

NAMIC Products & Services: Extend brand influence and take advantage of unique sponsorship opportunities. NAMIC Products & Services give sponsoring companies an excellent opportunity to capture the attention of member companies. Our products and services attract senior level decision makers by providing enhanced services and resources to our members. These opportunities bring company decision makers from member companies together, where they participate in peer-to-peer learning and collaborate on challenges the industry is facing. With substantial recognition, these sponsorship opportunities allow sponsors to align their brand with NAMIC.

As you plan your sponsorship, please be aware:

Agreement Exists

Once you tell us to move forward with your sponsorship, the items included in the sponsorship are considered sold to your company and an agreement exists between NAMIC and your company. The items within the agreement are removed from sale and NAMIC is working toward fulfilling the agreement. Sponsorship packages are not subject to cancelling. Your sponsorship agreement will require a signature before benefits are provided.

Registration

Sponsorships do not include registration to the sponsored event. You are encouraged to attend as a sponsor and must register in advance of the event. As a sponsor, you are eligible to register for sponsored events at the sponsor rate.

Invoicing and Payment

The invoice generated from sponsorship agreement is due upon receipt. NAMIC reserves the right to delay fulfilling the promises within the sponsorship agreement, which includes access to attendee lists, until full payment is received. Partial payment of a sponsorship invoice may affect access to benefits. Please pay using a credit card or ACH for seamless access to benefits. Please note that sponsorships purchased within 30 days of an event, will require payment within three business days.

Logo and Brand Standards

We will request logo files in high resolution (at least 300 dpi) native vector format and a copy of your logo brand standards. Files provided outside of this file type may suffer in quality. If your sponsorship includes printing of your logo, we adhere to brand standards, when they are provided. When printing color logos, your logo may appear slightly darker or lighter than the original file due to the variations in printing machinery. Please note that NAMIC will confirm logo files with the sponsorship contact and, to help streamline your sponsorship experience, we reserve the right to use your logo without individual review and approval.

Artwork Submitted by a Sponsor

When applicable, NAMIC will provide specifications for artwork (print ads, digital banners, etc.) requested from a sponsor. The sponsor is responsible for producing and submitting artwork to match those specifications. Artwork not conforming to the specifications may be rejected. Sponsorships remain valid even when a sponsor is unable to produce artwork per the specifications by the deadline. NAMIC reserves the right, when it is in the best interest of the sponsor, to use creative license with non-conforming artwork to fulfill the sponsorship agreement.

Sponsorship Details

The details of your sponsorship are provided within the prospectus and/or individual proposal presented to you. Those details will be outlined within a sponsorship fulfillment email sent to your sponsorship contact. Sponsoring companies are not able to direct the details of the sponsorship, such as the specifics on the signage, the agenda, or other aspects associated with the sponsored item.

For more information on any opportunities outlined in this proposal, please contact

Aaron D. Lifford | Manager - Sponsorship & Advertising | alifford@namic.org or (317) 876-4255

Or

Jo Harvey | Sponsorship Development Specialist | jharvey@namic.org or (317) 875-5250 Ext. 110

General Counsel Connect Forum | [Call for pricing](#)

Support NAMIC's discussion forum for mutual insurance company general counsels. The forum is designed for general counsels to meet with each other and with NAMIC staff to discuss important and relevant current legal issues.

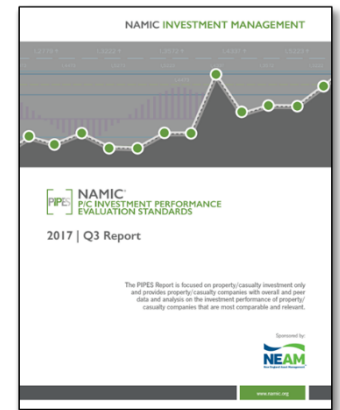
- Opportunity to help with the invitation list to build the forum
- Company logo and recognition of sponsorship included on the invitation
- Opportunity to have a company expert attend the Forum
- Opportunity to help shape agenda

PIPES Report Exclusive Corporate Sponsor | [Call for pricing](#)

Support NAMIC by sponsoring this 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.

- Logo placement on the cover of the three quarterly PIPES Reports and one Annual PIPES Report, with three additional pages of thought leadership as part of the PIPES Report
- Opportunity to author a one-page Overview Analysis to be included in each PIPES Report
- Advertisement placement on the final page of the quarterly PIPES Report
- Opportunity to post up to (4) whitepapers on the Investment Management Resource Center, specifically the PIPES Report page.
- Sponsorship recognition in all quarterly NAMIC announcements regarding the PIPES Report
- Logo recognition and opportunity to present on the PIPES Report data in two NAMIC 411 webinars* as part of the PIPES Report updates to members
- Opportunity to reference PIPES in all sponsor communications and interactions with current or prospective clients
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

