2023 SPONSORSHIP OPPORTUNITIES
VIRTUAL DATES • APRIL 12, JUNE 14, AUGUST 9, OCTOBER 18
IN-PERSON DATES • SEPTEMBER 18 & 19 • HELD IN CONJUNCTION WITH NAMIC'S ANNUAL CONVENTION

UPDATED JUNE 14, 2023
The event is open to any organization interested in sharing their latest innovation, technology, or product/service that is designed to improve the efficiency, performance, and growth prospects for an insurance company. This can be providers that consider themselves insurtechs, as well as any other type of company that services the insurance industry. Vendors are selected to participate through a competitive application process. Consideration will be given to their companies’ ability to provide a presentation that is engaging and professional and that is geared to improving the efficiency, performance, and growth prospects of an insurance company across its internal or external value chain.

**Projected Attendance: 150-180**

**Event Attendees by Title:**
- Board of Directors: 26%
- Company Executive: 20%
- C-Suite: 19%
- Department Manager/Director: 18%
- Development/Innovation: 10%
- Other Professional: 7%

**Click To View Past Attendees**

**Primary Carrier Attendees by DWP:**
- $1 Billion +: 10
- $200 MM - $1 Billion: 20
- $50 - $200 MM: 30
- $10 - $50 MM: 15
- $0 - $10 MM: 5

- 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

National Association of Mutual Insurance Companies
Virtual Corporate Sponsor*

$10,000 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 events (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 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 within the virtual event agenda timeline which attendees can access on-demand
- Participation in a 25-minute professionally moderated virtual fastpitch session including live Q&A and audience polling to demonstrate the benefits and features of your service, product, technology, or latest innovation (subject to NAMIC approval). Company logo included on-screen during the session**
- Advance copy of the attendee list with contact information provided at 60 days prior to the event
- Virtual sponsor showcase opportunity (virtual exhibit) provided for the event, which includes:
  - Opportunity to provide a company logo and description for the booth
  - Ability to upload brochures, video links, and URLs to showcase your company
  - Uploaded videos displayed in a video gallery in your booth
  - Uploaded PDF files and video links displayed in a resource gallery for attendees to view
  - Attendees will have access to uploaded documents and company descriptions throughout the event
  - Ability to video conference with booth visitors with screen sharing option within video chats for collaboration
- Post-event list of names of those who attended your company’s live session
- Includes two registrations to the event for speakers. Any additional staff will need to register at the member vendor rate

*Virtual Corporate Sponsor does not include the in-person event.

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

***Session time subject to change based on final number of submissions. Time will be confirmed four weeks prior to the event. Please note: All participants will be placed in alphabetical order when in print or verbally recognized.
Virtual Insurtech Fastpitch Participant

$5,500

October 18  ONLY 4 PITCHES AVAILABLE

- Participation in a 25-minute professionally moderated virtual fastpitch session including live Q&A to demonstrate the benefits and features of your service, product, technology, or latest innovation (subject to NAMIC approval)
- Company logo included on-screen during the session**
- Advance copy of the attendee list with contact information provided at 60 days prior to the event
- Logo recognition and link included on the event website
- Company logo included on-screen during the session
- Sponsor recognition included in all promotional emails for the event (deadlines apply)
- Verbal sponsor recognition during the event
- Virtual sponsor showcase opportunity (virtual exhibit) provided for the event, which includes:
  - Opportunity to provide a company logo and description for the booth
  - Ability to upload brochures, video links, and URLs to showcase your company
  - Uploaded videos displayed in a video gallery in your booth
  - Uploaded PDF files and video links displayed in a resource gallery for attendees to view
  - Attendees will have access to uploaded documents and company descriptions throughout the event
  - Ability to video conference with booth visitors with screen sharing option within video chats for collaboration
- Post-event list of names of those who attended your company’s live session
- Includes two registrations to the event for speakers. Any additional staff will need to register at the member vendor rate

*Session time subject to change based on final number of submissions. Time will be confirmed four weeks prior to the event.

