

2026

STRATEGIC
SUPPORTER
PROGRAM

SUPPORTING TENNESSEE



As the leading trade association for independent property and casualty insurance agents in Tennessee, we understand the value of high quality agency engagement for insurance companies, carriers, brokers, and vendors.

The insurance industry in Tennessee thrives when independent agents and company representatives connect through strategic opportunities of the association.



132 years of success is attributed to the commitment of our independent agency members across the Volunteer State.

Big I Tennessee serves independent agency members with a variety of programs and avenues that connect them with fellow industry leaders. Big I Tennessee has seen countless longstanding professional relationships develop amongst our members.



Your company's investment into our **Strategic Supporter Program** delivers a strategic marketing and advertising platform to engage with our agency members and allows us to build upon a foundation of excellence that supports a vital community of independent agents in our industry.

Showcase your company with exclusive opportunities



INDUSTRY IMPACT



Investing into the **Strategic Supporter Program** allows for our association to provide a wide variety of programs, events, industry information, and beneficial services that showcase the relevance of an industry trade association as well as distinguish which associated companies are leading the industry through strong commitments to our purpose.

Over 300 independent agencies have joined Big I Tennessee to strengthen their industry resources as they pursue excellence in serving their clients across Tennessee and beyond. Varying in size, location, and market specialties, our agency members are continually seeking new and innovative business opportunities with companies that are active inside the state of Tennessee.

Throughout the year, our **Strategic Supporter Program** companies are introduced, recognized, and showcased to our independent agency members.

*In a time where businesses are competitively marketing themselves, our **Strategic Supporter Program** makes your company known to our expansive list of independent agency members.*

Network with Tennessee's largest association of Independent Agents



SUPPORTER LEVELS

Each Strategic Supporter Level is full of exclusive benefits and experiences that elevate the company presence amongst our independent agency members.

COMPANY RECOGNITION AND EXPOSURE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Carousel Ad on Big I TN Homepage*	Included				
Company Logo on Big I TN 'Our Supporters' Webpage	Included	Included	Included		
Company Name on 'Our Supporters' Webpage				Included	Included
Supporter Level Shown on Personal Event Name Badge	Included	Included	Included	Included	Included
Company Logo in The Tennessee Insuror	Included	Included	Included	Included	
Company Name in The Tennessee Insuror					Included
Company Logo in Monthly E-Mail Bulletin	Included	Included	Included		
Company Name in Monthly E-Mail Bulletin				Included	Included
Recognition at all Big I TN Board Meetings	Logo	Logo	Logo	Name	Name
ASSOCIATION PUBLICATIONS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
4 Full-Page ads in <i>The Tennessee Insuror</i> *	Included	Included	50% off	25% off	10% off
4 Half-Page ads in <i>The Tennessee Insuror</i> *			Included	25% off	10% off
Company Spotlight Article*	By Request	By Request			
Spotlight Email to Membership*	2	1			
Spotlight Social Media Post*	3	2	1		
ANNUAL CONVENTION - INSUREFEST 2026	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Exhibitor Early Registration Access	Included	Included	Included	Included	Included
Exhibitor Booth with 2 Comped Attendees	Included	Included	50% off	25% off	10% off
Additional Comped Attendee**	1	1	1		
Agent Comped Attendee Invitation	1	1	1		
Event App Company Sponsor Profile	Logo	Logo	Logo	Name	Name
Digital Display Recognition	Logo	Logo	Logo	Name	Name
Right of Refusal to Special Event Sponsorships	1st	2nd	3rd	4th	5th
REGIONAL NETWORKING EVENTS - NEW FOR '26	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Attendee Invitations	3	3	2	1	1
Company Item or Flyer in Attendee Swag Bag*	Included	Included	Included	Included	Included
Company Recognition at Event	Logo	Logo	Logo	Name	Name
List of Registrants 1 Week Prior to Event	Included	Included	Included	Included	Included
MEMBERSHIP & EDUCATION	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
List of Agency Members	Included	Included	Included	Included	Included
Associate Membership Dues***	Included	Included	Included	Included	Included
Exclusive Member Webinar	By Request	By Request			
Agency Member Meeting with Insurors Staff	By Request	By Request			
Usage of Strategic Supporter Logo for 2026	Included	Included	Included	Included	Included
Strategic Supporter Level Price	\$15,000	\$12,500	\$8,500	\$6,000	\$3,500

THE FINE PRINT

*Company must supply required content to Big I TN Marketing to receive benefit.

Registration for event is required in order to activate benefit. Some online registrations require discount promo codes. We will communicate these to you ahead of event registration. **Big I TN does not assume attendance for any partner attendees or exhibit booths.

***Associate Membership dues are included in each package. **We will not invoice you in June for Associate Member dues.**

FAQS

Big I Tennessee understands that you may have questions about the supporter 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 supporters only - not to mention the discounts!

Can we pay in installments?

No. All payments must be completed before 12/31/25.

Can we customize our partnership options?

Yes! We understand that your company may have preferences within your marketing and agent engagement strategy. Each level is customizable with options to meet your specific marketing goals.

Connecting past, present and future leaders of the insurance industry in Tennessee



AGENCY SURVEY

Big I Tennessee understands that your company is looking to cultivate relationships with specific types of independent agencies that lead to impactful business opportunities.

We want to be the catalyst for you to network with our independent agency members based on the metrics that satisfy your company's lead criteria.

We ask that you give us guidelines on what makes an agency an appropriate lead for you so that we can provide the most relevant agency contacts for you.

As a Strategic Supporter, we want to save you time and energy as you build your footprint within the independent agency system in Tennessee.

Is your company actively looking to appoint new agencies?

Yes No

What should the agency book of business look like?

% Personal % Commercial % Life & Health % Other

How many licensed producers should the agency have? _____

What region of Tennessee should the agency be located?

West Middle East

What markets or products should the agency be using?

SELECT YOUR PACKAGE

- Diamond Level Package** **\$15,000**
- Platinum Level Package** **\$12,500**
- Gold Level Package** **\$8,500**
- Silver Level Package** **\$6,000**
- Bronze Level Package** **\$3,500**
- I want to customize my Partner Investment Package**

Contact Information

Please provide all necessary contacts for Partner Investment Package communication needs including: main contact, billing contact, marketing/communications contact, etc.

Company Name: _____

Main Contact: _____

Phone: _____ Email: _____

Billing Contact: _____

Phone: _____ Email: _____

Marketing/Communications Contact: _____

Phone: _____ Email: _____

SUPPORTER AGREEMENT

Please return completed form to jsmith@insurors.org with subject line: '2026 Strategic Supporter Form'.

Form must be completed and signed before invoice can be issued.

Company Representative Signature _____

Big I Tennessee thanks you for your support of our association and its independent agency members.

This supporters agreement does not constitute an endorsement of the company's programs or products by Big I Tennessee. The company may advertise themselves as a "Proud Supporter of Big I Tennessee and its Trusted Choice agents" only. Details of this proposal are between Big I Tennessee and the company only and should not be released or distributed. Agreement applies to 2026 only, and no refunds may be granted after payment has been submitted or 1/1/26, whichever comes first.