



**Independent
Insurance**
Agents of **Wisconsin**



2019-20 PROGRAM GUIDE

A program for insurance companies, wholesalers and vendors to support the
Independent Insurance Agents of Wisconsin



Partner with IIAW

With your help, the IIAW remains the largest and most influential independent agent trade Association in the state. Our affiliation provides you with high visibility, strategic publicity and powerful member awareness of your company's importance to us. We believe that your partnership with the IIAW is mutually beneficial and one in which we place a great deal of value and consideration.

The IIAW continues to develop programs and services designed to help member agencies achieve more collectively than they can individually. As a Partner, your company will be able to support members of the Independent Insurance Agents of Wisconsin and build upon the initiatives that have served members for years. Now, more than ever, independent agents rely on IIAW products and services that provide them a competitive edge.

This program was created for companies, wholesalers and vendors that wish to gain exposure to IIAW members and support the Association on an ongoing basis. The foundations you will help build today will serve the Wisconsin independent agency community into tomorrow and beyond.

Join us as we *reshape* and refocus the independent insurance agency channel

SUCCESS By making a partners pledge, your company is helping to perpetuate your agency sales force and the independent agency system.

SUPPORT Partners help support IIAW's extensive legislative and regulatory activities, keeping the insurance climate in Wisconsin favorable.

REWARDS Partners and members are the only sponsors of all IIAW and Emerging Leader events throughout the year, including IIAW's Annual Convention & Tradeshow and Emerging Leader Annual Conference and various networking events.

VALUE Partners have the ability to meet with hundreds of agents and agency principals at our meetings, reducing time and numerous expenses associated with individual agency visits.

MARKETING Partners receive robust marketing and advertising support from IIAW through a series of print, electronic and display advertising.

IIAW represents more than 600 independent insurance agencies and branches across the state of Wisconsin.

Our member agencies employ more than 5,000 independent, licensed agents.

As independent agents, our members offer all lines of insurance, including property, casualty, life, health, employee benefit plans and retirement products.

IIAW is affiliated on the national level with the Independent Insurance Agents & Brokers of America (IIBA).

CHOOSE YOUR BENEFITS →



**Independent
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Agents of Wisconsin

**COMPANY
SPONSOR
BENEFITS**

VISIT IIAW.COM FOR MORE INFORMATION

 Insurance Agents of Wisconsin	SPONSOR BENEFITS	Exclusive \$12,500	Partner \$3,995	Affiliate \$1,895	Industry \$895
ADVERTISING & SPECIAL RECOGNITION					
Discount on advertising in Wisconsin Independent Agent (WIA) magazine	10%	5%			
Complimentary annual ads/profiles WIA magazines (\$2,300 value!)	2 full-page	1 half-page			
Logo on cover of select WIA magazines (Two total - \$2,500 value)	X				
Recognition as a sponsor in Spotlight e-newsletter and WIA magazine (electronic circulation of over 6,000)	X	X			
Press releases published in WIA magazine's Members in the News feature	Logo + ad/profile	X	X	X	
Recognition in IIAW Membership Directory	Logo/Ad	Listing	Listing	Listing	
One-day use of training room at IIAW headquarters (member price: \$500)	2 free	1 free	75% off	50% off	
Recognition in Membership Resource Packet	Logo	Logo	Name	Name	
Publicity on IIAW.com and social media platforms	Logo	Logo	Name	Name	
Hyperlink to your website from IIAW.com	X	X			
IIAW INSURCON CONVENTION - Annually in May					
Recognition as event sponsor on signage and digital and direct mail marketing	Logo				
Priority booth selection in exhibit hall tradeshow	1st	2nd	3rd	General	
Tradeshow booth package - includes two full registrations (\$950 value!)	1 free package	10% off discounted member pricing	Discounted member pricing	Discounted member pricing	
Exclusive Company Sponsorship - highest recognition at convention and event promotion	X				
Opportunity to contribute door prizes to event	X	X	X	X	
Recognition of hosting evening reception	X				
EMERGING LEADER EVENTS					
Recognition as summer event sponsor on signage, and digital and direct mail marketing	Logo	Name		Additional sponsorship*	
Opportunity to present at or host an event	X	X	X		
Sponsorship of Quarterly Professional Development Program	X	X	X		
FALL PLANNING - Annually in September					
Recognition as event sponsor on signage and digital and direct mail marketing	Logo	Name	Addtl. sponsorship*	Addtl. sponsorship*	
Opportunity to serve on IIAW committees	X	X	X	X	
Invitation to annual Fall Planning event with complimentary registration and accommodations	X	X	X		
ADDITIONAL BENEFITS					
Attend January Board of Directors meeting which includes complimentary dinner and accommodations the night before with the Board and participation in a strategy session	X				
Receive all print communications, including monthly WIA magazine	X	X	X	X	
Receive all electronic communications, including weekly Spotlight e-newsletter	X	X	X	X	
Member login and access to IIAW.com	X	X	X	X	
Access to IIAW Membership Directory	X	X	X	X	
Free job posting to IIAW Career Center	X	X	X	X	
Discounted member pricing on prelicensing and continuing education classes	X	X	X	X	
Opportunity to sponsor CE classes	X	X	X	X	

