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. It features hands-on and peer-led learning, including roundtable discussions, case studies, idea exchanges, and presentations from marketing and insurance industry experts.

Projected Attendance: 110

Event Attendees by Title:
- President/CEO/Vice President: 25%
- Communications/Marketing Director: 15%
- Communications/Marketing Manager: 10%
- Communications/Marketing Specialist/Coordinator: 9%
- Other Industry Professional: 41%

Primary Carrier Attendees by DWP:
- $1 Billion+: 5%
- $500 MM - $1 Billion: 10%
- $200 - $500 MM: 15%
- $100 - $200 MM: 20%
- $1 - $100 MM: 20%
- $0 to $1 MM: 10%

- More than 5,750 people attended NAMIC events in 2022
- 17,000 people have access to NAMIC’s print and digital publications
- More than 1,500 NAMIC Member Companies
- $357 Billion represented in annual premium

31% Business Insurance Market
56% Auto Insurance Market
69% Homeowners Insurance Market
Corporate Sponsor

$7,500

- Logo and sponsorship recognition message included in all promotional mailers and/or emails (deadlines apply)
- Presentation of a corporate sponsor recognition video on the first day of the event (video is provided by the sponsor and must adhere to provided specs and length of video)*
- Opportunity to provide one small, non-print marketing item to be placed at the entrance to the General Session or in the back of the room on the first day of the event
- Logo recognition on signage as attendees enter the General Session ballroom
- Scripted verbal recognition of corporate sponsorship by emcee each day of the event
- Logo included on a sponsorship recognition slide used in the event (deadlines apply)
- Top-level logo placement, with hyperlink, on event webpage
- Sponsorship and logo recognition included in the pre-event communication email sent to all registered attendees before the event
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Video can be produced on behalf of the sponsor using a NAMIC template for an additional fee.

Registration and Event Information Desk Sponsor

$5,000 Includes Leadership Development Workshop Sponsorship

- Logo integrated into the Registration and Event Information Desk signage (please note that the design is pre-set; deadlines apply)
- Opportunity to provide one small, non-print marketing item to be distributed near the Registration and Event Information Desk (subject to NAMIC approval)*
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Other event materials are sold separately and may be placed in close proximity to the Registration and Event Information Desk.

Hotel Room Key Card Sponsor

$4,000 NOT AVAILABLE

- Attendees who stay in the event hotel and reserve a room in the event room block will receive a custom hotel key card with your single-color (black or white) company logo featured prominently on the card (please note that the keycard design is pre-set; deadlines apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Web Banner on Event Webpage Sponsor

$3,000

- Placement of a 980 x 135-pixel banner on the main “General Information” event page*
- Built-in hyperlink to the URL of your choice with your banner
- Placement would appear on the page through the event end date and could be changed periodically as sponsor sees fit
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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

Wi-Fi Sponsor*

$3,000 SOLD

- Sponsor logo recognition of the Wi-Fi access
- Opportunity for customized Wi-Fi password such as “YourCompanyName” (if available at property; minimum and maximum character limits may apply)
- Upgrade this sponsorship by adding a landing page where attendees are automatically directed upon connecting to Wi-Fi, based on property availability (additional fees apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Sponsorship covers Wi-Fi in the meeting space, not the guest rooms.

NAMIC Events App Sponsor

Sold as a Multi-Event Package SOLD

- Sponsor recognition in marketing of the app
- Custom banner in the app
- Customized event code such as “Your Company Name” that all users must type to access the app content (minimum and maximum character limits may apply)
- Opportunity to provide two push notifications per event that will be sent to all app users
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Badge Sponsor

Sold as a Multi-Event Package SOLD

- Single-color (black or white) logo prominently featured on the front of the badge
- Badge is provided to every attendee and registered guest, and is required to be worn at all times
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Breakfast Sponsor*  
Exclusive: $2,500 Includes Leadership Development Workshop Sponsorship  
Tuesday: $1,500  
Wednesday: $1,500  
- NAMIC will provide logo recognition on 8.5”x11” photo frame signage in the breakfast area  
- Sponsorship will be acknowledged in the comments made from the podium during educational sessions  
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up in the breakfast area (subject to NAMIC approval)  
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration  
*Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs. This may be a grab-and-go or station presentation.