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



Insurance Uncovered Podcast | Starting at \$5,000

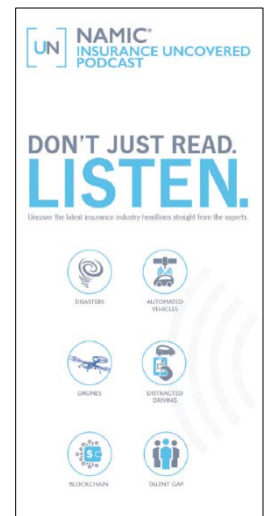
Two-Months | \$5,000

Six-Months | \$12,000

Remainder of 2019 | [Please Inquire](#)

Join NAMIC in being first-to-market with a new channel to reach the mutual insurance industry. NAMIC's bi-weekly podcasts feature stories about innovation, issues, and interviews with industry personalities. The series achieved more than 5,000 listens in 2018 and the trajectory for 2019 indicates continued success. **In fact, Q1 2019 expects to see more than 9,000 downloads!** The sponsor of the 2019 series will receive:

- Company name and sponsor recognition within the welcome script which kicks off each podcast
- Company name and thank you included in the "wrap up" script which ends the recording
- Partner with NAMIC to select story themes on one podcast during sponsorship time which will include a guest interview with the staffer of the sponsor's choice
- Company logo and hyperlink to appear on the webpage which houses the on-demand podcasts on NAMIC.org
- The following benefits will be provided a sponsorship of 6-months or more of the podcasts:
 - Logo included within the print advertisements for the podcasts series, such as the Annual Convention program guide
 - Logo included in the digital NAMIC.org home page banner which runs intermittently throughout the year
 - Logo included e-promos sent to the NAMIC membership which highlight the podcast content

**Award in Innovation Corporate Sponsor** | \$25,000 per year

(3-year agreement required)

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. As the sponsor of this award, you would receive significant exposure, the opportunity to engage with NAMIC's most innovative members, and the following benefits:

- 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
- Co-presentation of award with Selection Committee Chairman at Management Conference
- Exclusive photo opportunity with the winning organization at Management Conference
- Recognition plaque permanently displayed at NAMIC Headquarters in lobby of past and future award recipients with sponsor logo recognition
- Video storytelling about award recipients to include sponsor logo and recognition for posting on NAMIC.org and through social media channels. Sponsor can link to or post video directly to sponsor site or social media channels.
- 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
- Within the Management Conference Guide, NAMIC will reference the Award and provide a thank you to the Corporate Sponsor

2020 Event Calendar Communications | \$15,000

With a mailing list more than 5,000 insurance professionals, including CEOs, C-Suite titles, executive leadership, previous event attendees, and main company contacts, the 2019 NAMIC event calendar will put your firm front and center going into 2019. NAMIC’s Event Calendar is a printed fold-out brochure, suitable for posting, that is both mailed and made available at several of NAMIC’s early year in-person events. View a sampling of the calendar [distribution list](#).

- Company’s logo will appear on the back cover along with a brand statement (approximately 75-80 words).
- Company’s logo will appear on the inside fold. This placement could also be an ad designed by the sponsor to fit within the space.
- Sponsorship must be signed by December 15th, 2020.



Save the Date Promo Event Calendar Enhancement | \$5,000

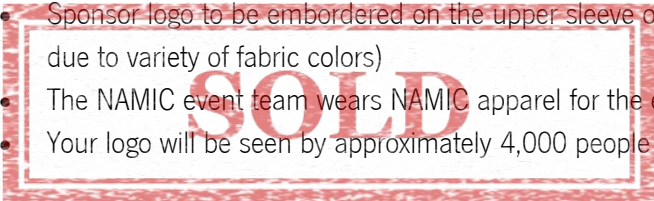
- Includes a banner advertisement within the “Save the Date” e-promos that are sent within 90 days for each NAMIC in-person event (excludes CEO Roundtables).
- This enhancement gives additional you repeated exposure throughout the year to thousands of insurance professionals.

NAMIC Team Apparel Sponsor | \$20,000 per year

(3-year agreement required due to embroidery on the apparel)

Align your brand with what NAMIC stands for - Advocacy, Mutuality, Collaboration - and have your logo appear on all NAMIC staff apparel.

- Sponsor logo to be embroidered on the upper sleeve of NAMIC team apparel (logo will be stitched in either white or black due to variety of fabric colors)
- The NAMIC event team wears NAMIC apparel for the entire duration of the in-person NAMIC events.
- Your logo will be seen by approximately 4,000 people who attend the in-person events throughout the year.