**Please note: All participants will be placed in alphabetical order when in print or verbally recognized.
In-Person Insurtech Fastpitch Participant

$8,500

September 18 SOLD
September 19 SOLD

- Participation in a 15-minute fastpitch session including Q&A to demonstrate the benefits and features of your service, product, technology, or latest innovation (subject to NAMIC approval)**
- Company introduced by fastpitch session emcee
- Company logo included on signage displayed in session area
- Company logo included on all session print materials
- Session listed as an official activity on the NAMIC Annual Convention agenda
- Logo recognition and link included on the event website
- Sponsor recognition included in all promotional emails for the event (deadlines apply)
- Includes Annual Convention Event Supporting sponsorship (valued at $2,750) which includes the following benefits:
  - Advance attendee list with contact information (including email) starting at 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***

*Discounted rate available when participating in one of the Insurtech Fastpitch sessions.
**Session time subject to change based on final number of submissions. Exact date will be confirmed by September 1, 2023.
***Participants must register to attend Annual Convention

Virtual + In-Person Insurtech Fastpitch Participant

$10,500 (Price includes a discount for participating in both virtual and in-person events)

- Includes all benefits of participation in one virtual insurtech fastpitch session
- Includes all benefits of participation in the in-person fastpitch session, to be held in conjunction with NAMIC’s Annual Convention
In-Person Moderator Sponsor

$9,500

- Opportunity to have a registered staff member moderate the in-person Insurtech Fastpitch event held in September at NAMIC’s Annual Convention utilizing NAMIC script (details to be provided later)
- Opportunity for the sponsor to give a brief 30-50 word company description during the welcome remarks (subject to NAMIC approval)
- Opportunity to provide one non-print, logoed item to be set out in the session area
- Sponsor logo included on Insurtech Fastpitch welcome slide
- The following benefits are included with the in-person series:
  - Company logo included on signage displayed in session area
  - Company logo included on all session print materials
  - Sponsorship acknowledged on the NAMIC Annual Convention agenda
  - Logo recognition and link included on the event website
  - Sponsor recognition included in all promotional emails for the event (deadlines apply)
- Includes Annual Convention Event Supporting sponsorship (valued at $2,750) which includes the following benefits:
  - Advance attendee list with contact information (including email) starting at 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 must register to attend Annual Convention
Virtual Add-On Sponsorship Opportunities

Add-on sponsorship opportunities are only available for purchase by Insurtech Fastpitch participants.

**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

*Data for sponsor-written questions to be provided in PDF format two weeks after the survey is distributed

**Virtual Banner Sponsor**

$800 | Quantities Limited

- 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
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.

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.
## Sponsor Benefit Levels

<table>
<thead>
<tr>
<th>Benefit</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>Advance attendee lists</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Sponsor registration rate</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Company logo included in meeting app</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Sponsor recognition and link on event website</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>Invitation to VIP Reception at Annual Convention</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>Recognition included in event promotional distribution</td>
<td>★</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>
<td>★</td>
</tr>
<tr>
<td>First right of renewal on previously sponsored items</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Recognition signage displayed at select NAMIC events</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td>★ (logo)</td>
<td></td>
<td></td>
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<tr>
<td>Recognition in at least one NAMIC-produced video shown at select NAMIC events</td>
<td>★ (logo)</td>
<td></td>
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</tr>
<tr>
<td>Eligible to establish a sub-block of sleeping rooms at Annual Convention</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
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<tr>
<td>Recognition in Insurance Uncovered podcast</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Customized call-for-speaker notifications</td>
<td>★ (logo)</td>
<td></td>
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</tr>
<tr>
<td>Year-round recognition on NAMIC.org homepage</td>
<td>★ (logo)</td>
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<tr>
<td>Recognition in IN magazine</td>
<td>★ (logo)</td>
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<tr>
<td>Recognition in NAMIC’s CEO Perspective email</td>
<td>★ (logo)</td>
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</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.
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).

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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