ADDITIONAL SPONSORSHIP OPPORTUNITIES

*Because each company has individual goals, we understand that a customized sponsorship package could be right for you. Please let us know your needs and abilities and we can help fit the right package to you.

Become a 2019 Partner

You are cordially invited to become a Partner of the Independent Insurance Agents of Wisconsin. We are confident our Partners will appreciate this one-stop approach to supporting IIAW and our members. Becoming an IIAW Partner guarantees you high-profile, year-long exposure to members of the Independent Insurance Agents of Wisconsin.

Become a Partner now with one click:
www.iiaw.com/page/SupportingMembers

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Matt Banaszynski
Chief Executive Officer
608.256.4429
Matt@iiaw.com



Mallory Cornell
Vice President
608.210.2975
Mallory@iiaw.com

www.iiaw.com

partners

EXCLUSIVE



PARTNERS



AFFILIATE

Chubb Insurance Company
The Hanover Insurance Group

INDUSTRY

American Risk Management
Resources Network LLC
Austin Mutual Insurance Company
Badger Mutual Insurance
Bedford Underwriters Ltd.
Continental Western Group
Dairyland Auto & Dairyland Cycle
Erickson-Larsen, Inc.
Farmington Mutual Insurance Company
Frankenmuth Insurance
Germantown Mutual Insurance Company
Grand General Agency

Grinnell Mutual
Hastings Mutual Insurance Co.
ICW Group Insurance Companies
ISU Insurance Agency Network
J.M. Wilson
Keystone Insurers Group
Larry Gordon Agency, Inc.
League of WI Municipalities Mutual Insurance
Markel Specialty Commercial
Midwest Family Mutual Insurance Company
Mt. Morris Mutual Insurance Company
Nationwide

North Star Mutual Insurance Company
Pekin Insurance
Risk Placement Services
Sheboygan Falls Insurance Co.
State Auto Insurance Cos.
The Hartford
United Fire Group
United Heartland and Accident Fund
Western National Mutual Insurance
Westfield
Wisconsin Municipal Mutual Insurance Company, Inc.

VENDOR

123 Exteriors, Inc.
Applied Tech
BMO Harris Bank, N.A.
Delta Defense LLC | USCCA
Gates Collision Centers
Give Your Kid a Million!
Imperial PFS
Insurance Marketing Group of WI Inc.

J & K Cleaning & Restoration LLC
Midwest IT
Nohre & Co.
Revive Restoration
Security Financial Bank
ServiceMaster Restoration Services of
Madison/Superior Construction
Trilogy Health Solutions, Inc.