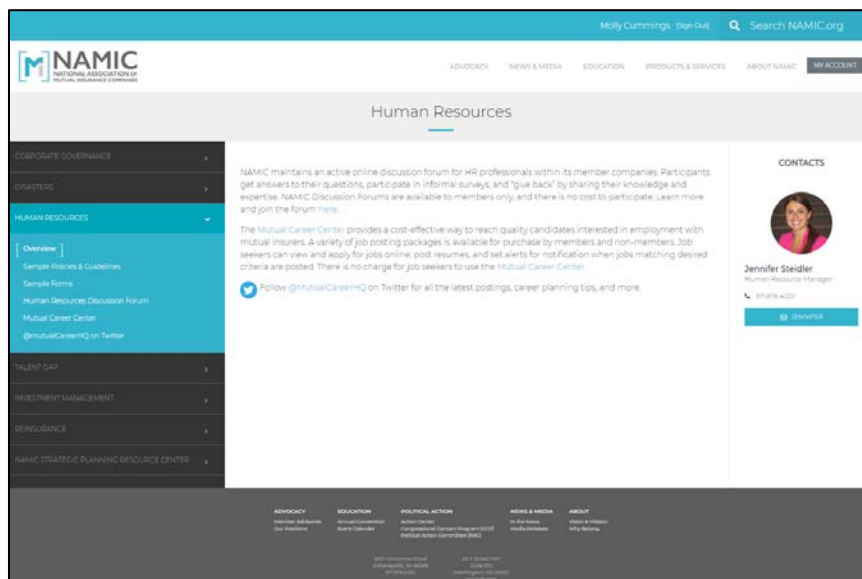
Exclusive 2019 Corporate Sponsor of the HR Resource Center on NAMIC.org | \$20,000 per year**(3-year commitment required)**

Partner with NAMIC to deliver content and information on the widening talent gap in the insurance industry. Give your company the chance to share your knowledge and market your company, all while building trust and brand loyalty with NAMIC's membership. The HR Resource Center is located here: <https://www.namic.org/resources/human-resources>

Here's what you can expect from this sponsorship:

- Opportunity to work in tandem with NAMIC in expanding this resource for NAMIC's members
- Clear identification as a sponsor on specific Resource Center home page. Sponsor's company name/logo hyperlinked to a dedicated page within the NAMIC website, its corporate site, or any URL of sponsor's choosing
- Logo and/or company name included on quarterly email promotions to members
- Logo and/or company name included on a postcard mailed to HR professionals (available only if sponsorship is purchased by June 30, 2019)
- Sponsor may submit up to 8 whitepaper-style "content-marketing" publications for inclusion on the Resource Center per year. These may be of a general overview/educational nature or may make direct reference to specific products or services provided by the sponsor.
- Managed opportunity to submit content for inclusion on the Resource Center, such as additional links, articles, and news items relevant to the focus of the Resource Center. Publication is subject to the judgment of the NAMIC staff curator for the specific Resource Center
- Opportunity to participate in a NAMIC 411 webinar* to members about the content of the Resource Center (available only if sponsorship is purchased by June 30, 2019)
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

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Corporate Sponsor Strategic Planning Resource Center on NAMIC.org | 20,000 per year**(3-year commitment required)**

Partner with NAMIC on content and curation of the Strategic Planning Resource Center within the NAMIC.org website. This sponsorship opportunity will give your company the chance to share your knowledge and market your company, all while building trust and brand loyalty with NAMIC's membership. The Strategic Planning Resource Center is located here:

<https://www.namic.org/resources/stratplan>.

Here is what you can expect from this sponsorship:

- Sponsor's company name/logo located on the resource center page within the NAMIC website hyperlinked to its corporate site, or any URL of sponsor's choosing
- Managed opportunity to submit content for inclusion on the Resource Center, such as additional links, articles, and news items relevant to the focus of the Resource Center. Publication is subject to the judgment of the NAMIC staff curator for the specific Resource Center
- Logo and/or company name included on quarterly email promotions to members
- Sponsor may submit up to 8 whitepaper-style "content-marketing" publications for inclusion on the Resource Center per year. These may be of a general overview/educational nature, or may make direct reference to specific products or services provided by the sponsor
- Resource Center sponsors will have the most success by positioning themselves as educators, thought leaders and knowledge resources within specific subject matter domains
- Opportunity to participate in a NAMIC 411 webinar* to members about the content of the Resource Center
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

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The screenshot shows the NAMIC Strategic Planning Resource Center website. The header includes the NAMIC logo and navigation links for Advocacy, News & Media, Education, Products & Services, About NAMIC, and My Account. The main content area features a large banner with the title "STRATEGIC Planning Resource Center" and an image of colorful 3D blocks. Below the banner, there is introductory text about strategic planning and a list of resources including "Getting Started", "The Planning Process", "Measuring Success", "Templates & Tools", and "Additional Resources". A sidebar on the left contains a menu of topics like "CORPORATE GOVERNANCE", "DISASTERS", "HUMAN RESOURCES", "TALENT GAP", "INVESTMENT MANAGEMENT", "REINSURANCE", and "NAMIC STRATEGIC PLANNING RESOURCE CENTER". A contact card for Michael Ulmer is visible on the right. The footer contains detailed navigation links for Advocacy, Education, Political Action, News & Media, and About.

Exclusive Corporate Sponsor of the Investment Management Resource Center | [Call for pricing](#)

Continue your partnership with NAMIC on content and curation of the Investment Management Resource Center within the NAMIC.org website. Here's what you can expect from this sponsorship: The investment Management Resource Center is located here: <https://www.namic.org/products/investmgmt>.

