



# *Partner*

## PROGRAM



2024 INDUSTRY PARTNER PROGRAM

# What does the Partner Program include?

	Diamond	Platinum	Gold	Silver	Bronze
<b>SPECIAL RECOGNITION</b>					
Listing on MAIA Partners banner displayed at the Small Agency Conference and Missouri Agents Connection Summit	logo	logo	name	name	name
Listing as an MAIA Partner in each issue (6 issues, circulation of approx. 1600/issue) of Missouri Agent magazine for the year pledged	logo	logo	name	name	name
Recognition on registration packets at all education programs and events	logo	logo	name	name	name
Listing on the MAIA website, moagent.org	logo, link	logo, link	name	name	name
Recognition on social media platforms throughout the year	Four Platforms	Three Platforms	Two Platforms	Single Platform	
Priority exhibit booth selection at the MAC Summit & the Small Agency Conference	x	x	x	x	x
Opportunity to purchase bulk drink tickets to be used at at MAC Summit & the Small Agency Conference	x	x	x	x	x
Listing as MAIA Partner on moagent.org homepage	logo	logo			
Discounted use of education center rental at MAIA Headquarters	2 free, then 50% off	1 free, then 50% off	50% off	25% off	10% off
Sponsorship of MAIA board meeting	x				
Three complimentary event registrations* to MAIA event of your choice (in addition to others specified below)	x				
<b>ASSOCIATE MEMBERSHIP</b>					
MAIA Associate Membership for the calendar year pledged — or an equal credit toward regular membership dues for wholesalers	x	x	x	x	x
<b>MISSOURI AGENTS CONNECTION SUMMIT - July 17-19, 2024, Chateau on the Lake, Branson</b>					
Special sponsorship of high profile event or speaker, including recognition at the event and in the conference brochure as a sponsor**	x	x			
Major sponsorship of event or speaker, education session, etc., including recognition at the event and in the conference brochure as a sponsor**			x		
Regular sponsorship of coffee break, handouts, etc., including recognition at the event and in the conference brochure as a sponsor**				x	
Exhibit booth at the Missouri Agents Connection Summit	XL booth	XL booth	x	25% off	
Full conference registration(s)* — number indicated at right	2	2	2	1	1
<b>SMALL AGENCY CONFERENCE - March 21-22, 2024, Holiday Inn, Columbia</b>					
Special sponsorship (see description above)	x	x			
Major sponsorship (see description above)			x		
Regular sponsorship (see description above)				x	
Exhibit booth at the Small Agency Conference	x	x	x	25% off	
Full conference registration(s)* — number indicated at right	2	2	2	1	1
<b>CSR DEVELOPMENT CONFERENCE - Fall 2024, MAIA Headquarters, Jefferson City</b>					
Recognition as a Partner at the conference	x	x	x	x	x
<b>ADVERTISING</b>					
One free ad (size & color description at right) in any one issue of Missouri Agent magazine during 2024. Also a discount on additional ads for the calendar year (good for ads run during 2024). Company is responsible for supplying high resolution pdf CMYK ad by the 1st of the month preceding publication.	Full Page Color \$1,558 value	Full Page Color \$1,558 value	1/2 pg Color \$1,089 value	1/2 pg B&W \$721 value	1/4 pg B&W \$410 value
VALUE TO PARTNERS (approximate)	\$41,500	\$28,500	\$17,000	\$9,800	\$4,400
<b>TOTAL COST TO PARTNERS</b>	<b>\$15,500</b>	<b>\$10,400</b>	<b>\$6,500</b>	<b>\$3,800</b>	<b>\$2,400</b>

\*Conference and event registrations are for meals, education, etc. Hotel accommodations, golf and other optional activities not included.

\*\*Selection order based on Partner level and the order pledges are received.

*Introducing the new...*

# PARTNER ENHANCEMENT PROGRAM

Diamond and Platinum Partners, you are eligible to choose from the *exclusive* list of enhancements below to add to your Partnership. These enhancements will provide substantial recognition of your organization to Missouri agents. This is recognition that you simply cannot get anywhere else.

GENERAL ENHANCEMENT	PRICE	
Young Agent Regional Event (Fall) - Title Sponsor	\$5,000	May 1
CONFERENCE ENHANCEMENTS	PRICE	
Lanyards at Small Agency Conference and MAC Summit (approx. 1000)	\$2,500	Feb. 1
Attendee Welcome Gift at Small Agency Conference (approx. 600)	\$3,000	Jan. 15
Attendee Welcome Gift at MAC Summit (approx. 400)	\$2,500	May 1
Notepads and pens at Small Agency Conference (approx. 600)	\$1,750	Feb. 1
Notepads and pens at MAC Summit (approx. 600)	\$1,500	May 1
Open Bar at Wednesday evening of 2024 MAC Summit	\$5,000	May 1
Open Bar at entertainment following the Banquet of 2024 MAC Summit	\$5,000	May 1
Solo-like cups at Crawfish Feast (approx. 500)	\$2,500	Feb. 1
Magazine belly band for Jan/Feb issue (Small Agency Conference focused)	\$2,500	Dec. 1
Magazine belly band for May/Jun issue (MAC Summit focused)	\$2,500	Feb. 1
Sleeve of golf balls for MAC Summit Golf Tournament winners (approx. 30 ind.)	\$1,000	Apr. 1
Sleeve of golf balls and/or golf towel for all MAC Summit Golf Tournament players (approx. 90 ind.)	\$1,500-\$4,000	Apr. 1



## Requirements/Details:

1. Enhancements selection will begin in December/January by Partner level and pledge order when you select your event sponsorship. Payments for enhancements must be made by January 31, 2024.
2. The sponsored collateral items are non-negotiable.
3. Sponsored collateral will be co-branded with the Partner's logo and MAIA's logo.
4. Sponsored collateral is to be ordered by MAIA in coordination with Partner by the date indicated above.
5. Some enhancements are associated with event sponsorships.

