

2021 IN-PERSON PARTNER PROGRAM



AT IN-PERSON EVENTS
DEMONSTRATE YOUR
COMMITMENT WHILE
GAINING **PREMIUM**
INDUSTRY VISIBILITY.

ENGAGE
IN-PERSON

 **NYIA**
New York Insurance Association®



PARTNER WITH NYIA BY JOINING OUR **NEW** IN-PERSON PARTNER PROGRAM. THE **RECOGNITION** YOUR COMPANY RECEIVES WILL ...

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

IN-PERSON
FALL 2021 EVENT VISIBILITY

**RESERVE YOUR
PARTNER ENGAGEMENT NOW!**

PARTNER OPPORTUNITY LEVELS

DIAMOND (\$2,500)
(Limited opportunities available.)

PLATINUM (\$1,750)

GOLD (\$1,000)

SILVER (\$500)

BRONZE (\$250)

Start
enjoying all the
partner benefits!

ACT NOW!

IN-PERSON EVENTS

SCHEDULED UPCOMING EVENTS...

Showcase your company at NYIA's in-person events this fall by investing in the **NEW** In-Person Partner Program. These partnership packages offer engagements for consistent visibility with our Association members. NYIA's in-person 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 in-person events can be a long-term, cost-effective marketing strategy directly targeting members as well as non-affiliated delegates. Partners will demonstrate their support for NYIA and the property and casualty insurance industry community.

Below are the in-person programs the association has scheduled this year.

1. NYIA Golf Outing

Thursday, September 9, 2021

1:00 p.m.–5:30 p.m.

Leatherstocking Golf Course

The Otesaga Resort

Cooperstown, New York

2. NYIA Networking Reception

Thursday, September 9, 2021

5:30 p.m.–7:00 p.m.

Leatherstocking Golf Course

The Otesaga Resort

Cooperstown, New York

3. NYIA Annual Meeting

Wednesday, November 10, 2021

9:00 a.m.–2:00 p.m.

The Desmond Hotel (Crowne Plaza Albany)

Albany, New York

2021 IN-PERSON 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
THE P&C
INSURANCE
INDUSTRY

HELP YOU GAIN
ACCESS TO
HUNDREDS OF
DECISION
MAKERS

GAIN VALUABLE IN-PERSON VISIBILITY!

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

BENEFITS OF PARTNERING

The In-Person Partner Program is an all-inclusive option for companies that desire to be promoted and demonstrate support of NYIA, continuously at in-person events. This option allows for a one-time payment to support NYIA's in-person calendar of events throughout the fall of 2021.

PARTNER LEVELS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Investment	\$2,500	\$1,750	\$1,000	\$500	\$250
PRE-EVENT	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Event promo emails recognition	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓
Event webpage recognition	✓	✓	✓	✓	✓
Company logo	✓ (Extra Large)	✓ (Large)	✓ (Medium)	✓ (Small)	
Company description	✓ (350-word)	✓ (250-word)	✓ (150-word)	✓ (50-word)	
Link to your website & contact details	✓	✓			
NYIA home page recognition	✓				
EVENT DAY	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Visual recognition	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓		
Verbal recognition	✓	✓			
POST-EVENT	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Social media recognition	✓	✓	✓		
OVERALL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
In Person Partners thank you email recognition	✓	✓	✓	✓	✓
Exclusive social media recognition (logo & link)	✓	✓			
Premium positioning and visibility recognition	✓				
ANNUAL MEETING DIGITAL PROGRAM	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Program recognition	✓	✓	✓	✓	✓
Program advertisement	✓ (8.5"W x 11"H)	✓ (8.5"W x 11"H)	✓ (8.5"W x 4.75"H)		
Program advertisement Premier Placement	✓				
Digital program cover recognition	✓				

Please note:

All partners within each level will be placed in alphabetical order when in print, digitally or verbally recognized.