The sponsorship includes these opportunities:

- Clear identification as a sponsor on specific Resource Center home page. Sponsor's company name/logo hyperlinked to a dedicated page within the NAMIC website, its corporate site, or any URL of sponsor's choosing.
- Managed opportunity to submit content for inclusion on the Resource Center, such as additional links, articles, and news items relevant to the focus of the Resource Center. Publication is subject to the judgment of the NAMIC staff curator for the specific Resource Center
- Logo and/or company name included on semi-annual email promotions to members. Sponsor may submit up to 8 whitepapers for inclusion on the Resource Center per year. These may be of a general overview/educational nature, or may make direct reference to specific products or services provided by the sponsor
- Opportunity to participate in a NAMIC 411 webinar* to members about the content of the Resource Center
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship
- Resource Center sponsor will have the most success by positioning itself as educators, thought leaders and knowledge resources within specific subject matter domains

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The screenshot shows the NAMIC website interface for the Investment Management Resource Center. At the top, there is a user profile for Molly Cummings and a search bar. The navigation menu includes Advocacy, News & Media, Education, Products & Services, About NAMIC, and My Account. The main heading is 'Investment Management Resource Center'. On the left sidebar, the 'INVESTMENT MANAGEMENT' section is expanded, showing 'General Information', 'Industry Insights', and 'Additional Resources'. A 'CORPORATE SPONSOR' section for NEAM (National Equity Asset Management) is visible. The main content area features a 'PIPES REPORT' section with a description: 'As part of its mission to strengthen and support its members by providing high quality sources for insurance company operational needs and meaningful education, networking, and knowledge-sharing, NAMIC offers investment management, information and education, primarily focused on assisting investment committees of mutual insurance company boards to better define, understand and implement best practices for their investment management.' Below this is a 'Free Benchmarking Report for All NAMIC Members' section, followed by a 'PIPES REPORT' image and a 'LEARN MORE >' button. A 'WEBINARS' section with 'Previous Webinar Recordings' is at the bottom left. On the right, a 'CONTACTS' section lists Brian Snyder (Marketing Manager - Products & Services) and Susan Morgan (Project Coordinator).

Exclusive Corporate Sponsor of the Reinsurance Resource Center on NAMIC.org | \$20,000 per year**(3-year commitment required)**

Partner with NAMIC on content and curation of the Reinsurance Resource Center within the NAMIC.org website. This sponsorship opportunity will give your company the chance to share your knowledge and market your company, all while building trust and brand loyalty with NAMIC's membership. Reinsurance Resource Center is located here:

<https://www.namic.org/resources/reinsurance-center>.

Here is what you can expect from this sponsorship:

- Clear identification as a sponsor on specific Resource Center home page. Sponsor's company name/logo hyperlinked to a dedicated page within the NAMIC website, its corporate site, or any URL of sponsor's choosing
- Logo and/or company name included on quarterly email promotions to members
- Sponsor may submit up to 8 whitepaper-style "content-marketing" publications for inclusion on the Resource Center per year. These may be of a general overview/educational nature or may make direct reference to specific products or services provided by the sponsor. We can rotate in new content as your company sees fit
- Managed opportunity to submit content for inclusion on the Resource Center, such as additional links, articles, and news items relevant to the focus of the Resource Center. Publication is subject to the judgment of the NAMIC staff curator for the specific Resource Center
- Opportunity to participate in a NAMIC 411 webinar* to members about the content of the Resource Center
- Resource Center sponsor will have the most success by positioning itself as educators, thought leaders and knowledge resources within specific subject matter domains.
- Content on resource center will be audited by NAMIC staff on a periodic basis to ensure it is timely and any hyperlinked content is valid

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The screenshot displays the NAMIC Reinsurance Resource Center website. At the top, there is a search bar and navigation links for Advocacy, News & Media, Education, Products & Services, About NAMIC, and My Account. The main heading is "Reinsurance Resource Center". A left sidebar menu lists various categories, with "REINSURANCE" selected and expanded to show "Overview", "Trending Topics", "Articles to Mark Your Calendar", and "Recent Presentations". The "Overview" section provides a brief description of the center's purpose. The "TRENDING TOPICS" section lists several key articles and reports. On the right, a "CONTACTS" section features a profile for Brian Snyder, Marketing Manager, with his phone number and email address.

