2020

Products and Services

SPONSORSHIP OPPORTUNITIES
### How to Use this Document

1. Curate your sponsorship package with NAMIC
2. Combine the following to determine your “2020 Investment Level”: Total sponsorship support for the calendar year, print advertising in IN Magazine, digital advertising, exhibit booth purchase from prior year, and your member dues from the prior year
3. Based on that total, your “level” and associated benefits are listed on the grid below. Your company will receive these benefits!

### 2020 INVESTMENT LEVEL

<table>
<thead>
<tr>
<th>INVESTMENT LEVEL</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>CONTRIBUTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>(sponsorship + advertising + member dues* = investment level)</td>
<td>$125,000+</td>
<td>$124k to $75k</td>
<td>$74K to $50K</td>
<td>$49k to $25k</td>
<td>Under $25K</td>
</tr>
</tbody>
</table>

#### INCLUDED BENEFITS

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>CONTRIBUTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced attendee lists with contact information for sponsored events <em>(provided at 60-30-15 days prior to event)</em></td>
<td>✓ Includes email addresses</td>
<td>✓ Includes email addresses</td>
<td>✓ Includes email addresses</td>
<td>✓ Includes email addresses</td>
<td>✓ Includes email addresses</td>
</tr>
<tr>
<td>Sponsor ribbons for registered staff</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor registration rate at any sponsored event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo and URL link included in the meeting app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and link on website for any sponsored event</td>
<td>Color logo, 1st tier placement</td>
<td>Color logo, 2nd tier placement</td>
<td>Color logo, 3rd tier placement</td>
<td>Text only, 4th tier placement</td>
<td>Text only, 4th tier placement</td>
</tr>
<tr>
<td>Recognition within the event’s printed program guide</td>
<td>✓ Logo</td>
<td>✓ Logo</td>
<td>✓ Logo</td>
<td>Company Name</td>
<td>Company Name</td>
</tr>
<tr>
<td>Invitation(s) to the VIP Reception at Annual Convention when Annual Convention is included in sponsorship package</td>
<td>✓ 5 staff members</td>
<td>✓ 3 staff members</td>
<td>✓ 2 staff members</td>
<td>✓ 1 staff member</td>
<td>✓ 1 staff member</td>
</tr>
<tr>
<td>Complimentary logo placement in exhibitor directory at Annual Convention (if exhibit booth is reserved)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition included within promotional distribution for sponsored event (may be e-promotion, deadlines apply)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Priority access to exhibit booths for the following year</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship items granted first-right-of-renewal for next year if package confirmed within 21 days of receiving proposal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Custom prepared Sponsorship Recap to demonstrate ROI of your sponsorship</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition within NAMIC produced video that is played at every NAMIC event (sponsorship must be confirmed by February 1st)</td>
<td>✓ Custom produced 10-15 second video segment</td>
<td>✓ Logo recognition</td>
<td>✓ Logo recognition</td>
<td>✓ Logo recognition</td>
<td>✓ Logo recognition</td>
</tr>
<tr>
<td>Recognition signage displayed at every NAMIC event</td>
<td>✓ Logo</td>
<td>✓ Company name</td>
<td>✓ Company name</td>
<td>✓ Company name</td>
<td>✓ Company name</td>
</tr>
<tr>
<td>Eligible to establish a sub-block of sleeping rooms at NAMIC Annual Convention (subject to additional rules)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Additional benefits will be outlined in the specific sponsorship package selected. Benefits are only extended if you are a paid sponsor at the specific event. Above benefits are not applicable to NAMIC’s CEO Roundtable event or other specialty events.

*For more information on how membership dues are included within sponsorship levels, please see the details within the “As you plan your sponsorship” information.
NAMIC Products and Services

NAMIC offers an array of products and services that attract senior-level mutual property/casualty insurance industry professionals because of their educational and operational benefits. These same products and services offer unique opportunities for sponsors to align their brands with NAMIC while also extending their brand influence.

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 native vector format and brand standards. Files provided outside of this standard may suffer in quality. If your sponsorship includes printing of your logo, we adhere to brand standards, if 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.

