

# 2023

# BIG I | ARKANSAS

PARTNERS  
PROGRAM



SUPPORT | CONNECT | ENGAGE

# WHY PARTNER WITH BIG I ARKANSAS?

IT'S PLAIN AND SIMPLE.

Your company needs independent agents. As the fastest-growing state association in Arkansas, there is no better way to reach the community of independent agents than by being a Big I Arkansas PARTNER. As one of the voices for independent agents in the country, Big I Arkansas is committed to empowering our membership to rise above the competition and reach their fullest potential. With continued growth, record attendance, and high levels of both excitement and energy at our events, the decision is easy. Will your company be there with us, supporting and helping independent agencies grow, innovate, and thrive into the future?

## MAKE THE MOST OF YOUR MARKETING DOLLARS



Over 1,500 insurance professionals attend our classes and seminars each year.



Each issue of our publications reach over 2,000 insurance professionals in Arkansas, including our Partners Directory.



Over 1,000 insurance professionals attend our annual events each year.



Our lobbyist works on bills that impact our industry on both the agent and carrier side of the business.



Save money on sponsorships, registrations, and events with your partnership and ONE transaction making budgeting & planning easier. Associate Member dues are included.



Your partnership guarantees year-long, high-profile exposure to Big I Arkansas member agents

**JOIN TODAY:** Lisa Hanshaw | [lisa@bigiarkansas.com](mailto:lisa@bigiarkansas.com) 501-255-3383  
Valerie Young | [valerie@bigiarkansas.com](mailto:valerie@bigiarkansas.com) 501-255-3381

**SUPPORT**

your independent agency network

**CONNECT**

with Big I Arkansas member agents

**ENGAGE**

decision makers and influencers

# PARTNER BENEFITS

NEW!  
NEW!

NEW!

NEW!

NEW!

NEW!

NEW!

|  | Presidential<br>\$15,000 | Platinum<br>\$11,000 | Gold<br>\$8,500 | Silver<br>\$5,500 | Bronze<br>\$3,000 |
|--|--------------------------|----------------------|-----------------|-------------------|-------------------|
| <b>CONFERENCES: ANNUAL &amp; EMERGING LEADERS</b>  |                          |                      |                 |                   |                   |
| Complimentary Exhibit Booth (Annual Convention)  | ★ 2 booths               | ★ 1 booth            | ★ 50% off       | ★ 25% off         | ★ 10% off         |
| Priority Booth Location Selection  | ★                        |                      |                 |                   |                   |
| Complimentary Registration (per event)   | ★ 5                      | ★ 4                  | ★ 3             | ★ 2               | ★ 1               |
| Golf Tournament Registration (per event)   | ★ 4                      | ★ 1                  | ★ 1             | ★ 1               |                   |
| eMerging Leaders Deck Party Registration   | ★ 3                      | ★ 2                  | ★ 1             | ★ 1               | ★ 1               |
| Opportunity to invite prospective agency members to attend Annual Convention as your company's guest(s) at no charge | ★                        | ★                    | ★               |                   |                   |
| Logo in Annual Convention Program  | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Company Featured on Attendee Lanyards  | ★logo                    |                      |                 |                   |                   |
| Opportunity to Place Promo Items in Attendee Packets   | ★                        |                      |                 |                   |                   |
| Partners Listing Banner  | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Exclusive 'PARTNER company' exhibitor signage  | ★                        | ★                    | ★               | ★                 | ★                 |
| Signage at Professional Development and Social Events  | ★                        | ★                    | ★               |                   |                   |
| Advanced Opportunity to Choose Sponsorship of Special Events   | ★                        | ★                    | ★               | ★                 |                   |
| List of Partners in Annual Convention packets  | ★                        | ★                    | ★               | ★                 | ★                 |
| Private Partners Reception at Convention   | ★                        | ★                    | ★               | ★                 | ★                 |
| <b>PUBLICATIONS &amp; SOCIAL MEDIA</b>   |                          |                      |                 |                   |                   |
| One-Page Feature in Big I Arkansas Magazine (1 issue per year)   | ★                        | ★                    |                 |                   |                   |
| Partner Listing in Each Issue of Big I Arkansas Magazine   | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Partners Only Directory in Big I Arkansas Magazine   | ★                        | ★                    | ★               | ★                 | ★                 |
| Social Media Story Takeover  | ★                        | ★                    | ★               |                   |                   |
| Partner Recognition of Big I Arkansas Insider (5x per year)  | ★                        | ★                    | ★               | ★                 | ★                 |
| Partner Feature on Big I Arkansas Social Media   | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Partner Recognition in Education Newsletter (2x per year)  | ★                        | ★                    | ★               | ★                 |                   |
| <b>BIG I ARKANSAS CLASSROOM &amp; TECHNOLOGY CENTER</b>  |                          |                      |                 |                   |                   |
| Recognition on Marketing PowerPoint  | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Named as Sponsor of Big I Arkansas CIC/CISR Scholarships   | ★CIC                     | ★CISR                |                 |                   |                   |
| Recognition Signage in Office Foyer & Reception  | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Complimentary/Discounted Rental during business hours  | ★ unlimited              | ★ 4 free             | ★ 2 free        | ★ 1 free          |                   |
| Access to Big I AR Technology Center to Livestream Meetings  | ★ 1 free                 | ★ 1 free             | ★ 50% off       | ★ 25% off         | ★ 10% off         |
| <b>PARTNER RECOGNITION &amp; ADDITIONAL BENEFITS</b>   |                          |                      |                 |                   |                   |
| Complimentary Dues   | ★                        | ★                    |                 |                   |                   |
| Dues Now Included  |                          |                      | ★               | ★                 | ★                 |
| Exclusive use of Big I Arkansas Partner Logo   | ★                        | ★                    | ★               | ★                 | ★                 |
| Digital Display in Lobby & Reception (Reaching 1500 Agents Per Year)   | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Partner Listing on Big I Arkansas Website (with hyperlink)   | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Video Marketing Presence on Website  | ★                        | ★                    | ★               |                   |                   |
| Recognition on bigiarkansas.com Homepage Rotating Banner   | ★logo                    | ★logo                | ★logo           | ★logo             | ★logo             |
| Member Mailing List (provided in Excel format)   | ★                        | ★                    | ★               | ★                 | ★                 |
| Opportunity to Send Email to Big I AR Members (4x per year)  | ★                        | ★                    |                 |                   |                   |
| Sponsorship of Big I Arkansas Legislative Bulletins  | ★                        | ★                    | ★               | ★                 | ★                 |
| Exclusive Invitation to Legislative Briefing   | ★                        | ★                    | ★               | ★                 | ★                 |
| Logo Recognition on Mobile Feathers  | ★                        | ★                    | ★               | ★                 | ★                 |
| Recognition in eMerging Leaders Community Involvement Campaign   | ★                        | ★                    | ★               |                   |                   |

