

2022

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 501-225-3383
Valerie Young | valerie@bigiarkansas.com 501-255-3381

SUPPORT
your independent agency network

CONNECT
with Big I Arkansas member agents

ENGAGE
decision makers and influencers

BENEFITS AT-A-GLANCE

	Presidential \$15,000	Platinum \$11,000	Gold \$8,500	Silver \$5,500	Bronze \$3,000
Conferences: Annual & eEmerging Leaders					
Complimentary Exhibit Booth (Annual Convention)	★ 2 booths	★ 1 booth	★ 50% off	★ 25% off	★ 10% off
Priority Booth Location Selection	★				
Complimentary Registration (per conference)	★ 5	★ 4	★ 3	★ 2	★ 1
Golf Tournament Registration (per conference)	★ 3	★ 1	★ 1	★ 1	
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
Signage at Professional Development and Social Events	★	★	★		
Advanced Opportunity to Choose Sponsorship of Special Events	★	★	★	★	
List of Partners in Annual Convention packets	★	★	★	★	★
Publications & Social Media					
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
NEW! Partners Only Directory in Big I Arkansas Magazine	★	★	★	★	★
Social Media Story Takeover	★	★	★		
Sponsor Recognition of Big I Arkansas Insider (5x per year)	★	★	★	★	★
NEW! Partner Feature on Big I Arkansas Social Media	★ logo	★ logo	★ logo	★ logo	★ logo
Big I Arkansas Classroom & Technology Center					
Recognition on Marketing PowerPoint	★ logo	★ logo	★ name	★ name	★ name
Named as Sponsor of Big I Arkansas CIC/CISR Scholarships	★ CIC	★ CISR			
NEW! 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
Partner Recognition & Additional Benefits					
Complimentary Dues	★	★			
NEW! Associate Member Dues Now Included			★	★	★
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	★	★	★	★	★
NEW! Make-A-Wish Presentation Sponsor	★	★	★	★	★
NEW! Recognition in eEmerging Leaders Community Involvement Campaign	★	★	★		

THANK YOU 2021 PARTNERS

PRESIDENTIAL



PLATINUM



GOLD



SILVER



BRONZE



PARTNER PLEDGE FORM

DUE BY JANUARY 31, 2022

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:

Check: Payable to IIAAR

Online: iaar.epaypolicy.com

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 30, 2022 to be included in the 2022 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 Hanshew, lisa@bigiarkansas.com or Valerie Young, valerie@bigiarkansas.com.

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

Thank You!