# Why Partner with MAIA?

The Missouri Association of Insurance Agents is a trade association representing over 400 independent insurance agencies including over 600 agency locations and almost 5,000 licensed agents in Missouri. We are the oldest and most active independent agent group in Missouri, and one of the largest in the Midwest.



MEMBER  
AGENCIES



INDUSTRY  
PROFESSIONALS  
AT EVENTS



LICENSED  
MEMBER  
AGENTS



ANNUAL  
MAGAZINE  
VIEWS

## PARTNER PROGRAM DETAILS

### ***Who is the Partner Program for?***

Companies, wholesalers and vendors who do business in the independent agency system in Missouri.

### ***What do Partners receive?***

Guaranteed high-profile, year-long exposure to MAIA members.

### ***When/where do I pledge?***

Pledges will be accepted Wed., July 19, 2023, at the start of the Welcome Reception during the MAC Summit at Margaritaville Lake Resort. All other pledges will be accepted beginning July 20, 2023.

### ***Why should our organization become a Partner in Missouri?***

Many of the perks you receive as an MAIA Partner are not available to other organizations—at any cost. This includes sponsorship opportunities at events, first pick of exhibit booths and more.

## FAQS

### ***Will this benefit us more than purchasing these items a la carte throughout the year?***

These opportunities are not available a la carte through the year. We have built-in opportunities for recognition that are available to Partners only through the Partner Program.

### ***Can we pay in installments?***

Yes. We prefer full payment but we can accept payment in two parts if needed. All payments must be completed by 1/31/24.

### ***Why is it important to pledge early?***

Listing on promotional material and selection of sponsorships and booths is based on level of pledge as well as the order that pledges are received. The earlier you pledge, the better!

### ***Why do we have to pledge by December 1?***

To ensure that we can get all printed items created with our Partners listed prior to the first classes in January.

### ***What if we can't get budget approval by December 1?***

We will do our best to get your company's name/logo included on as many printed items as possible, but there is no guarantee that it will be included on the education packet envelope.

# 2023 Partners

## DIAMOND

Missouri Employers Mutual • CFM Insurance • BMI Company, Inc.  
Barton Mutual Insurance Company • Progressive

## PLATINUM

Missouri Rural Services Corp. • Cameron Mutual • Jencap Group • Liberty Mutual/Safeco • Nationwide

## GOLD

Arlington/Roe • Columbia Insurance Group • West Bend Mutual Insurance Company • Markel Specialty  
CRC Group • Old Missouri Mutual • UFG Insurance • Travelers Insurance • Keystone • Capital Premium Financing  
Continental Western Group • NCMIC Finance Corporation • EMC Insurance • Hippo Insurance Services

## SILVER

Southern Pioneer Insurance • SECURA Insurance • Selective Insurance Company of America • Acuity  
Madison Mutual Insurance Company • Burns & Wilcox • JM Wilson • FCCI Insurance Group • CNA  
HawkSoft • Valley Insurance Agency Alliance • Stonetrust Workers' Compensation  
Amwins Access Insurance Services, LLC • Berkshire Hathaway GUARD Insurance Companies • Iroquois  
Risk Placement Services, Inc. • RT Specialty • Accident Fund Insurance Company of America  
National General an Allstate company • BankDirect Capital Finance • SynchronoSure

## BRONZE

United Home Insurance Co. • AmTrust Insurance • Foremost Insurance Group • Auto-Owners Insurance  
Insurance Specialties • The Cincinnati Insurance Cos. • Grinnell Mutual Reinsurance Co.  
ICW Group Insurance Cos. • MOPERM • AMERISAFE • Falls Lake Insurance • Chris-Leef General Agency  
Midwest Preferred Mutual Insurance • W. A. Schickedanz Agency, Inc. • Graham-Rogers Insurance • Dairyland  
UnitedHealthcare • Agent Support Network of America - ASNOA • Med James • Missouri Farm & Home  
Imperial PFS • Electric Insurance • Philadelphia Insurance Cos. • UBIC • Swiss Re Corporate Solutions  
Cannabis Insurance Wholesalers/One General Agency



## 2024 Partner Pledge Form

Pledge due by Dec. 1, 2023 • Payment due by Jan. 31, 2024

We want to partner with MAIA! Our company will participate at the following level:

☐ Diamond (\$15,500)   ☐ Platinum (\$10,400)   ☐ Gold (\$6,500)   ☐ Silver (\$3,800)   ☐ Bronze (\$2,400)

Company (as it should be printed) \_\_\_\_\_ Partner Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Co. Website \_\_\_\_\_ Email \_\_\_\_\_

Mo. Field Reps (List Names & Email) \_\_\_\_\_

Payment Options (must be completed for pledge to be accepted)

☐ Bill me now   ☐ Bill me after Jan. 1, 2024   ☐ Check Enclosed

Return to MAIA by email: [maia@moagent.org](mailto:maia@moagent.org); fax: 573-893-3708; or mail: 3315 Emerald Lane, Jefferson City, MO 65109.

2024 Partnership commitments may be hand-delivered to MAIA staff starting at 3 p.m. (beginning of Welcome Reception) on Wed., July 19, 2023, at the MAIA Missouri Agents Connection Summit, Osage Beach. All other commitments will be accepted beginning July 20.

Partner pledges are considered fully earned as of December 1, 2023,  
with an option to pay either in the current or following calendar year until January 31, 2024.