Membership Dues within Total Investment Level
When a sponsor is a separately named division or a specific business unit of a primary carrier NAMIC member, the dues included in total investment will be equivalent to the dues that division/unit would pay if joining separately (i.e. market membership dues for vendor companies and an average of reinsurer/broker dues for those categories). The totality of primary carrier membership dues is not counted within the total investment because the primary carrier does not benefit in the commercial aspect of NAMIC’s sponsorship levels.

In-kind sponsorships are defined as a sponsor providing a product/service to NAMIC that offsets a budgeted expense and will be counted towards the sponsorship level calculation, unless decided on a case-by-case basis. Complimentary sponsorship/advertising is defined as NAMIC providing complimentary sponsorship(s)
or advertising to a company to encourage engagement with NAMIC and will not count towards the sponsorship level, unless decided on a case-by-case basis. Companies entering into in-kind or complimentary agreements with NAMIC should discuss their sponsorship level and benefits provided at specific events if it is of importance to the sponsor.

**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.
Webinars and Virtual Education

NAMIC’s web-based and virtual education invites mutual insurance companies to conveniently and affordably provide training to their teams. NAMIC reached more than 20,000 attendees virtually in 2019 and future series are poised for similar success.

Insurance Uncovered Podcast Sponsor

Two Months | $5,000
Six Months | $12,000

Looking for a different way to reach the mutual insurance industry audience? Partner with NAMIC’s Insurance Uncovered, the first industry-related podcast that features industry issues and innovation as well as conversations between NAMIC CEO Chuck Chamness and industry thought leaders. For more information on NAMIC Insurance Uncovered Podcast please visit: https://www.namic.org/podcast/insuranceUncovered

- 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 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 will appear on the webpage that houses the on-demand podcasts on NAMIC.org
- The following benefits will be provided a sponsorship of six months or more of the podcasts:
  - Logo included on the print advertisements for the podcast series, such as the Annual Convention program guide
  - Logo included in the digital NAMIC.org homepage banner that runs intermittently throughout the year
  - Logo included in e-promos sent to the NAMIC membership that highlight the podcast content

FMDC Webinar Series Supporting Sponsor

$5,000

Educated boards of directors make 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 during the live webinar series and another 200 who access the on-demand content.

- 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 in all webinar e-promos
- Sponsor logo in the reminder emails sent to the attendees prior to the sessions
- Sponsor logo in 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

For more information on any marketing opportunities outlined in this prospectus, please contact:
Aaron D. Lifford, Manager - Sponsorship & Advertising, at alifford@namic.org or 317.876.4255
Compliance Webinar Series Supporting Sponsor

Call for Pricing

Sponsorship of the Compliance Webinar Series intended to educate and inform the NAMIC membership about compliance topics.

- Sponsor logo on intro slide at the beginning of each webinar
- Sponsor logo and URL link in all webinar e-promos
- Sponsor logo in the reminder emails 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 three or four webinars to be presented annually
- 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 2020 Virtual Series Sponsor

$2,000 to $3,000

Limit of Five Sponsors Per Series

NAMIC Virtual Education invites mutual insurance companies to conveniently and affordably provide training to their teams.

- Sponsors will select one series:
  o Claims Foundations and Emerging Issues | 30 Webinars | $3,000
  o Underwriting Trends and Emerging Issues | 23 Webinars | $3,000
  o Cannabis Risks and Opportunities | 14 Webinars | $2,000
  o Communications, Marketing, and Agency Relations | 10 Webinars | $2,000
  o Reinsurance | 10 Webinars | $2,000
  o Evolution of the Customer Experience | 11 Webinars | $2,000
- Sponsors will be acknowledged across all webinars in the sponsored series* from the date of sponsorship payment
- Purchase any time. Series run through the fourth quarter in 2020
- 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 in all webinar e-promos. All sponsors of the series will be recognized in alphabetical order
- During one webinar in the 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
- 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

*Webinars scheduled for March 26 and April 12 are shared among all six series.
Corporate Sponsorships

Corporate sponsorships offer opportunities for exposure to a targeted group. Typically, these products are offered solely for the benefit of the NAMIC membership, but the products are also highly visible or highly marketed, which offers valuable opportunities for a sponsor.