Corporate Sponsor Professional Farm Mutual Manager (PFMM) Certification | 15,000 per year

(3-year commitment required)

Sponsorship benefits include:

- Logo with hyperlink on PFMM homepage on NAMIC.org
- Logo placement on the website for PFMM Virtual registration
- Recognized as the PFMM Sponsor during the PFMM Credit Qualifying Sessions at Farm Mutual Forum
- Virtual module developed with sponsor input/feedback
- Logo placement and designation as the Corporate Sponsor of the PFMM program within the custom designed and printed Farm Mutual Forum brochure mailed to approximately 1,000 addresses
- Thank you and logo on the PFMM correspondence sent to the new program enrollees
- Logo signage at the annual Farm Mutual Forum event
- Exclusive photo opportunity with the PFMM Manager of the Year at the NAMIC Annual Convention
- Logo placement on the sign-in sheets used to track PFMM participation (please note that electronic tracking is used at NAMIC's Annual Convention)
- Logo included within communication that is mailed with certificates to those who are newly certified
- Within the Convention Guide, NAMIC will congratulate the PFMM graduating class and provide a thank you to the Corporate Sponsor
- For more information on the PFMM Certification program: <http://www.namic.org/seminars/pfmmDesignation.asp>

Exclusive 2019 Corporate Sponsor of the Insurance Talent Gap Resource Center on NAMIC.org | \$10,000 per year

(3-year commitment required)

Partner with NAMIC to deliver content and information on the widening talent gap in the insurance industry. Give your company the chance to share your knowledge and market your company, all while building trust and brand loyalty with NAMIC's membership. The Insurance talent Gap Resource Center is located here:

<https://www.namic.org/resources/talentgap>.

Here's what you can expect from this sponsorship:

- Opportunity to work in tandem with NAMIC in expanding this resource for NAMIC's members
- Clear identification as a sponsor on specific Resource Center home page. Sponsor's company name/logo hyperlinked to a dedicated page within the NAMIC website, its corporate site, or any URL of sponsor's choosing
- Logo and/or company name included on quarterly email promotions to members
- Logo and/or company name included on a postcard mailed to HR professionals (available only if sponsorship is purchased by June 30, 2019)
- Sponsor may submit up to 8 whitepaper-style "content-marketing" publications for inclusion on the Resource Center per year. These may be of a general overview/educational nature or may make direct reference to specific products or services provided by the sponsor.
- Managed opportunity to submit content for inclusion on the Resource Center, such as additional links, articles, and news items relevant to the focus of the Resource Center. Publication is subject to the judgment of the NAMIC staff curator for the specific Resource Center
- Opportunity to participate in a 411 NAMIC webinar* to members about the content of the Resource Center (available only if sponsorship is purchased by June 30, 2019)
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

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The screenshot shows the NAMIC website interface. At the top, there is a navigation bar with the NAMIC logo and menu items: ADVOCACY, NEWS & MEDIA, EDUCATION, PRODUCTS & SERVICES, ABOUT NAMIC, and MY ACCOUNT. The main content area is titled "THE TALENT GAP RESOURCE CENTER" and features a large graphic of a person climbing a ladder. Below the graphic, there is text explaining the talent gap and a list of articles. The right sidebar contains contact information for Catherine Imus and Lisa Floreancig.

THE TALENT CHALLENGE IS REAL
According to the U.S. Bureau of Labor Statistics, the median age of insurance professionals is 45 years, slightly higher than the national average of 42 years. The number of insurance professionals aged 55 and older has increased 74 percent in the last 10 years, leading the BLS to estimate that by the year 2034, 50 percent of the current insurance workforce will be retired. [Read More](#)

THE MILLENNIAL SOLUTION
The millennial generation – those currently between the ages of 18-34 – represents a readily available base of talent for insurers, just waiting to be tapped to fill the thousands of open positions.

- Millennials currently make up 25 percent of the U.S. workforce and are expected to form 50 percent of the global workforce by 2020.
- By 2020, one in every three adults in the United States will be a millennial.
- A 2016 Deloitte survey cites creativity and innovation as key areas of emphasis for the millennial generation, with employee treatment, ethics, and customer focus among the attributes that matter most to millennials. [Read More](#)

NEWS COVERAGE/ARTICLES
[Technology fills the gaps left by an insurance talent shortage](#)
Innovation is running rampant through the insurance industry as companies realize the benefits that technology can

Exclusive 2019 Corporate Sponsor of the Disaster Resource Center on NAMIC.org | \$10,000 per year**(3-year commitment required)**

Partner with NAMIC to deliver content and information on insurance-related news and information on major events that can have a massive impact on the industry. This resource center includes the latest news on events as well as a state insurance commissioner directory, a hurricane preparedness section, and updates on NAMIC's advocacy work to protect the industry from disasters. The Disaster Resource Center is located here: <https://www.namic.org/resources/disaster>

Here's what you can expect from this sponsorship:

- Opportunity to work in tandem with NAMIC in expanding this resource for NAMIC's members
- Clear identification as a sponsor on specific Resource Center home page. Sponsor's company name/logo hyperlinked to a dedicated page within the NAMIC website, its corporate site, or any URL of sponsor's choosing
- Logo and/or company name included on quarterly email promotions to members
- Sponsor may submit up to 8 whitepaper-style "content-marketing" publications for inclusion on the Resource Center per year. These may be of a general overview/educational nature or may make direct reference to specific products or services provided by the sponsor.
- Managed opportunity to submit content for inclusion on the Resource Center, such as additional links, articles, and news items relevant to the focus of the Resource Center. Publication is subject to the judgment of the NAMIC staff curator for the specific Resource Center
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

Corporate Governance Resource Center | \$10,000

Partner with NAMIC to provide valuable content on NAMIC.org through this dedicated webpage that provides a variety of resources designed to educate members about a wide variety of corporate governance issues. This is an excellent opportunity to reach C-Level mutual insurance leaders and to showcase your company as thought-leaders and subject-matter-experts in this area. Corporate Governance Resource Center is located here: <https://www.namic.org/resources/governance>.

