



## **PARTNER PROGRAM** INFORMATION PACKET

***SECURE YOUR RECORD DEAL FOR 2023!***

OFFICIALLY ISSUED BY

**BIG** **i**<sup>®</sup>

***Insurors***  
***of Tennessee***

<b>BENEFITS</b>	<b>DIAMOND</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>EVENTS</b>					
<b>ANNUAL CONVENTION</b>					
SPONSORSHIP	\$1,500	\$1,250	\$1,000	\$500	\$250
EXHIBIT BOOTH (+1 ATTENDEE)*	FREE	FREE	50% OFF	25% OFF	10% OFF
COMPED ATTENDEES*	3	3	2	1	
<b>AGENCY GROWTH CONFERENCE</b>					
SPONSORSHIP	\$1,500	\$1,250	\$1,000	\$500	\$250
EXHIBIT BOOTH (+1 ATTENDEE)*	FREE	FREE	50% OFF	25% OFF	10% OFF
COMPED ATTENDEES*	3	3	2	1	
<b>OTHER</b>					
DISPLAY AT EVENTS	LOGO	LOGO	LOGO	NAME	NAME
<b>MARKETING &amp; PUBLICITY</b>					
<b>THE TENNESSEE INSUROR</b>					
FULL-PAGE AD IN ALL 6 ISSUES	FREE	FREE	50% OFF	25% OFF	10% OFF
HALF-PAGE AD IN ALL 6 ISSUES			FREE	25% OFF	10% OFF
PARTNER PROGRAM SPREAD	LOGO	LOGO	LOGO	NAME	NAME
COMPANY/BROKER SPOTLIGHT	FREE	FREE			
<b>MONTHLY BULLETIN</b>					
COMPANY RECOGNITION	LOGO	LOGO	LOGO	NAME	NAME
<b>OTHER</b>					
BRANDED EMAIL TO MEMBERSHIP	2	1			
BRANDED SOCIAL MEDIA POST	3	3	2	1	
INSUROR.ORG RECOGNITION	LOGO	LOGO	LOGO	NAME	NAME
LIST OF AGENCY MEMBERS**	FREE	FREE	FREE	FREE	FREE
<b>MEMBERSHIP PRIVILEGES</b>					
ASSOCIATE MEMBERSHIP***	FREE	FREE	FREE		
1-TIME USE OF PRESIDENTS ROOM	FREE	FREE	50% OFF	25% OFF	10% OFF
<b>TOTAL COST TO PARTNERS</b>					
	\$15,000	\$12,500	\$7,500	\$5,000	\$2,500

\*Registration for event is required in order to activate benefit. Insurors **does not assume attendance** for any partner attendees or exhibit booths.

\*\*Partners will be supplied with list of active Agency Members with main contacts once Agency Member renewals are completed in the first quarter of 2023. **Main contact emails are not included with list.**

\*\*\*Associate Membership dues are collected in July. **Silver and Bronze partners are invoiced for Associate Member**

# FREQUENTLY ASKED QUESTIONS

Insurors of Tennessee understands that you may have questions about the partnership options and benefits.

Here are some of the answers we hope will help:

## Will this benefit us more than purchasing these items a la carte throughout the year?

Yes. We have built-in opportunities and recognition that will be available to partners only - not to mention the discounts!

## Can we pay in installments?

Yes. Although we would prefer full payment, we can accept payment in two parts if needed. However, all payments must be completed before **12/15/22**.

## Can we customize our partnership options?

We're glad you asked. Each level is customizable, and we've provided some 'add-ons' below of some of the 'a la carte' opportunities for your partnership.

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## 2023 PARTNER LEVEL SELECTION

Diamond   
\$15,000

Platinum   
\$12,500

Gold   
\$7,500

Silver   
\$5,000

Bronze   
\$2,500

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## ADD-ONS

You can boost your partner level with 'add-ons' that might cater toward you company's marketing interests. Please refer to the list below for a selection of 'add-ons.' Your total spend can bump you into a higher **partner level recognition** if it matches the pricing threshold.

Example: Bronze Partner + 2 Young Agent Events + 2 WINS Events + 1 Reception Drink Tickets = \$5,500 total spend = elevated to Silver Partner recognition.

Add-On	Price	Selection
Young Agent Event Sponsorship <b>Limited Availability</b>	\$500	
WINS: Women In Insurance Event <b>4 Available</b>	\$500	
Conference/Convention Reception Drink Tickets <b>Limited Availability</b>	\$1,000	
Convention Golf Outing Title Sponsor <b>1 Available</b>	\$5,000	
Convention Clay Shoot Outing Title Sponsor <b>1 Available</b>	\$5,000	
CE/Industry Seminar <b>Limited Availability</b>	\$1,000	

**Total Payment (including any add-ons):** \_\_\_\_\_

## Company Representative Main Contact Information

Company Name: \_\_\_\_\_

Main Contact Name: \_\_\_\_\_

Primary Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Additional Company Contacts *optional*

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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\_\_\_\_\_  
Company Representative Signature

\_\_\_\_\_  
Insurors Representative Signature

*Please return completed form to [marketing@insurors.org](mailto:marketing@insurors.org) with subject line '2023 Partner Program Form'*

**Insurors of Tennessee thanks you for your support of our Association and its members.**

*This partnership does not constitute an endorsement of the partner company's programs or products by Insurors of Tennessee. The partner company may advertise themselves as a "Proud Member of Insurors of Tennessee and its Trusted Choice agents" only. Details of this proposal are between Insurors and the partner company only, and should not be released or distributed. Partnership applies to 2023 only, and no refunds may be granted after payment has been submitted or 1/1/23, whichever comes first.*