NAMIC Headquarters Meeting Room Corporate Sponsor

$3,000

This unique sponsorship gives exclusive access to branding and marketing at the many member-led board and committee meetings held at NAMIC's Indianapolis headquarters, where hundreds of mutual insurance leaders come for meetings annually.

- Opportunity for sponsor to provide logoed pens and paper to be placed in all NAMIC headquarters conference rooms
- Opportunity for sponsor to provide logoed coasters for all NAMIC headquarters conference rooms
- Opportunity for sponsor to provide logoed novelty items made available during NAMIC's board and committee meetings that are hosted at the headquarters (phone chargers or other business items preferred)
PIPES Report Exclusive Corporate Sponsor

Call for Pricing
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.

- Logo placement on the cover of three quarterly PIPES Reports and one Annual 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
- Advertisement placement on the final page of the three quarterly reports
- Opportunity to post as many as four white papers 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
- Opportunity to provide feedback and suggestions to enhance and expand the report
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

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

General Counsel Connect Forum Corporate Sponsor

Call for Pricing and Details
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. The sponsor has the opportunity to help with the invitation list to build the forum.
Award in Innovation Corporate Sponsor

$25,000 Per Year

Three-Year Commitment 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. The sponsor of this award would receive significant exposure and opportunities to engage with NAMIC’s most innovative members.

- 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 Award in Innovation Selection Committee chairman at Management Conference
- Exclusive photo opportunity with the winning organization at Management Conference
- Recognition plaque of past and future award recipients with sponsor logo recognition
- permanently displayed in the lobby at the NAMIC headquarters
- Video storytelling about the award on NAMIC.org to include sponsor logo and recognition. Sponsor can link to or post video directly to sponsor site or social media channels.
- Logo placement and designation as the corporate sponsor on the Award in Innovation webpage on NAMIC.org (hyperlink to your webpage included)
- Thank you and logo on the correspondence sent to all applicants
- Acknowledgement and thank you to corporate sponsor in the Management Conference printed program guide
- Logo included on all promotional materials including electronic promotions and printed marketing items
Farm Mutual Director Certification Corporate Sponsor

$6,000 Per Year

Sponsor the FMDC program to support training for directors of farm mutuals and small mutual insurance companies.

- Logo and hyperlink on FMDC webpage on NAMIC.org
- Logo on FMDC application, FMDC catalog, and Intent to Conduct form
- Logo on the FMDC bi-annual mailing and opportunity to include marketing flyer (May and November)
- Logo on printed marketing FMDC sessions at Farm Mutual Forum
- Logo on the FMDC sign-in sheets, which are used by the participants to record their attendance at accredited meetings (approximately 800 participants estimated)
- Opportunity to request list of FMDC participants for marketing purposes (~1,100 participants)
- Logo in e-newsletter that is sent to participating 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 congratulatory email sent to directors when they complete the requirements for certification
- Thank you and logo on the FMDC correspondence sent to new program enrollees
- Thank you slide shown when the graduating class is presented and congratulated on stage during the Farm Mutual Conference Annual Meeting of Members at the NAMIC Annual Convention
- Thank you to the corporate sponsor on the page in the Convention program guide that congratulates the FMDC graduating class
- For more information on the FMDC program: https://www.namic.org/edu/fmdc
Professional Farm Mutual Manager Certification Corporate Sponsor

$15,000 Per Year

Three-Year Commitment Required

Help NAMIC recognize educational accomplishments by sponsoring the PFMM certification program.

- Logo with hyperlink on PFMM webpage on NAMIC.org
- Logo placement on the webpage for PFMM Virtual registration
- Recognized as the PFMM sponsor during the PFMM credit-qualifying sessions at Farm Mutual Forum
- Logo signage at the Farm Mutual Forum
- Logo placement and designation as the corporate sponsor of the PFMM program in the custom-designed 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
- 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
- Logo on PFMM application, PFMM Emeritus application, and PFMM catalog
- Logo in PFMM e-newsletter sent in February and August
- Logo in congratulatory email sent to PFMMs when they complete the requirements for certification
- Thank you slide shown when the graduating class is presented and congratulated on stage during the Farm Mutual Conference Annual Meeting of Members at the NAMIC Annual Convention
- Thank you to the corporate sponsor on the page in the Convention program guide that congratulates the PFMM graduating class
- 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
- Within the Convention program 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
NAMIC Resource Centers

NAMIC Resource Centers on NAMIC.org provide NAMIC members topic-specific, centralized online libraries for content generated by NAMIC, industry sources, and members. Resource centers provide valuable opportunities for sponsors to serve as primary thought leadership to showcase expertise and solutions.