The sponsorship includes these opportunities:

- Identification as a sponsor on specific Corporate Governance Resource Center home page. Sponsor's company logo hyperlinked to a URL of sponsor's choosing.
- Managed opportunity to submit content for inclusion on the Resource Center, such as additional links, articles, and news items relevant to the focus of the Resource Center. Publication is subject to the judgment of the NAMIC staff curator for the specific Resource Center
- Logo included in the quarterly e-promos sent to the NAMIC membership which highlight the most recent postings and information included on the site.
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

Corporate Sponsor of 2019 Compensation Survey | \$7,500

The ability to understand the competitive pay market is key to ensuring that pay is aligned with performance. The NAMIC Compensation Survey, produced in partnership with Ward Group, a part of Aon Hewitt, 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 and develop competitive compensation plans. **This is a powerful tool for mutual insurance leadership.**



- Exclusive recognition as the corporate sponsor of the 2019 compensation survey
- Logo placement on survey documents used to collect data, as well as every page of the Executive Summary reference documents
- Logo recognition on the survey webpage on NAMIC's website with a hyperlink to a webpage of your choosing.
- Logo placement in promotional communications to NAMIC member CEOs and HR representatives regarding the survey with recognition as survey sponsor.
- Opportunity to include a one-page ad in the executive summary.
- Complimentary non-customized report for internal usage and analysis
- Opportunity to participate in two NAMIC 411 webinars* for members that introduce the study at the start of data collection and review the results after the collection process closes.

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Farm Mutual Directors Certification Corporate Sponsor | \$6,000

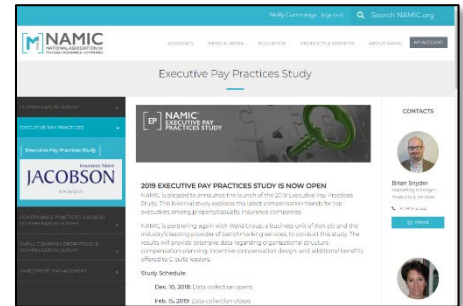
Sponsorship benefits include:

- Logo on FMDC application
- Logo and hyperlink on FMDC webpage on NAMIC Online
- Logo and link on the FMDC bi-annual mailing and opportunity to include marketing flyer inside (May and November)
- Logo on the FMDC sign-in sheets which are used by the participants to record their attendance at accredited meetings= approximately 800 participants estimated
- Logo on printed piece marketing FMDC sessions at Farm Mutual Forum
- Opportunity to requests list of FMDC participants for marketing purposes (~900 participants)
- Logo in newsletter that is sent to participating company's and state associations
- Opportunity to include marketing printed piece into annual certificate mailing
- Logo and link in the electronic promotions for the FMDC accredited webinars
- Logo included in webinar "waiting room" slide (5-6 FMDC webinars per year)
- Within the convention guidebook NAMIC will congratulate the FMDC graduating class and provide a thank you to the corporate sponsor
- During the FMC Annual Meeting of Members at convention, the graduating class is presented on the stage and congratulated. A slide thanking the corporate sponsor will be shown during this time.

2019 Executive Pay Practices Study | \$5,000

Act Fast! Data collection opening December 2018

The Executive Pay Practices Study, produced in partnership with McLagan, a part of Aon Hewitt, 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. Benefits of this unique sponsorship are:



- Logo recognition on the study webpage on NAMIC's website with a hyperlink to a webpage of your choosing.
- Logo placement on survey documents used to collect data, as well as the executive summary reference documents
- Logo and/or company name included on promotions about the study to members. Opportunity to include one-page thought leadership summary in executive summary
- Opportunity to include one-page thought leadership summary in executive summary
- Opportunity to include a 1-page ad in the executive summary
- Complimentary non-customized report for internal usage and analysis
- Opportunity to participate in two NAMIC 411 webinars* for members that introduce the study at the start of data collection and review the results after the collection process closes.

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Corporate Sponsor Small Company Operations & Compensation Survey | \$5,000

(3-year commitment)

The Small Company Operations & Compensation Survey Benchmarking Survey is a tool created to help NAMIC members achieve higher operating excellence.

