



2023 ANNUAL PARTNER PROGRAM



ALL YEAR LONG
 DEMONSTRATE YOUR
COMMITMENT WHILE
 GAINING **PREMIUM**
 INDUSTRY EXPOSURE.

VISIBILITY
YEAR-ROUND





PARTNER WITH NYIA FOR 2023 BY JOINING OUR **ANNUAL** PARTNER PROGRAM.

WITH THE VALUE OF 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

**YEAR-ROUND
COMPANY EXPOSURE**

**RESERVE YOUR
PARTNER OPPORTUNITY NOW!**

**Does not include the Annual Conference*

PARTNER OPPORTUNITY LEVELS

DIAMOND (\$4,000)
(Limited opportunities available.)

PLATINUM (\$3,000)

GOLD (\$1,500)

SILVER (\$750)

BRONZE (\$500)

**Start
enjoying all the
partner benefits!
ACT NOW!**

BENEFITS OF PARTNERING

The Annual Partner Program is an all-inclusive option for companies that desire to be promoted continuously year-round, which allows for a one-time payment to support NYIA throughout 2023. *Please note that the Annual Partner Program does not include the Annual Conference, partnership opportunities for the conference will be available separately.*

PARTNER LEVELS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Investment	\$4,000	\$3,000	\$1,500	\$750	\$500
WEBSITE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
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)	✓ (300 x 100px)			
Company logo & URL link on NYIA home page	✓				
EMAIL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Company logo	✓ (Extra large)	✓ (Large)	✓ (Medium)	✓ (Small)	
Visual recognition in post-event emails	✓	✓	✓	✓	✓
Visual recognition in Annual Partner Program thank you email	✓	✓	✓	✓	✓
SOCIAL MEDIA	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Company logo	✓ (Extra large)	✓ (Large)	✓ (Medium)	✓ (Small)	
Tags to company social media pages	✓	✓	✓	✓	✓
OVERALL	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Shared thank-you ad in <i>Your NY Connection</i> magazine	✓	✓	✓	✓	✓
Visual and verbal recognition during in-person education programs and events	✓	✓	✓	✓	✓
Recognition on event registration and confirmation pages	✓				
Premium positioning and visibility recognition	✓				

GAIN VALUABLE YEAR-ROUND EXPOSURE!

Premier Partner Packages & Benefits—Reach NYIA members throughout 2023!