HR Resource Center Corporate Sponsor

12-Month Sponsorship: $4,000

Multi-Year Commitment Preferred

Reach mutual insurance industry human resources professionals and position your company as a thought leader with the HR Resource Center on NAMIC.org. It provides templates, forms, and other tools shared by NAMIC members. The HR Resource Center is located here: https://www.namic.org/resources/human-resources.

- 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.
- Opportunity to work with NAMIC to expand this resource for HR professionals at NAMIC member companies
- Logo and/or company name included in quarterly email promotions to members
- Sponsor may submit as many as eight content marketing publications such as white papers or articles for inclusion on the resource center per year. These may be of a general overview/educational nature or may make directly reference specific products or services provided by the sponsor
- Managed opportunity to submit content such as additional links, articles, and news items relevant to the focus of the resource center for inclusion. 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 (deadlines apply)
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

*NAMIC 411 webinars are live, interactive, online events that provide members a comprehensive overview of new and existing NAMIC products and services.
Strategic Planning Resource Center Corporate Sponsor

$20,000 Per Year

Three-Year Commitment Required

Reach executives and CEOs when you partner with NAMIC on content and curation of the Strategic Planning Resource Center on NAMIC.org. The Strategic Planning Resource Center is located here: https://www.namic.org/resources/stratplan.

- 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 quarterly email promotions to members
- Sponsor may submit up to eight 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
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

For more information on any marketing opportunities outlined in this prospectus, please contact: Aaron D. Lifford, Manager - Sponsorship & Advertising, at alifford@namic.org or 317.876.4255
Investment Management Resource Center Corporate Sponsor

Call for Pricing

Reach executives and CEOs when you partner with NAMIC on content and curation of the Investment Management Resource Center on NAMIC.org. The Investment Management Resource Center is located here: https://www.namic.org/products/investmgmt.

- 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 as many as eight white papers 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.
- Any recorded PIPES Report 411 webinars from sponsor will be displayed on 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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Reinsurance Resource Center Corporate Sponsor

12-Month Sponsorship: $20,000

Multi-Year Commitment Preferred

Reach executives and CEOs when you partner with NAMIC on content and curation of the Reinsurance Resource Center on NAMIC.org. The Reinsurance Resource Center is located here: https://www.namic.org/resources/reinsurance-center.

- 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 eight 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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Insurance Talent Gap Resource Center Corporate Sponsor

12-Month Sponsorship: $4,000
Multi-Year Commitment Preferred

Reach human resources and talent management professionals when you partner with NAMIC to deliver content and information regarding the industry’s talent gap. The Insurance Talent Gap Resource Center is located here: https://www.namic.org/resources/talentgap.

- 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
- Opportunity to work in tandem with NAMIC in expanding this resource for NAMIC’s members
- Logo and/or company name included on quarterly email promotions to members
- Sponsor may submit 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 (deadlines apply)
- Regularly scheduled updates from NAMIC staff will be provided as part of this sponsorship

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

12-Month Sponsorship: $4,000
Multi-Year Commitment Preferred

Reach claims professionals at NAMIC member companies by partnering with NAMIC to deliver content and information on insurance-related news and information on major events that can have 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.

- 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
- Opportunity to work in tandem with NAMIC in expanding this resource for NAMIC’s members
- Logo and/or company name included on quarterly email promotions to members
- Sponsor may submit up to eight white paper-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
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Corporate Governance Resource Center Corporate Sponsor

Call for Pricing

Reach executives and CEOs when you 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 a thought leader and subject matter expert in mutual insurance company governance. Corporate Governance Resource Center is located here: https://www.namic.org/resources/governance.

