



2021 VIRTUAL PARTNER PROGRAM



MARKETING
YEAR-ROUND





PARTNER WITH NYIA FOR
2021 BY JOINING THEIR **NEW**
VIRTUAL PARTNER PROGRAM.
THE **RECOGNITION** YOUR
COMPANY RECEIVES WILL ...

- **BUILD** and **REINFORCE** your company's brand.
- **ENHANCE** your company's visibility within the association with **YEAR-ROUND** presence.
- **DEMONSTRATE** your support for the property and casualty insurance industry community and its commitment to education.

YEAR-ROUND
VIRTUAL EVENT EXPOSURE

**RESERVE YOUR
PARTNER OPPORTUNITY NOW!**

PARTNER OPPORTUNITY LEVELS

DIAMOND (\$7,500)
(Limited opportunities available.)

PLATINUM (\$5,000)

GOLD (\$2,500)

SILVER (\$1,000)

BRONZE (\$500)

Start
enjoying all the
partner benefits!

ACT NOW!



2021 VIRTUAL PARTNER PROGRAM

VIRTUAL EVENTS

TENTATIVE EVENT TOPICS...

Showcase your company all year long by investing in the **NEW** Virtual Partner Program. These partnership packages offer opportunities for consistent visibility with our Association members. NYIA's virtual events are the perfect opportunity to connect your brand with insurance industry decision makers who participate to learn and engage. Associating your company with NYIA's many virtual events can be a long-term, cost-effective marketing strategy directly targeting members as well as non-affiliated delegates.

NYIA is planning a full lineup of virtual events this year. Below are the programs the association is intending to hold this year. The ultimate schedule may be different than what is listed below.

- 1. Reinsurance Roundtable**
- 2. Executive Management Roundtable**
Possible topics: executive talent recruitment and retention strategies, managing a remote or hybrid workforce, leading during change and enterprise risk management.
- 3. Innovation Series (Part 1)**
Possible topics: artificial intelligence, autonomous vehicles, data analytics, changing insurance models (e.g. insurance on demand). Convening subcommittee of the Education and Conference Planning Committee to select final topics and help identify potential speakers.
- 4. Innovation Series (Part 2)**
- 5. Innovation Series (Part 3)**
- 6. Underwriting Roundtable**
Possible topics: adult-use cannabis, lead-safe/free certification process, and cyber risk.
- 7. Claims Roundtable**
Possible topics: social inflation, legal trends, and claims handling in a virtual environment.
- 8. NYIA Annual Conference - *Not included in Virtual Partner Program. Separate prospectus.***
- 9. New York State of Mind Regulatory Symposium**
- 10. NYIA Annual Meeting - *Not included in Virtual Partner Program. Separate prospectus.***



2021 VIRTUAL PARTNER PROGRAM

**LEVERAGE THE
POWER OF BRAND
ASSOCIATION.**

VALUE OF INVESTING

YOUR SUPPORT CAN ...

INCREASE
BRAND
RECOGNITION

PROMOTE
PRODUCTS AND
SERVICES

PROVIDE
COST-EFFECTIVE
MARKETING

RAISE YOUR
PROFILE
WITHIN THE NY
INSURANCE
MARKET

SHOW YOUR
COMMITMENT TO
EXCELLENCE IN
P&C INSURANCE
INDUSTRY

HELP YOU GAIN
ACCESS TO
HUNDREDS OF
DECISION
MAKERS

GAIN VALUABLE YEAR-ROUND EXPOSURE!

*Premier Partner Packages & Benefits—
Reach NYIA members throughout 2021!*

BENEFITS OF PARTNERING

The Virtual Partner Program is an all-inclusive option for companies that desire to be promoted continuously year-round. This option allows for a one-time payment to support NYIA's virtual calendar of events throughout 2021. **Does not include Annual Conference or Annual Meeting. See a list of 2021 tentative events on page 3.**

PARTNER LEVELS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Investment	\$7,500	\$5,000	\$2,500	\$1,000	\$500
PRE-EVENT	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Shared recognition in event promo emails	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓
Recognition on event webpage	✓	✓	✓	✓	✓
Company logo	✓ (Extra large)	✓ (Large)	✓ (Medium)	✓ (Small)	
Company description	✓ (350-word)	✓ (250-word)	✓ (150-word)	✓ (50-word)	
Link to your website & contact details	✓	✓			
Opportunity to link to solutions-focused content <small>(Located on your website, linked from company profile in virtual partner program section of www.nyia.org (non-marketing/PR focus, subject to approval by NYIA))</small>	✓	✓			
Box advertisement on virtual event pages	✓ (300 x 250px)	✓ (300x100px)			
Company logo & URL link on NYIA home page	✓				
Recognition on registration page	✓				
Recognition in registration confirmation email	✓				
EVENT DAY	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Social media recognition	✓	✓	✓	✓	✓
Visual recognition during education programs	✓	✓	✓	✓	✓
NYIA will thank in welcoming remarks at the opening and remarks at closing of virtual event	✓				
POST-EVENT	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Visual recognition in post-event email	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓		
OVERALL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Shared thank-you ad in <i>Your NY Connection</i> magazine	✓	✓	✓	✓	✓
Shared recognition in Virtual Partner Program thank you email	✓	✓	✓	✓	✓
Exclusive social media recognition <small>(logo & link)</small>	✓	✓			
Premium positioning and visibility recognition	✓				