2023 SPONSORSHIP OPPORTUNITIES
AUGUST 7-9, 2023 • LOUISVILLE, KY

UPDATED JULY 13, 2023
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. Attendees will explore and gain insight into four leadership essentials through in-depth instruction, group discussion, hands-on exercises, and facilitated learning. At the conclusion of the workshop, attendees will leave equipped with tools to be a more effective team member or leader.

Projected Attendance: 120

Click To View Past Attendees

Event Attendees by Title:
- Manager/Supervisor/Team Leader: 46%
- Claims Professional: 18%
- President/CEO/Vice President: 11%
- Underwriter: 5%
- Human Resources: 5%
- Marketing/Sales: 5%
- Other Industry Professional: 5%

Primary Carrier Attendees by DWP:
- $1 Billion+: 10
- $500 MM to $1 Billion: 20
- $100 - $500 MM: 30
- $20 - $100 MM: 20
- $0 to $20 MM: 5

Seven of the Top 10 Property/Casualty Insurers

More than 5,750 people attended NAGIC events in 2022

More than 1,500 NAGIC Member Companies

$357 Billion represented in annual premium
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.

Welcome Gift Sponsor

$6,000 NAMIC-Provided Gift
$3,000 Sponsor-Provided Gift*

- Welcome gift to be set out on the first day of the event and replenished until all gifts have been picked up. Requests for additional gifts beyond this quantity will incur additional costs
- Logoed signage displayed at distribution point(s)
- NAMIC-provided welcome gift will include the sponsor’s single-color (black or white) logo. Sponsor-provided welcome gift subject to NAMIC approval
- 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.

Wayfinding Signage Sponsor

CALL FOR DETAILS

- Logo placement on a minimum of five wayfinding items (signage or clings) placed in high-traffic locations. Specific signage based on venue requirements and at NAMIC’s discretion (deadlines apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Agenda signage sold separately and may be placed in close proximity to the wayfinding signage.
Water Bottle Sponsor

$6,000 NAMIC-Provided Water Bottle

$3,000 Sponsor-Provided Water Bottle*

- Water bottle to be set out on the first day of the event and replenished until all bottles have been picked up
- Logoed signage displayed at distribution point(s)
- NAMIC-provided water bottle will include the sponsor’s single-color (black or white) logo. Sponsor-provided water bottle subject to NAMIC approval
- 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.

Registration and Event Information Desk Sponsor

$5,000 Includes Communications + Marketing 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.

Opening Session Sponsor*

CALL FOR DETAILS

- Logo included on a 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 opening 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.
Nightly Door Hanger Agenda Sponsor

$4,000 NOT AVAILABLE

- Attendees who reserve a room in the event room block will receive a door hanger conference agenda highlighting the next day’s activities with your single-color (black or white) company logo featured prominently on the card (deadlines apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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.

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 handed to every attendee and registered guest, and is required to be worn at all times
- Sold as a multi-event sponsorship with recognition at multiple NAMIC events
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
**Notebooks and Pens Sponsor**

$2,500

- Sponsor-provided 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.

**Breakfast Sponsor**

*Exclusive: $2,500 Includes Communications + Marketing 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.

**Room Drop Sponsor**

*$2,200 + Room Drop Fees Paid Directly to the Hotel*

- This sponsorship allows the sponsor to pick a day to have a gift or marketing item delivered to the hotel room of each attendee who reserves a room within the event room block (subject to NAMIC approval)**
- Sponsor may attach a personalized note to each gift compliments of your company.
- Sponsor provides the gift and NAMIC connects sponsor with hotel to coordinate delivery. NAMIC can select and order the item for an additional cost (deadlines 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 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.

**Room drops cannot be placed inside a room with a Do Not Disturb posted. Attendees must be registered for a room at an event hotel.
Workshop Booklet - Premium Placement Sponsor

$2,000

- Logo to appear on the front cover of the printed workshop booklet (deadlines apply)
- Premium placement 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

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

Networking Reception Sponsor*

$1,750

- NAMIC will provide logo recognition on 8.5”x11” photo frame signage throughout the reception area, on the buffet tables (if present), 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

*Menu is pre-selected by NAMIC. Requests for an alternate menu will incur additional costs.
Registration Refreshments Sponsor

CALL FOR DETAILS | Includes Communications + Marketing 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.

Lunch Sponsor*

$1,500 Includes Communications + Marketing Workshop Sponsorship

- NAMIC will provide logo recognition on 8.5”x11” photo frame signage in the meal 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)
- 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.

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)
- 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.
Recharge Station Sponsor

CALL FOR DETAILS

- The Recharge Station will be located in a high-traffic area where attendees can charge their electronic devices
- Tabletop signage including sponsor logo displayed in the area
- Opportunity to provide one small, non-print marketing item to be distributed from the area (subject to NAMIC approval)
- Enhancements for this opportunity may include a flat-screen TV playing company commercial, rejuvenating refreshments, or additional charging stations (additional costs apply)
- Charging devices will be removed and secured at night during non-event hours, but set up prior to the start of activities the next day
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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

Wi-Fi Sponsor*

$1,000 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.
**Workshop Enhancement Sponsor**

$800

- Sponsor provides logoed promotional items, which could include notepads, highlighters, mints, sticky notes, stress balls, kinesthetic items, pens, etc. (subject to NAMIC approval), to event attendees
- NAMIC staff will set out a supply on each table for attendees to pick up (may include additional non-sponsored items provided by NAMIC)
- Sponsorship will be acknowledged in the comments made from the podium at the beginning of the workshop
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do 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 **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.
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.

Attendee Evaluation Sponsor

$750

- 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

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 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

Add-On Opportunity - NAMIC Events 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.
## SPONSOR BENEFIT LEVELS

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

---

**NAMIC EVENT SPONSORSHIP OPPORTUNITIES**

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

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

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

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

**CLAIMS CONFERENCE**  
Property/casualty claims professionals

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

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

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

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

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

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