Notebooks and Pens Sponsor*  
$2,500  
- Sponsor provides logoed notebooks and pens to be set out on the first day of the event and replenished the following days until all notebooks and pens have been picked up (notebooks and pens subject to NAMIC approval). If sponsor wishes for NAMIC to source and provide the notebooks and pens, additional costs will apply  
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration  
*Sponsor is responsible for paying shipping, receiving, and storage charges at the hotel for sponsor-provided gift. Sponsor will be provided with shipping dates and will be responsible for any fees if the items arrive prior to the stated receiving date.

Pocket Program Guide - Premium Placement Sponsor  
$2,000 NOT AVAILABLE  
- Logo to appear on the front cover of the printed pocket program guide (deadlines apply)  
- Premium placement – approximately 4.25” (w) X 5.25” (h) – on the inside front cover or outside back cover (subject to NAMIC approval). Sponsor must provide the artwork. Exact dimensions to be provided closer to the event*  
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration  
*Other pages within the program guide may be made available for sale to other event sponsors/exhibitors at this event.
**Networking Reception Sponsor**

**CALL FOR DETAILS**

- NAMIC will provide logo recognition on 8.5”x11” photo frame signage throughout the reception area, on the buffet tables, and at the bar(s)
- Logo integrated into design of drink ticket (each attendee receives one drink ticket)
- Opportunity to place one small, non-print marketing item for attendees to pick up during reception (subject to NAMIC approval)
- Opportunity to provide logoed cocktail napkins to be used at bar(s)
- Opportunity for additional customized benefits, such as a themed drink named after your company or custom logoed drinkware (additional costs apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Educational Sessions Sponsor**

$2,000

- Sponsorship will be acknowledged in the comments made from the podium in educational sessions
- NAMIC will provide logo signage in the educational session area
- Opportunity for sponsor staff attending the event to introduce themselves and speakers in up to four educational sessions using NAMIC’s scripted remarks
- Opportunity to provide one small, non-print marketing item for attendees to pick up in or near the educational sessions area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Lunch Sponsor**

$1,500 Includes Leadership Development Workshop Sponsorship

- NAMIC will provide logo recognition on 8.5”x11” photo frame signage within the meal area (dessert will be served in the Sponsor Showcase area)
- Sponsorship will be acknowledged within the comments made from the podium during educational sessions
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up in the lunch area (subject to NAMIC approval)
- Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*This may be a grab-and-go or station presentation. Sponsor can have the opportunity to provide logo napkins, coffee sleeves, or other logo items to be distributed with meal.
**Opening Session Sponsor**

*$1,500*

- Logo included on a session slide that is shown at the beginning and end of the session
- Verbal recognition from event emcee or pre-recorded VOG (based on event production) when thanking speaker at the end of the session
- Logo recognition on signage as attendees enter the opening keynote session
- Opportunity to provide one small, non-print marketing item for attendees to pick up to be placed in the back of the room or at each seat in the room (subject to NAMIC approval). Seat drops are not exclusive – all seat drop items for the day will be set in advance of attendee arrival. Your item may be placed with other sponsor items. Daily program buyout of this option may be available for an upgraded price
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage.*

**Roundtable Discussions Sponsor**

*$1,500*

- Sponsorship of the roundtable discussions includes the opportunity to have a registered staff member moderate the roundtable discussions utilizing NAMIC script (details to be provided later)
- Opportunity to provide one non-print, logoed item to be placed on the discussion tables
- Logoed signage displayed during discussions
- Verbal recognition of sponsorship at the event during roundtable discussions
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Networking Break Sponsor**

*$1,300*

- Sponsorship of all networking breaks on a chosen day
- NAMIC will provide logo recognition on 8.5”x11” photo frame signage in the break area
- Sponsorship will be acknowledged within the comments made from the podium as attendees are released for breaks
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up in the break area (subject to NAMIC approval)
- Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
**Registration Refreshments Sponsor**

**CALL FOR DETAILS | Includes Leadership Development Workshop Sponsorship**

- Opportunity for a company representative attending the event to stand at the registration refreshment table to greet and interact with attendees*
- Opportunity to provide one small, non-print marketing item and/or custom logoed napkins for attendees to pick up in the refreshment area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Refreshment table will be set up for a select time on the first day of registration. Refreshment table will be located near the Registration and Event Information Desk. Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs.