- 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 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
Event-Based Sponsorships
NAMIC’s event program reaches thousands of people annually at in-person educational events, with thousands more being reached through the marketing of those events. The following opportunities are designed to provide widespread exposure as an alternative to sponsorships at NAMIC’s in-person events.

NAMIC Team Apparel Sponsor
$20,000 Per Year
Three-Year Commitment Required
Align your brand with what NAMIC stands for - advocacy, mutuality, collaboration, education - 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 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.
- Sponsor logo will be seen by approximately 4,000 people who attend the in-person events throughout the year.

Save the Date Sponsor
$5,000
Grab repeated exposure among NAMIC’s members, event attendees, and database contacts.

- Banner advertisement in the Save the Date e-promos sent within 90 days of each NAMIC in-person event (excludes CEO Roundtables).
- Approximately 10 promos included
- Enhancement gives additional repeated exposure throughout the year to thousands of insurance professionals throughout the year.

2020 Event Calendar Mailing Sponsor
$5,000
With a mailing list of more than 5,000 insurance professionals, including CEOs, C-suite titles, executive leadership, previous event attendees, and main company contacts, the 2020 NAMIC event calendar will put your company front and center going into 2020.

- Sponsor logo will appear on the inside fold or similar per the design. This placement could also be an ad designed by the sponsor to fit in the space. Great opportunity for a call-to-action or lead-generation strategy to activate the sponsorship.
- Sponsor logo will appear in the mailing section of the back cover or similar location per the final design
- View a sampling of the calendar distribution list
- Sponsorship must be signed by December 2019

For more information on any marketing opportunities outlined in this prospectus, please contact: Aaron D. Lifford, Manager - Sponsorship & Advertising, at alifford@namic.org or 317.876.4255
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.

2019 Executive Pay Practices Study Sponsor

$5,000

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.

- 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 about the 2019 study
- 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 webinars* for members that recaps the 2019 results
- Special Offer: Commit to sponsoring the 2021 Executive Pay Practices Study in 2020 and receive the following benefits:
  - Logo placement on survey documents used to collect data and on executive summary reference documents
  - Logo and/or company name included on promotions to members about the 2021 study
  - Opportunity to include two pages of thought leadership content in executive summary
  - Opportunity to include a full-page ad in the executive summary
  - Opportunity to participate in two NAMIC 411 webinars* to kick off the survey data collection (fall 2019) and for the results (spring 2020)

*NAMIC 411 webinars are live, interactive, online events that provide members a comprehensive overview of new and existing NAMIC products and services.
Small Company Operations and Compensation Survey Corporate Sponsor

$5,000

Three-Year Commitment Required

The Small Company Operations and Compensation Survey is a tool created to help farm mutual and small company NAMIC members achieve higher operating excellence.

- Exclusive recognition as the corporate sponsor
- Logo recognition on the survey webpage on NAMIC.org with a hyperlink to a webpage of the sponsor’s choosing, as well as sponsor’s 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 sent to members about the survey
- Company logo and/or name on survey reports downloaded by members

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

Governance Practices and Board Compensation Survey Sponsor

$5,000

The Governance Practices and Board Compensation Survey provides benchmarking reports that allow large and midsize mutual insurance companies to measure themselves against their peers in the areas of board compensation, director education, and evaluations. The survey is developed and targeted for CEOs, CFOs, general counsels, board chairs, directors, HR staff.

- Logo recognition on the survey webpage on NAMIC.org with a hyperlink to a webpage of the sponsor’s choosing, as well as sponsor’s logo on the survey data input portal
- Opportunity to participate in the review and further development of the study’s scope and questions
- Logo and/or company name included on promotional material sent 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 downloaded by members
- Recognition of sponsorship on any sample reports provided to the audience of NAMIC’s CEO Roundtables and/or Directors’ Bootcamp 2.0

*NAMIC 411 webinars are live, interactive, online events that provide members a comprehensive overview of new and existing NAMIC products and services.
Claims Survey NAMIC Initiative and Claims Conference Closing Session Sponsor

$3,500

Reach claims department leaders, CEOs, presidents, and general counsels when you sponsor the NAMIC initiative to launch an industry survey that provides claims benchmarking reports to allow large and midsize mutual insurance companies to measure themselves against their peers in the industry in the areas of claims processes and technological innovations.