- Exclusive recognition as the corporate sponsor
- Logo recognition on the survey webpage on NAMIC's website with a hyperlink to a webpage of your choosing, as well as your logo on the survey data input portal
- Opportunity to participate in a NAMIC 411 webinar* for members on trends from the survey data.
- Complimentary login information will be provided to sponsor for reference purposes only
- Logo and/or company name included on promotional material to members about the survey
- Company logo and/or name on survey reports that are downloaded by members.

Governance Practices & Board Compensation Survey Sponsor | \$5,000

This survey provides benchmarking reports that allow large and mid-size mutual insurance companies to measure themselves against their peers in the industry in the areas of board compensation, director education, and evaluations. The survey is developed and targeted for CEOs, CFOs, General Counsel, Board Chairs, Directors, HR staff. The survey is set to launch in March 2019 with data released in May/June. The sponsorship includes:

- Logo recognition on the survey webpage on NAMIC's website with a hyperlink to a webpage of your choosing, as well as your logo on the survey data input portal
- Opportunity to participate in the review and further development of the Study's scope and questions along with the NAMIC staff
- Logo and/or company name included on promotional material to members about the survey
- Opportunity to participate in a NAMIC 411 webinar* for members on trends from the survey data.
- Company logo and/or name on survey reports that are downloaded by members
- Recognition of sponsorship on any sample reports provided to the audience of NAMIC's CEO Roundtable event and/or Directors' Bootcamp event.

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

NAMIC Headquarters Meeting Room Sponsor | \$3,000

This unique sponsorship would give exclusive access to branding and marketing at the many member-led board and committee meetings that are held at NAMIC's Indianapolis headquarters office, where hundreds of mutual insurance leaders come for meetings annually. Benefits of include:

- Opportunity to provide your logoed pens and paper to be placed in the all NAMIC headquarter conference rooms
- Opportunity to provide your logoed coaster sets for all NAMIC headquarters conference rooms
- Opportunity to provide your logoed novelty item made available during NAMIC's board and committee meetings which are hosted at the headquarter offices (Phone charger or other business item preferred)

**FMDC Webinar Series Supporting Sponsor | \$5,000 for the 2019 & 2020 Series**

Educated boards of directors make for stronger insurance companies! The FMDC Webinar Series features the relevant and compelling topics designed for Farm Mutual Directors- an essential element of Farm Mutual Insurance Companies. The series is expected to educate more than 350 people across the live webinar series and another 200 people access the on-demand content. This sponsorship includes:

- Sponsor logo on webinar series webpage – <https://www.namic.org/edu/virtual/fmdc/agenda>
- Sponsor logo on the “waiting room” slide as attendees log on to webinar
- Sponsor recognized and thanked during the welcome remarks by NAMIC staff along with logo on slide
- Sponsor logo and URL link within all webinar e-promos
- Sponsor logo within the reminder emails that are sent to the attendees prior to the sessions
- Sponsor logo within email sent after webinar stating FMDC credit has been given
- *Please note: 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*

Compliance Webinar Series Supporting Sponsor | [Call for pricing](#)

Sponsorship of the 2019 Compliance Webinar Series intended to educate and inform the NAMIC membership about compliance topics. This sponsorship includes:

- Sponsor logo on intro slide at the beginning of each webinar
- Sponsor logo and URL link within all webinar e-promos
- Sponsor logo within the reminder emails that are sent to the attendees prior to the sessions
- Sponsor recognized and thanked during the welcome remarks said by the NAMIC staff as the speaker is introduced on all webinars
- Anticipating 3-4 webinars in 2019
- *Please note: 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*

NAMIC 2019 Virtual Series Sponsor | \$2,000 to \$5,000 | Limit of 5 Sponsors per Series

NAMIC Virtual Education invites mutual insurance companies to conveniently and affordably provide training for their teams. NAMIC reached more than 18,000 attendees virtually in 2018, and the 2019 series are poised for success with four diverse series made up of more than 65 sessions and 24/7 access to the recordings.

- Sponsors will select one series:
 - Claims Foundations and Emerging Issues Webinar Series | 35 Webinars | [\\$3,000](#)
 - Underwriting in an Age of Disruption Webinar Series | 34 Webinars | [\\$5,000](#)
 - Investment Opportunities and Challenges on the Horizon Webinar Series | 11 Webinars | [\\$5,000](#)
 - Corporate Governance and Director Education Webinar Series | 8 Webinars | [\\$2,000](#)
- Sponsors will be acknowledged across all webinars in the series from the date of sponsorship payment.
- **Purchase Any Time!** Series run into Q4 2019
- Sponsor logo on intro slide at the beginning of each webinar; All sponsors of the series will be recognized in alphabetical order.
- Hyperlinked sponsor logo within all webinar e-promos; All sponsors of the series will be recognized in alphabetical order.
- Sponsor logo within the reminder emails that are sent to the attendees prior to the sessions; All sponsors of the series will be recognized in alphabetical order.
- During one webinar within the series, each sponsor will be individually highlighted with sponsoring company information incorporated into the welcome remarks said by the NAMIC staff. Sponsor will be asked to provide 30-50 words for this benefit. *Please note that due to logistics, sponsors cannot select which webinar their company is highlighted.*
- Sponsorships do not include registration to the webinars within the series.
- *Please note: 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*