**General Session Sponsor***

**Wednesday: $1,000**

- Logo included on the general session slide that is shown at the beginning and end of the session
- Verbal recognition when thanking speaker at the end of the session
- Logo recognition on signage as attendees enter the general session
- Opportunity to provide one small, non-print marketing item for attendees to pick up to be placed in the back of the room or at each seat in the room (subject to NAMIC approval). Seat drops are not exclusive – all seat drop items for the day will be set in advance of attendee arrival. Your item may be placed with other sponsor items. Daily program buyout of this option may be available for an upgraded price
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Does not include keynote/opening session. This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage.

**Attendee Evaluation Sponsor**

**$900**

- Sponsorship of the attendee evaluation sent to all registered attendees post-event
- Sponsorship recognition to be included in the body of the email used to distribute the evaluation
- Sponsor logo and hyperlink to a website of the sponsor’s choice in the evaluation (deadlines apply)
- Sponsor can provide up to three sponsor-written questions to be included in the participation planning survey (subject to NAMIC approval)*
- Data for sponsor-written questions to be provided in PDF format two weeks after the survey is distributed
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Does not include keynote/opening session. This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage.
Promotional Email Sponsor

$750 ONE AVAILABLE

- Opportunity to provide a 640 x 150-pixel graphic panel placement to be included in one of NAMIC’s promotional emails for the event (deadlines apply)*
- Placement can be hyperlinked to a website of the sponsor’s choice (graphic and hyperlink subject to NAMIC approval)
- Email list size varies but analytics pre and post send can be provided upon request
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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

Pre-Event Communication Sponsor

$750 ONE AVAILABLE

- Opportunity to provide a 640 x 150-pixel graphic panel placement to be included in the pre-event email sent to each attendee (deadlines apply)*
- Placement can be hyperlinked to a website of the sponsor’s choice (graphic and hyperlink subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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

Digital Event Materials Sponsor

$750

- Opportunity to provide a 650 x 90-pixel graphic banner for the digital Event Materials page, which will be hyperlinked to the website of your choice*
- Opportunity to post a link to a white paper or video within the Event Materials page
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Submitted artwork should be 1300 pixels wide x 180 pixels high.

NAMIC Team Apparel Sponsor

Sold as a Multi-Event Package SOLD FOR 2022-2024

- Sponsor logo to be embroidered on the upper right 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 3,500+ people who attend select events throughout the year
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
**Event Supporting Sponsor**

$700

*Support NAMIC and the event while receiving Contributor Level benefits*

- Advance attendee list with contact information (including email) starting 60 days before the event
- Company logo included in the meeting app
- Recognition and link on event website at NAMIC.org
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Add-On Opportunity - Program Guide Placement***

$1,000 | Four Available

- Sponsor-designed placement – approximately 4.25" (w) X 5.25" (h) – to be included in the Pocket Program Guide (subject to NAMIC approval). Sponsor must provide the artwork. Exact dimensions to be provided closer to the event
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*For sale as an add-on opportunity. Event sponsorship/exhibit booth must be purchased.

**Add-On Opportunity - NAMIC Event App Push Notification Sponsor***

$1,000 | Limited Quantity Available

- Send one push notification to all event attendees
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

*For sale as an add-on opportunity. Event sponsorship must be purchased.
Showcase Table Sponsor
$1,600 | Limited Quantity Available

Located in the event foyer space where all breaks and networking functions take place, the Sponsor Showcase enables companies to engage attendees in a unique social space. Sponsorships can be found on the previous pages of this document.