# THANK YOU 2022 PARTNERS

## PRESIDENTIAL

**PROGRESSIVE**®



**FIRST INSURANCE**®  
FUNDING  
A WINTRUST COMPANY

## PLATINUM



**RLI**®

**AGILE**  
PREMIUM FINANCE  
A Division of Valley National Bank®

## GOLD



## SILVER



## BRONZE



# PARTNER PLEDGE FORM

**DUE BY JANUARY 1, 2023****I want to support my independent agency network!**☐ Presidential (\$15,000)☐ Platinum (\$11,000)☐ Gold (\$8,500)

Silver (\$5,500)

Bronze (\$3,000)

Company Name: \_\_\_\_\_

Main Contact Name: \_\_\_\_\_

If billing contact is different, please provide it here: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

**Payment Options:****Online:** [iiaar.epaypolicy.com](http://iiaar.epaypolicy.com)

Check: Payable to Big I Arkansas

**PARTNERS PROGRAM TERMS AND CONDITIONS:**

The Partners Program operates on a calendar year (benefits applicable January 1 – December 31). Commitments must be renewed each year to continue as a Big I Arkansas Partner and receive corresponding benefits. This contract serves as a binding agreement between your company and the Independent Insurance Agents of Arkansas. Your company is responsible for the full, contracted balance, as no cancellations are permitted.

Payment is due at the time this commitment form is returned to Big I Arkansas. Big I Arkansas must receive this commitment form and complete payment by January 1, 2023 to be included in the 2023 Partners Program and receive applicable benefits. If payment is received after this date, benefits may be adjusted accordingly.

Send commitments via mail: Big I Arkansas, 5000 Northshore Dr., North Little Rock, AR 72118; or email: Lisa Hanshaw, [lisa@bigiarkansas.com](mailto:lisa@bigiarkansas.com) or Valerie Young, [valerie@bigiarkansas.com](mailto:valerie@bigiarkansas.com).

**I agree to all terms and conditions  
outlined in this agreement. (please sign)** \_\_\_\_\_

**Thank You!**