- Act Fast! Sponsorship recognition with company logo included in survey e-promos distributed on Nov. 11, Nov. 26, and Dec. 3 (deadlines apply)
- Logo recognition on survey webpage on NAMIC.org with a hyperlink to a webpage of your choosing
- Sponsorship recognition included on promotional NAMIC homepage banner to promote the Q2 2020 NAMIC 411 webinar*
- Opportunity to participate in NAMIC 411 webinar for members on trends discovered within the survey data to be held Q2 2020*
- Sponsorship of the 2020 Claims Conference closing session that will feature survey insights presentation by survey producer and NAMIC member panel discussion about the impact of the results
  - Opportunity to provide marketing material to session attendees
  - On-screen survey promotion shown at the end of the closing session with sponsorship recognition
  - Logo recognition on the signage at the session entrance
  - Opportunity to participate in the session’s panel discussion (contingent on NAMIC Claims Conference Committee approval and sponsor staff member’s subject matter expertise) **

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

**Panelists will have the high-level survey results data provided within the session content available to them for the discussion panel. Complete survey data requires a survey purchase.
2020 Property/Casualty Compensation Survey Corporate Sponsor

$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 develop competitive compensation plans. This is a powerful tool for mutual insurance company leadership.

- Exclusive recognition as the corporate sponsor of the 2020 Compensation Survey
- Logo placement on survey documents used to collect data as well as 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
- **NEW Benefit for 2020**: Opportunity to include a full-page ad in the executive summary
- Opportunity to contribute two pages of thought leadership content to 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.

*NAMIC 411 webinars are live, interactive, online events that provide members a comprehensive overview of new and existing NAMIC products and services.
Advertising Opportunities
Looking for a way to reach the larger audience of executives, managers, and others who are Shaping Our Mutual Future®? You’ve come to the right place because we offer several platforms to effectively reach, saturate, and penetrate a distinct and desirable audience.

**IN Magazine Full-Page Color Advertisement**

**$3,500**

NAMIC’s award-winning IN magazine is mailed to more than 2,000 C-suite executives and directors four times per year, in addition to being available online to more than 13,000 website visitors. This high-quality magazine keeps the industry up to date on key topics and areas of interest, and it is a perfect avenue to showcase your support of NAMIC while building your brand. Discounts are available for advertising in multiple issues. Price listed is for a single advertisement on an inside page of the magazine.

**Breaking News Advertising on NAMIC.org**

**Four-Week Placement: $900**

The Breaking News feed updates the day’s industry news, encouraging repeated visits to the website. NAMIC.org is viewed by more than 19,000 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.

**Homepage Banner Advertisement on NAMIC.org**

**Four Week Placement: $500**

NAMIC.org is a useful resource for NAMIC members and their employees. A wealth of information and resources is never more than a few clicks away. With the homepage banner advertisement 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 industry 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**

Becoming an associate member provides several benefits to organizations that provide products and services to insurance companies. Those perks include a complimentary half-page advertisement in NAMIC’s IN magazine, a complimentary listing in NAMIC’s Morning News Summary email, and potential dues discounts for sponsorship support. Dues for associate members typically average $8,500, depending on the business type, and are renewed annually. Please visit [http://www.namic.org/aboutnamic/become.asp](http://www.namic.org/aboutnamic/become.asp) for full details on becoming a member.