Showcase Tables Include:

- 6’ skirted table
- ID sign on table
- One chair
- Opportunity to select table location for an additional fee (if applicable)

Registration to the event is not included with a showcase table. Each showcase table must have at least one company staff member registered for the event. All staff attending the event or assisting with a showcase table must be registered. Maximum of one floor sign allowed per table. See pictures below for examples of Sponsor Showcase table setups.
## Sponsor Benefit Levels

<table>
<thead>
<tr>
<th>Sponsorship + Advertising + Exhibiting + Meeting Room Rental + Member Dues = Sponsorship Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UP TO $24K</strong></td>
</tr>
<tr>
<td>Advance attendee lists</td>
</tr>
<tr>
<td>Sponsor registration rate</td>
</tr>
<tr>
<td>Company logo included in the meeting app</td>
</tr>
<tr>
<td>Sponsor recognition and link on event website</td>
</tr>
<tr>
<td>Invitation to VIP Reception at Annual Convention</td>
</tr>
<tr>
<td>Recognition included in event promotional distribution</td>
</tr>
<tr>
<td>Priority access to exhibit booths for the following year</td>
</tr>
<tr>
<td>First right of renewal on previously sponsored items</td>
</tr>
<tr>
<td>Recognition signage displayed at select NAMIC events</td>
</tr>
<tr>
<td>Recognition in at least one NAMIC-produced video shown at select NAMIC events</td>
</tr>
<tr>
<td>Eligible to establish a sub-block of sleeping rooms at Annual Convention</td>
</tr>
<tr>
<td>Recognition in Insurance Uncovered podcast</td>
</tr>
<tr>
<td>Customized call-for-speaker notifications</td>
</tr>
<tr>
<td>Year-round recognition on NAMIC.org homepage</td>
</tr>
<tr>
<td>Recognition in IN magazine</td>
</tr>
<tr>
<td>Recognition in NAMIC’s CEO Perspective email</td>
</tr>
</tbody>
</table>

Sponsor must be a NAMIC member in good standing to qualify for bronze level and above. Additional benefits will be outlined in the specific sponsorship selected. Benefits are only extended if you are a sponsor at the specific event (deadlines apply). Specifications will be provided in sponsorship statement of work. Above benefits are not applicable to NAMIC specialty events. Benefits valid through December 2023.
Conner Tribby  
Business Development Manager  
317.876.4218  
ctribby@namic.org

Click [here](#) to learn about NAMIC’s digital and print advertising opportunities

For more information on sponsoring with NAMIC, please visit our [website](#).

For more information on becoming a NAMIC Member, please email [Molly Keiser](mailto:mkeiser@namic.org).

---

**NAMIC EVENT SPONSORSHIP OPPORTUNITIES**

- **AGRICULTURAL RISK INSPECTION SCHOOL**
  Loss control specialists, underwriters, and managers/supervisors

- **DIRECTORS’ BOOTCAMP 2.0**
  Board members from property/casualty insurance companies

- **CLAIMS CONFERENCE**
  Property/casualty claims professionals

- **COMMERCIAL AND PERSONAL LINES SEMINAR**
  Mid- to senior level underwriters, managers, and executives

- **COMMUNICATION + MARKETING WORKSHOP**
  Insurance company communications and marketing professionals

- **FARM MUTUAL FORUM**
  Managers, directors, next-generation leaders, and state association leaders

- **HUMAN RESOURCES SUMMIT**
  Human resources, talent management development, and recruitment professionals

- **INSURTECH FASTPITCH**
  Company leaders, technology and product development executives, and innovation teams

- **LEADERSHIP DEVELOPMENT WORKSHOP**
  Team leaders, department supervisors, new managers, and future leaders

- **MANAGEMENT CONFERENCE**
  CEOs, executive teams, and future industry leaders

- **128TH NAMIC ANNUAL CONVENTION**
  Senior insurance executives, board members, and service partners