



AIIA First STEP Sponsorships

The Alabama Independent Insurance Agents (AIIA) have streamlined the First STEP Sponsorship program to allow insurance companies, wholesalers, and vendors to support our association and industry on an on-going basis. Using a tiered approach, this program allows each company to choose a partnership and premium add-on exposure based on the level of interaction and visibility to Alabama Independent agents.

Your investment as a First STEP Sponsor shows your dedication to both our association and industry as a whole. As partners, we can work together to protect, promote, and grow the independent agency system for years to come!

FIRST STEP PLEDGE

Company _____

Contact Name _____ Website _____

Mailing Address _____

Phone _____ Email _____

We want to partner with AIIA at the following level:

- Star+ \$30,000
- Star \$25,000
- Diamond \$15,000
- Platinum \$10,000
- Gold \$7,500
- Silver \$5,000
- Bronze \$2,700

Please add the following a la carte items:

- Clay Shoot Lunch – \$3,000
- Clay Shoot Shells – \$4,000
- Clay Shoot Shotgun Give-A-Way – \$1,500

- Big I PAC Closest to Pin - \$300/each AM/PM
- Big I PAC Hole-in-One - \$750 (5 Available)
- Big I PAC Straightest Drive - \$750
- Big I PAC Practice Range - \$500/each AM/PM
- Big I PAC Beverage Sponsor– \$1,500 (2 Available)
- Big I PAC Lunch Sponsor -\$2,000 (2 Available)

TOTAL INVESTMENT: _____

Return form to Michelle McKee at mmckee@aiaa.org

Method of Payment

Credit Card or Check by mail

CC# _____

Ex. Date: _____ CVC: _____ Zip: _____

Email Receipt to:

Checks should be made payable to
Alabama Independent Insurance Agents
and sent to the following address:
141 London Parkway, Birmingham, AL 35211



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SPONSORSHIP PACKAGES	STAR+ \$30,000	STAR \$25,000	DIAMOND \$15,000	PLATNUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,700
MEMBERSHIP							
AIIA Associate Membership	X	X	X	X	X	X	X
Use of AIIA Classroom	X	X	X	X	X	X	X
Education & AIIA Newsletters	X	X	X	X			
Sponsorship Recognition in AIIA Lobby	X	X	X	X	X	X	X
Recognition in the <i>Alabama Independent</i>	Logo	Logo	Logo	Logo	Logo	Name	Name
Discounts on Advertising in the <i>Alabama Independent</i> and AIIA Directory	60% Free Ad	50%	50%	30%	20%	15%	10%
EVENTS							
Sole Sponsorship Recognition at AIIA Legislative Conference, Annual Convention & Young Agents Conference	X	X	X	X	X	X	X
Complimentary/Discounted Booth at Annual Convention	2 Booths	2 Booths	X	X	75%	50%	25%
Comp/Discounted Convention Registrations	8	5	4	3	2	1	2 – 25%
Comp/Discounted Young Agents Registrations	5	3	2	2	1	1	2 – 25%
A LA CARTE – FUNDRAISER SPONSORSHIPS (First Come, First Serve)							
Clay Shoot Lunch – can split sponsors	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Clay Shoot Shell Sponsor – can split sponsors	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Clay Shoot Shotgun Give-A-Way Sponsors	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Big I PAC Closest to the Pin (AM & PM)	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea
Big I PAC Practice Range (AM & PM)	\$500/ea	\$500/ea	\$500/ea	\$500/ea	\$500/ea	\$500/ea	\$500/ea
Big I PAC Hole-In-One Sponsor – 5 available	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Big I PAC Straightest Drive Sponsor – 1 available	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Big I PAC Beverage Sponsor – 2 available	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Big I PAC Lunch Sponsor – 2 available	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000

*Any question on A La Carte items or to see if an item has already been sponsored; please contact Michelle McKee @ mmckee@aiaa.org.

*Clay Shoot Shotgun Give-A-Way Sponsors – Excalibur gives away two shotguns, and this can be split \$1,000 for one gun & \$500 for second gun. Chances to win are sold at Clay Shoot.

*Big I PAC Hole-In-One – will need volunteers to work the hole to sell the chances.