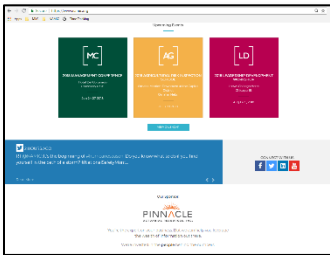
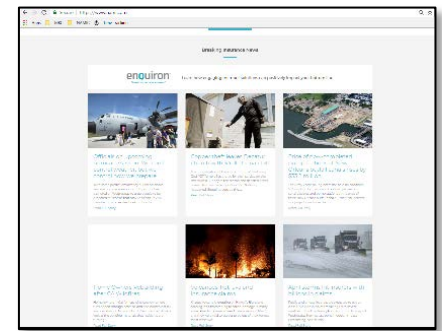


IN Magazine Advertising | Starting at \$2,100

Reach 2,000+ property/casualty insurance executives with color advertisements in NAMIC’s award-winning magazine. IN magazine is available in both print and digital versions. Advertisements that appear in print also appear in the digital version and are linked to the advertiser’s website, if available.

Breaking News Advertising on NAMIC.org | \$900 Monthly Placement

The Breaking News feed updates the day’s industry news, encouraging repeated visits to the website. *NAMIC.org* is viewed by more than 13,000 visitors per month – and growing. Your company’s logo sits prominently above a set of six stories from the day’s breaking insurance news on NAMIC.org.

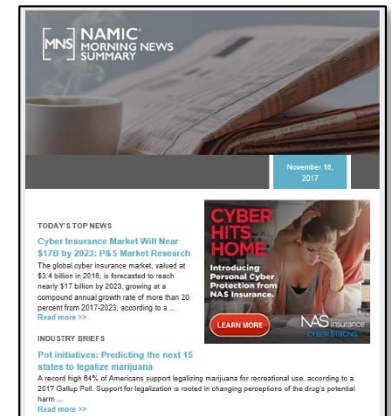


Home Page Banner Advertisement on NAMIC.org | Monthly Placement \$500

NAMIC.org is new and improved, becoming a better resource for NAMIC members and their employees. A wealth of information and resources is never more than three clicks away. With this sponsorship your company logo and tagline appear in a full-width section of the homepage of NAMIC.org.

Digital Advertising in NAMIC’s Morning News Summary | Starting at \$300

Reach 13,200+ property/casualty insurance leaders with a digital cube ad in NAMIC’s Morning News Summary e-news emails. This 300 x 250-pixel cube ad is located at the top of the email, and is the only ad that will appear on your selected date(s).



Other ways to get involved with NAMIC

Become a NAMIC Member | [Call for pricing](#)

NAMIC members gain strength by having access to a wide variety of products and services through becoming a Market Member or Reinsurance Member. Dues for vendors typically average around \$8,500 (depends on business type), and are renewed annually. There are a variety of opportunities available within the association specifically designed for non-insurance company participation. Some perks of becoming a Market Member also include a half-page advertisement in NAMIC's IN Magazine, as well as a listing in NAMIC's Morning News Summary. Please visit <http://www.namic.org/aboutnamic/become.asp> for full details on starting your membership.

Attend or Sponsor a NAMIC event

Farm Mutual Forum | MAY 21- 22, 2019 | BLOOMINGTON, MINN. The Farm Mutual Forum is designed for *managers and leaders of farm mutual insurance companies*. This conference provides education and information on vital issues that will benefit both new and experienced farm mutual managers in the areas of strategic business management, financial management, underwriting, and claims. The Farm Mutual Forum is where attendees can find networking opportunities and educational sessions that encompass the aspects of running and working with farm mutual companies. At Farm Mutual Forum – managers, directors, board members, state association leaders, service partners, and the up-and-coming – leaders of the industry can benefit from the technical and strategic education offered.

Management Conference | JUN 23- 26, 2019 | ASHEVILLE, N.C. The Management Conference is a summit for *CEOs, senior executives, and future leaders*. Sessions are followed by afternoon golf, recreation and other networking opportunities. Power sessions focus on strategy and leadership, with concurrent sessions focused on industry emerging issues, product development ideas, operational excellence - and ways to leverage technology to its greatest advantage. Top-notch speakers, unrivaled networking opportunities, and an inspirational setting allow executives to connect with industry leaders and gain insight on the important issues facing the industry.

Annual Convention | SEP 22 - 25, 2019 | NATIONAL HARBOR, MD. The NAMIC Annual Convention and Exhibit Show is *the* place where the industry comes together! With more than **1,200 senior executives and 300 P/C companies represented**, Convention is the perfect place for networking, receiving updates on industry breaking news and trends, and meeting with potential and current clients. When you add top level educational content and an exhibit show with more than 110 vendor booths, the opportunity to accomplish this much in one spot only comes along once a year.