The Professional Insurance Agents of Florida (PIA of Florida) represents the interests of independent insurance agents across all seven regions of the state of Florida. Established 60 years ago as an affiliate organization of the National Association of Professional Insurance Agents (PIA), our mission is to promote the prosperity, growth, and perpetuation of our members as professionals in the Florida insurance industry.

PIA was founded with objectives that are as relevant today as they were in 1931:

- Educate agency owners and staff about insurance concepts;
- Keep agents informed about changing company offerings;
- Allow agents to assist one another in proper underwriting of their business;
- Increase cooperation between carriers and agents;
- Encourage uniform policy writing and assist in proper form completion;
- Advocate for agents in legislative matters;
- Foster acquaintanceship among agents so they could support one another;
- Protect the American Agency System

With nearly 200 agency members of Florida, a partnership with PIA of Florida is more than an advertisement. PIA members specialize in selling commercial and personal lines property and casualty insurance, but they also sell life and health insurance, workplace benefits and other financial services products.

It is our goal to build long lasting relationships that our members are proud to be affiliated and can count on to grow with the needs of the communities we reside and service.

I invite your organization to embark upon a true partnership with us and explore how together we can produce industry growth, increase revenue and brand satisfaction. I look forward to speaking with you in detail about your goals.

For your review, I’ve detailed the levels of partnership below.

All the best,

S’Neta Benefield
Executive Director
PIA of Florida
**BRONZE PARTNERSHIP**  $1000

**BASIC BENEFITS**
- Associate Membership in PIA of Florida
- Access to Agent Member Contact Info
- Subscription to [PIA of Florida Newsline](#) (e-newsletter)

**ADVERTISING OPPORTUNITIES**
- Year-Long Listing on [Website](#)

**EXCLUSIVE PREMIUM BENEFITS**
- Annual Partner Recognition Certificate

**EDUCATION INVOLVEMENT**
- Member Rate Discounts to Courses

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**SILVER PARTNERSHIP**  $2500

*Inclusive of all the above benefits:*

**BASIC BENEFITS**
- Subscription to the [PIA Connection](#) print magazine
- Subscription to quarterly Executive Director Updates email
- Discounts to Regional Meetings, Conferences and Events

**ADVERTISING OPPORTUNITIES**
- Quarterly targeted ad in e-newsletter, [PIA of Florida Newsline](#)
- 10% discount Advertising Block for [PIA Connection](#) (Florida exert)
- 1 Targeted Electronic Ads via Executive Update
- Content Opportunities in e-newsletter, PIA of Florida Newsline

**EXCLUSIVE PREMIUM BENEFITS**
- FREE Membership for Agent of Your Choosing (1)

**EDUCATION INVOLVEMENT**
- Regional Meeting Sponsor Opportunities
- Online Education Webinar Sponsorship Options (2)

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Call 850.893.8245 or email sbenefield@piafl.org

*PIA Florida Partnership Opportunities*
GOLD PARTNERSHIP  $3500

Inclusive of all the above benefits:

BASIC BENEFITS
• Associate Membership in PIA of Florida and National PIA

ADVERTISING OPPORTUNITIES
• Monthly Listing in e-newsletter, PIA of Florida Newsline
• Focused Wrapped Advertisement of *PIA Connection* (Florida exert)

EDUCATION INVOLVEMENT
• Regional Meeting Attendance Discount (40%)
• Hosting of a Regional Event/Meeting in Your Office/Headquarters

PLATINUM PARTNERSHIP  $4500

Inclusive of all the above benefits:

ADVERTISING OPPORTUNITIES
• Year-Long Weekly Listing in e-newsletter, PIA of Florida Newsline
• Partner Level Percentage-Based Advertising Block
• 3 Targeted Electronic Ads via Executive Director Update
• Feature Article/Content Opportunities in Florida exert of *PIA Connection*

EXCLUSIVE PREMIUM BENEFITS
• FREE Membership for Agent of Your Choosing (2)
• Premium Seating Arrangements at Events
• Invitation to Annual PIA Networking event (Board Dinner or Reception)
• Invitation to PIA Advocacy Day Events in Washington, DC

EDUCATION INVOLVEMENT
• Customized Co-Branded Regional Meeting Signage

For more information and to sign up to become a PIA Partner, contact S’Neta Benefield, Executive Director Professional Insurance Agents of Florida
Call 850.893.8245 or email sbenefield@piafl.org