



Independent Insurance Agents of Georgia, Inc.



 2024

PARTNER IN PROGRESS PROGRAM GUIDE

▶ THE POWER OF PARTNERSHIP

IIAG's Partner In Progress program and additional marketing opportunities are designed to leverage the power of collaboration and relationship-building. Our partner program benefits are designed to provide partners with exposure based on the level of visibility and interaction they are looking for with Georgia's independent agents. All of our partner levels provide companies with maximized, year-round exposure to member agencies and their employees.

Your investment as a Partner in Progress is an investment in the growth and sustainability of the independent agent industry. Together, we can **support, promote and grow** the independent insurance system in Georgia for years to come.



THE NUMBERS

Member Agencies

▶ 500

Member Agents

▶ 4,500

Facebook Fans

▶ 2.1k

LinkedIn Followers

▶ 1.7k

Email Subscribers

▶ 5.1k

Magazine Recipients

▶ 4,700

Event/Webinar Attendees

▶ 1,500

Young Agents

▶ 900

Website Visits

▶ 2.2k /mo

Convention Attendees

▶ 450

SUPPORT. PROMOTE. GROW.



SUPPORTING OUR INDUSTRY

Our lobbyist works on bills that impact our industry on both the agent and carrier side of the business



PROMOTING OUR PARTNERS

Your partnership guarantees year-long, high-profile exposure to IIAG member agents



GROWING OUR MEMBER AGENCIES

Together with our partners, IIAG provides valuable tools such as market access, education, & resources

PARTNERS IN PROGRESS

Let's talk partnership!

Amber Mellars
Association Services Coordinator
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ASSOCIATION EVENTS 2024

— GET CONNECTED

YAC SALES & LEADERSHIP CONFERENCE

Event Date: February 7-9, 2024
Location: Athens, GA

BIG "I" LEGISLATIVE CONFERENCE

Event Date: April 10-12, 2024
Location: Washington, D.C.

PAST PRESIDENTS & BOARD OF DIRECTORS SPRING RETREAT

Event Date: March 1-3, 2024
Location: Asheville, NC
♦ *Diamond Partners Only*

IIAG ANNUAL CONVENTION

Event Date: June 13-15, 2024
Location: Miramar, FL

WILL WESTON IV YAC GOLF CLASSIC

Event Date: March 2024
Location: TBD

CONNECT FALL EXPO

Event Date: October 16-18, 2024
Location: Savannah, GA

▶ *Renew partnership by January 15, 2024 to attend upcoming events!* ◀

1,100+
ANNUAL
EVENT ATTENDEES



YAC GOLF TOURNAMENT 2022

Amwins, partner since 2019



ANNUAL CONVENTION 2022

Builders, partner since 2011



ANNUAL CONVENTION 2023

Southern Trust, partner since 2011



CONNECT FALL EXPO 2022

UBIC, partner since 2015

Did You Know? Diamond Partners receive special event perks such as invitations to our Keynote Meet & Greet, priority booth selection, speaking opportunities, and logo placement throughout the event!



