Attendees of the NAMIC Human Resources Summit are HR professionals from mutual insurance companies. Attendees range in experience from human resources specialists to C-suite operations titles. If they are not the decision makers for their organizations, they influence the talent-related decisions being made. This group of stakeholders is interested in learning, networking, and staying informed on the policies and legislation impacting their company operations.

Projected Attendance: 50-150

<table>
<thead>
<tr>
<th>Event Attendees by Title:</th>
<th>Primary Carrier Attendees by DWP:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resources Executives</td>
<td>$1 Billion +</td>
</tr>
<tr>
<td>HR Manager or Director</td>
<td>$200 MM - $1 Billion</td>
</tr>
<tr>
<td>HR Assistant, Admin or Generalist</td>
<td>$50 - $200 MM</td>
</tr>
<tr>
<td>HR Staff</td>
<td>$10 - $50 MM</td>
</tr>
<tr>
<td>Company Executive</td>
<td>$0 - $10 MM</td>
</tr>
<tr>
<td>Other Company Dept Staff</td>
<td></td>
</tr>
</tbody>
</table>

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

Seven of the Top 10 Property/Casualty Insurers

More than 1,500 NAMIC Member Companies

More than 5,750 people attended NAMIC events in 2022
17,000 people have access to NAMIC’s print and digital publications
$357 Billion represented in annual premium
Virtual Corporate Sponsor

Non-Exclusive: $5,000 SOLD

- 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)*
- Scripted verbal recognition of corporate sponsorship 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
- Opportunity to submit a concurrent session speaker proposal to be included in the virtual event (subject to NAMIC review and approval; deadlines apply). Company logo included on-screen during the session
- Opportunity to provide a banner graphic to be included in the virtual platform. The banner can be hyperlinked to a website of the sponsor’s choice
- Opportunity to provide a video to be included in the virtual event agenda timeline which attendees can access on-demand
- Opportunity to submit a flyer/whitepaper to be included on the Event Materials page
- 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.

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.
Virtual Video Commercial Sponsor

$1,000

- Sponsor provides a professional video commercial to be included within the virtual event agenda timeline which attendees can access on-demand
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

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

Virtual Banner Sponsor

$800 | Ten Available

- Sponsor provides a custom 1440 x 205 pixel banner graphic to be included in the virtual platform. The banner can be hyperlinked to a website of the sponsor's choice
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

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.
Pre-Event Communication Sponsor
$750

- 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.

Promotional Email Sponsor
$750

- 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.

Virtual Session Logo Sponsor
$700 | Quantities Limited

- Sponsor logo included on the virtual platform during one concurrent session (subject to NAMIC approval and placement)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

Event Supporting Sponsor
$650

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 and URL link 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
# Sponsor Benefit Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>UP TO $24K</th>
<th>$25K TO $49K</th>
<th>$50K TO $74K</th>
<th>$75K TO $124K</th>
<th>$125K TO $199K</th>
<th>$200K PLUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advance attendee lists</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td><strong>Sponsor registration rate</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td><strong>Company logo included in the meeting app</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td><strong>Sponsor recognition and link on event website</strong></td>
<td>★ (text only)</td>
<td>★ (text only)</td>
<td>★ (color logo)</td>
<td>★ (color logo)</td>
<td>★ (color logo)</td>
<td>★ (color logo)</td>
</tr>
<tr>
<td><strong>Invitation to VIP Reception at Annual Convention</strong></td>
<td>★ (1 staff member)</td>
<td>★ (2 staff members)</td>
<td>★ (3 staff members)</td>
<td>★ (5 staff members)</td>
<td>★ (5 staff members)</td>
<td></td>
</tr>
<tr>
<td><strong>Recognition included in event promotional distribution</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td><strong>Priority access to exhibit booths for the following year</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td><strong>First right of renewal on previously sponsored items</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td><strong>Recognition signage displayed at select NAMIC events</strong></td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
</tr>
<tr>
<td><strong>Recognition in at least one NAMIC-produced video shown at select NAMIC events</strong></td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
</tr>
<tr>
<td><strong>Eligible to establish a sub-block of sleeping rooms at Annual Convention</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td><strong>Recognition in Insurance Uncovered podcast</strong></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td><strong>Customized call-for-speaker notifications</strong></td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
</tr>
<tr>
<td><strong>Year-round recognition on NAMIC.org homepage</strong></td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
</tr>
<tr>
<td><strong>Recognition in IN magazine</strong></td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
</tr>
<tr>
<td><strong>Recognition in NAMIC’s CEO Perspective email</strong></td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</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.
Molly Keiser  
Sponsorship & Advertising Director  
317.876.4240  
mkeiser@namic.org

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.

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### 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