**Attend or Sponsor a NAMIC Event**

**Claims Conference | February 11-13 | Amelia Island, Fla.** Claims Conference is an annual informative, interactive event that offers *claims leaders* chances to connect and learn. With opportunities for networking, an exhibit show, and unique sponsorship options, industry vendors are able to reach an influential audience of *claims professionals*. The event features numerous activities, including receptions, breakfasts, luncheons, breaks, and raffles, to connect with attendees while on site. Anticipated attendance: 280

**Commercial Lines Seminar | March 4-6 | Chicago, Ill.** Share your insights, gather valuable information on current issues, and learn more about industry trends at this annual two-and-a-half-day event designed for *mid- to senior-level underwriters, managers, and executives*. With informative presentations from insurance industry experts and consultants, numerous networking opportunities, and easy access to commercial lines service providers, this leading industry event is one not to miss. Anticipated attendance: 400

**CEO Roundtables | March 22-24 | Orlando, Fla.** A two-day event exclusively for *CEOs of primary insurance companies* where participants are segmented into groups based on company size. Discussion moderators both lead and participate in the all-day sessions where frank discussions foster an environment for idea exchange and the opportunity to ask questions about what’s working for others. Year after year, CEOs say this is one of the most valuable events they attend. Anticipated attendance: 100

**Directors’ Bootcamp | May 4-6 2020 | Clearwater, Fla.** The NAMIC Directors’ Bootcamp 2.0 provides *boards of directors* with information and applicable knowledge regarding the mutual insurance industry and their roles within their companies. Anticipated attendance: 55

**Personal Lines Seminar | April 20-22 | Chicago, Ill.** The Personal Lines Seminar is designed specifically for *underwriting, marketing, and product development professionals from property/casualty insurance companies*. It provides educational sessions focused on emerging issues, professional development, and industry trends. Attendees have opportunities to network with peers facing similar issues and gain insights to put to work back at the office. Anticipated attendance: 250

**Farm Mutual Forum | May 19-20 | St. Louis, Mo.** The Farm Mutual Forum is designed for *managers and leaders of farm mutual insurance companies*. This conference provides education and information on vital issues such as strategic business management, financial management, underwriting, and claims that will benefit new and experienced farm mutual managers. The Farm Mutual Forum is also where attendees can find networking opportunities to seek or share advice about working at and running 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. Anticipated attendance: 250

Management Conference | June 28 - July 1 | Amelia Island, Fla. The Management Conference is a summit for CEOs, senior executives, and future leaders of mutual property/casualty insurance companies. Power sessions focus on strategy and leadership and concurrent sessions focus on emerging industry issues, product development ideas, and operational excellence as well as ways to leverage technology to its greatest advantage. Sessions are followed by afternoon golf, recreation, and other networking opportunities. Top-notch speakers, unrivaled networking opportunities, and an inspirational setting allow executives to connect with industry leaders and gain insights on the important issues facing the industry. Anticipated attendance: 400

Agricultural Risk Inspection School | July 20-23 | St. Louis, Mo. The Agricultural Risk Inspection School is a popular and intensive two-and-a-half-day program for loss control specialists, underwriters, managers, and supervisors. Both fundamental and advanced topics are offered to meet the varying educational needs of those working in loss control. The highlight of the school is the farm learning lab where attendees go through a hands-on inspection of an area farm. Anticipated attendance: 200

Leadership Development Workshop | August 11-12 | Chicago, Ill. The Leadership Development Workshop is a one-and-a-half-day interactive workshop designed for new and emerging managers, supervisors, and team leaders in the insurance industry looking to develop their team leadership and management skills. This event is an excellent chance to advance yourself and your team and/or reach this group of influential property/casualty insurance company leaders. Anticipated attendance: 60

Annual Convention | September 20-23 | Boston, Mass. The NAMIC Annual Convention and Exhibit Show is “the Place Where the Industry Comes Together.” With more than 1,200 senior executives and 300 property/casualty 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 a marketplace with more than 110 vendor booths, the opportunity to accomplish this much in one spot only comes along once a year. Anticipated attendance:
  - Average attendance exceeds 1,900 individuals
  - More than 1,200 senior insurance executives
  - More than 300 property/casualty insurance companies represented
  - 80 percent of the delegates are from primary insurance companies

Communications + Marketing Workshop | October 2020 | Chicago, Ill. The Communications + Marketing Workshop is a one-and-a-half day interactive workshop designed for internal- and external-facing communications, public and agency relations, advertising, and marketing professionals in the mutual insurance industry. The workshop features hands-on learning, including roundtable discussions, case studies, idea exchanges, and presentations from industry experts. Anticipated attendance: 75