PARTNER PROGRAM 2024

BENEFITS

RECOGNITION & ADVERTISING	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Listing on IIAG Partner in Progress webpage	Logo & Link	Logo & Link	Name & Link	Name Only
Partner Listing in each issue of IIAG Magazine	●	●	●	●
Recognition on IIAG homepage rotating banner	●			
IIAG newsletter advertisements (5,000+ subscribers)	6x	5x	4x	3x
Young Agent newsletter advertisements (1,000+ subscribers)	●	●	●	
Opportunity to place Shared Content in newsletter	●	●	●	
Recognition on weekly banner ad in IIAG Newsletter	●			
Recognition as Partner at IIAG events	Logo	Logo	Logo	Name Only
Company spotlight in IIAG Magazine	●			
Promotion of Partner webinars	●	●	●	
Opportunity to host webinar with IIAG	●	●		
NEW! Company listing on Georgia Marketplace Report	Logo	Logo	Name Only	Name Only
ACCESS & INFORMATION				
Exclusive use of IIAG Logo	●	●	●	●
Access to IIAG Member List upon request	●	●		
Events Attendee List upon request	Full List	Full List	Full List	Agency Name Only
Invitation to join IIAG Board and leadership at select meetings	●			
Access to Annual Georgia Marketplace Reports	●	●	●	●
Opportunity to serve on Partner in Progress Committee	●	●		
Subscription to IIAG's member mailings & email newsletter	●	●	●	●
Subscription to IIAG's Dec Page Quarterly Magazine	●	●	●	●
ADVOCACY				
Invitation to Big 'I' Legislative Conference in D.C.	1 Registration	Member Price	Member Price	Member Price
Invitation to IIAG Legislative Day at the Georgia Capitol	●	●	●	●
NEW! Invitation to attend IIAG Legislative Luncheon	●			



PARTNER PROGRAM 2024

BENEFITS

EVENTS	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Recognition as Partner at IIAG Events	●	●	●	●
Logo displayed on specialty event banner	●	●		
Podium time at select events through agent prize drawings	●			
Invitation to VIP event receptions with Board of Directors	●	●		
Premium sponsorship at Annual Meeting & Fall Expo	●	●		
Recognition on event Partner In Progress slideshow	Logo	Logo	Name Only	Name Only
NEW! Logo featured on event table tents	●			
Annual Convention booth and 1 attendee	●	●	Member Price	Member Price
Annual Convention additional attendees	2 Attendees	1 Attendee	1 Attendee	Member Price
Priority selection of booth at Annual Convention & Fall Expo	1st	2nd	3rd	Assigned
Fall Expo booth and 1 attendee <i>(booth subject to availability)</i>	●	●	●	Member Price
Opportunity to invite complimentary agency guest to Fall Expo	●	●		
Invitation to attend IIAG Spring Board Retreat	●			
Exhibitor Logo featured on event webpage & social media	Logo & Link	Logo & Link	Logo & Link	Logo

YOUNG AGENTS (YAC)

Recognition of Sponsor at YAC Sales & Leadership Conference	Logo	Logo	Name Only	Name Only
Invitation to attend YAC Sales & Leadership Conference	●	●	●	●
Priority given to be a YAC Board of Directors company liaison	●			
Invitation to participate in YAC Roundtable	●	●		

ADDITIONAL SPONSORSHIPS

Throughout the year, IIAG has additional sponsorship opportunities available for our partners. These opportunities are on a first come first serve basis. Please contact us for additional details or pricing.

Annual Convention (June 13-15)

Opening Reception Sponsor

Band Sponsor

Friday Dinner Sponsor

YAC Cornhole Tournament (June 14)

at IIAG Annual Convention

Open Bar Sponsor

YAC Charity Golf Tournament (March TBD)

Over 50 Sponsorships Available!

YAC Wine Toss (June 14)

at IIAG Annual Convention

Bottle(s) of Wine Sponsor

IIAG Legislative Luncheon (TBD)

Lunch Sponsor

ADDITIONAL INFORMATION

FREQUENTLY ASKED QUESTIONS

Can I upgrade partner levels at any time?

Yes! You can upgrade your partner level at any time during the year if you decide to take advantage of additional benefits. Please contact us for details!

What is considered shared content?

Any article or blog written by or about the partner, or any relevant insurance topic can be shared in our News Brief. Examples include: Partner webinars, events, important policy changes, insurance industry updates, etc. Readers should feel that the article is educational, rather than an advertisement.

What is required to submit shared content?

- Link to the full article/ event info/ blog on published site
- Photo/header 600 pixels wide x 600 pixels tall (or we will use a relevant stock image)
- If the material is time sensitive, for example an upcoming webinar or event, please let us know so we can make sure the information is shared prior to the event

What is required to submit a News Brief advertisement?

