsor will be asked to provide 30 to 50 words for this benefit (Subject to NAMIC approval)
- Sponsor logo on intro slide at the beginning of each webinar in the sponsored series
- Sponsor logo included within webinar sessions in the sponsored series
- Advance attendee list for the series provided in excel format. First list is provided five days before the series starts or once the sponsorship has been paid in full, and the final attendee list will be provided at the conclusion of the series. The attendee list provided will include name, title, company, and email address. Sponsor may send a maximum of two emails
- Sponsorships do not include or permit registration to the webinars in the series. Sponsorship of a series does not permit a sponsor to speak, select the speaker, verbally address the audience, or influence the content as a benefit of the sponsorship

\*All sponsors of a series will be recognized in alphabetical order. Sponsors and speakers on individual webinars may be from non-sponsoring, competing companies.

\*\*Approximately 8-12 webinars included in the series. Actual number may vary.

## **Add-On Opportunity - NAMIC Compliance Custom Webinar Sponsor\***

**\$2,500\*\***

- Opportunity to add a single customized webinar to the NAMIC Compliance series. Sponsor will present a topic and information relevant to the compliance space for mutual insurers (subject to NAMIC approval)
- Sponsors will be able to meet with the NAMIC compliance team once to select a mutually agreeable topic. Beyond this meeting, one practice with NAMIC staff will be scheduled prior to webinar
- Content must be educational in nature and 60 minutes in length, including time for Q&A as applicable after presentation
- Please note that due to logistics, sponsors cannot select the timing of webinar in which they will present

\*All sponsors of the series will be recognized in alphabetical order on all webinars, including the custom webinar, and may be from non-sponsoring, competitor companies.

\*\*For sale as an add-on opportunity. NAMIC Compliance Webinar sponsorship must be purchased.

## **Farm Mutual Director Certification Webinar Series Sponsor**

**\$2,500**

- Sponsor will be acknowledged across all webinars in the series\*
- Sponsor logo included on the Farm Mutual Director Certification webinar website
- Hyperlinked company logo in all webinar e-promos that feature the sponsored series
- During one webinar in the sponsored series, sponsor will be individually highlighted, with sponsoring company information incorporated into the welcome remarks said by NAMIC staff. Sponsor will be asked to provide 30 to 50 words for this benefit. Please note that due to logistics, sponsors cannot select the webinar in which their company will be highlighted
- Sponsor logo on intro slide at the beginning of each webinar in the sponsored series
- Sponsor logo included within webinar sessions in the sponsored series
- Advance attendee list for the series provided in excel format. First list is provided 5 days before the series starts or once the sponsorship has been paid in full, and the final attendee list will be provided at the conclusion of the series. The attendee list provided will include name, title, company, and email address. Sponsor may send a maximum of two emails
- Sponsorships do not include registration to the webinars in the series. Sponsorship of a series does not permit a sponsor to speak, select the speaker, verbally address the audience, or influence the content as a benefit of the sponsorship

\*Individual webinars within one series may also be included in additional series. All sponsors of a series will be recognized in alphabetical order. Speakers on individual webinars may be from non-sponsoring competitor companies.

## **Add-On Opportunity - Farm Mutual Director Certification Custom Webinar Sponsor\***

**\$5,000\*\***







- Opportunity to add a single customized webinar to the sponsored Farm Mutual Director Certification Webinar series. Sponsor will present a topic and information relevant to the series (subject to NAMIC approval)
- Sponsors will be able to meet with the Farm Mutual Director Certification team once to select a mutually agreeable topic. Beyond this meeting, one practice with NAMIC staff will be scheduled prior to webinar
- Content must be educational in nature and 60 minutes in length, including time for Q&A as applicable after presentation
- Please note that due to logistics, sponsors cannot select the timing of webinar in which they will present

\*All sponsors of the series will be recognized in alphabetical order on all webinars, including the custom webinar, and may be from non-sponsoring, competitor companies.

\*\*For sale as an add-on opportunity. Farm Mutual Director Certification Webinar 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.



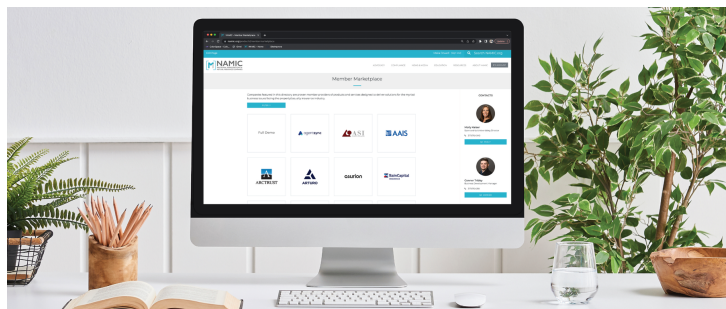
## Molly Keiser

Senior 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



### 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