- Size: 600 pixels wide x 600 pixels tall
- Resolution - 72 pixels per inch or higher
- Format - .png or .jpg
- A link to the company website/ landing page for the advertisement

Do you have examples of News Brief advertisement?

You can view examples of News Brief advertisements by visiting www.iiag.org/news/ and clicking on a past publication. News Brief ads are published below the articles in our weekly newsletter.

When can I expect to see my advertisements?

Once you send us an advertisement, we will build it into our content calendar. Typically, the ad will be run within the next few weeks in the weekly News Brief. Our YAC-YAK (Young Agent Newsletter) goes out quarterly. The amount of times the ad is run depends on when the ad is received during the partner year and partnership level. Typically, the ad is utilized more frequently than listed in the Partner Program Brochure.

Who will see my ads and shared content?

The News Brief is delivered weekly to over 5,000 IIAG members & partners in the state of Georgia. This list includes agency principles, producers, young agents, brokers, marketing representatives, as well as other member/partner staff and those involved in the independent insurance community.

How can I advertise in the IIAG Magazine, DEC Page Quarterly?

Our quarterly magazine is run by Naylor and offers exclusive print & digital advertising opportunities to our partners! For more information visit www.officialmediaguide.com/iiag/

Who can I contact if I still have questions?

For questions regarding our Partner Program or Partner Benefits, please contact:



Amber Mellars
(770) 458-0093 ext. 103
amellars@iiag.org

For questions regarding Partner marketing or advertising opportunities, please contact:



Kayla Marie Jones
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THANK YOU 2023 PARTNERS

DIAMOND PARTNERS



GOLD PARTNERS



SILVER PARTNERS

AIA	Aspera	Enterprise Holdings	Pie Insurance
Amerisafe	BondExchange	GA Underwriting Assoc.	Travelers
Amtrust	Burns & Wilcox	Insurance House	Utica
Assure Alliance	Cowbell Cyber	Nationwide	Zywave

BRONZE PARTNERS

Accident Fund Insurance Co.	Encompass Insurance	J.M. Wilson	Southeast Premium Underwriters of GA
Agents Alliance	Encova Insurance	Key Risk	Stonewood Insurance Company
All Restoration	FCCI Insurance Group	Keystroke	Stonemark Premium Finance
American Collectors Insurance	FFVA Mutual Insurance Co.	Levitate	Stonetrust Worker's Comp
American Property Casualty Ins. Assoc.	FloodFlash	MCIM	Strategic Comp
Amwins Access	Frankenmuth Insurance	MEMIC Group	Strickland General Agency
Appalachian Underwriters	Frontline Insurance	Mercury Insurance Group	Specialty Risk Partners
Auto-Owners	Goodman McGuffey Lindsey & Johnson	Moberg Group	Synchronosure
Ballator Insurance Group	GotoPremium Finance	Mountain Life	TAPCO Underwriters
Berkley Aspire	Grange Insurance	National Partners	The Zenith Insurance Company
BerkleyNet	Hall, Booth, Smith	Normandy Insurance	TypTap Insurance
Berkshire Hathaway GUARD	Hanover Insurance Group	Omaha National	US Premium Finance
Blue Kangaroo Packoutz	Harford Mutual	Openly Insurance	Vertafore
Capital Premium Financing	Hawksoft	Philadelphia Insurance	WAHVE
Central Insurance Companies	Heritage Insurance Company	PMMIC	Warnock Agency
Chubb	Hourly	Renaissance Alliance	Westfield Insurance
Columbia Insurance Group	ICW Group Insurance Co.	Risk Placement Services	Wright Flood
CompTrust AGC	Ideal Traits	RT Specialty Group	XS Brokers
CRC Group	Insurance Program Managers Group	Service Guarantee & Surety	
Dealer Plus	InsurBanc	Society Insurance	
Donegal Insurance Group	Jackson Sumner & Associates	Southeastern Network Agencies	
EMC Insurance Companies	JIMCOR Agencies	Southeast Personnel Leasing, Inc.	