



Partner

PROGRAM



2025 INDUSTRY PARTNER PROGRAM

What does the Partner Program include?

	Diamond	Platinum	Gold	Silver	Bronze
SPECIAL RECOGNITION					
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. 1400) 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 Missouri Agents Connection Summit & the Small Agency Conference	x	x	x	x	x
Opportunity to purchase bulk drink tickets at events	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				
MISSOURI AGENTS CONNECTION SUMMIT - July 22-25, 2025, Chateau on the Lake, Branson					
Special sponsorship of high profile event or speaker and recognition at the event and in the conference brochure as a sponsor**	x	x			
Major sponsorship of event or speaker, education session, etc. and recognition at the event and in the conference brochure as a sponsor**			x		
Regular sponsorship of coffee break, handouts, etc. and 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
SMALL AGENCY CONFERENCE - March 19-21, 2025, Holiday Inn, Columbia					
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
CSR DEVELOPMENT CONFERENCE - Fall 2025, MAIA Headquarters, Jefferson City					
Recognition as a Partner at the conference	x	x	x	x	x
TOTAL SPONSORSHIP COST	\$13,311	\$8,211	\$4,789	\$2,465	\$1,382
ASSOCIATE MEMBERSHIP	\$600	\$600	\$600	\$600	\$600
MAIA Associate Membership for the calendar year pledged — or an equal credit toward regular membership dues for wholesalers	x	x	x	x	x
ADVERTISING	\$1,589	\$1,589	\$1,111	\$735	\$418
One free ad (size & color description at right) in any one issue of Missouri Agent magazine during 2025. Also a discount on additional ads for the calendar year (good for ads run during 2025).	Full Page Color	Full Page Color	1/2 pg Color	1/2 pg B&W	1/4 pg B&W
TOTAL VALUE TO PARTNERS (approximate)	\$41,500	\$28,500	\$17,000	\$9,800	\$4,400
TOTAL COST TO PARTNERS	\$15,500	\$10,400	\$6,500	\$3,800	\$2,400

*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.

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 ENHANCEMENTS	PRICE	
Young Agent Regional Event - Tailgate Party (Fall) - Title Sponsor	\$5,000	May 1
Young Agent Regional Event - Happy Hour Party (Spring) - Title Sponsor	\$2,000	Jan. 15
CONFERENCE ENHANCEMENTS	PRICE	
Lanyards at Small Agency Conference and MAC Summit (approx. 1000)	\$3,000	Jan. 15
Tote bags at Small Agency Conference and MAC Summit (approx. 1000)	\$3,500	Jan. 15
Attendee welcome gift (small tech bag) at Small Agency Conference (approx. 600)	\$3,000	Jan. 15
Attendee welcome gift (lunch tote) at MAC Summit (approx. 400)	\$3,000	May 1
Notepads and pens at Small Agency Conference (approx. 500) and/or at MAC Summit (approx. 300)	\$1,500-\$3,500	Jan. 15
Open bar at Wednesday evening of 2025 MAC Summit (includes cocktail napkins with logo)	\$5,000	May 1
Open bar at entertainment following the Banquet of 2025 MAC Summit (includes cocktail napkins with logo)	\$5,000	May 1
Double walled Solo-like cups at Crawfish Feast (approx. 500) (not avail. if choosing stadium cups)	\$3,500	Jan. 15
Stadium cups at Crawfish Feast (approx. 500) (not avail. if choosing Solo-like cups)	\$1,500	Jan. 15
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. Conference enhancements selection will begin in December/January by Partner level and pledge order when you select your event sponsorship.
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, and the enhancement can only be selected if a Partner chooses the related sponsorship for the event. However, a Partner is not required to select the enhancement related to a particular sponsorship, and can choose any available enhancement.
6. Logos may not be in color on some items due to printer restrictions.

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 over 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 17, 2024, at the start of the Welcome Reception during the MAC Summit at Chateau on the Lake. All other pledges will be accepted beginning July 18, 2024.

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 1/31/25.

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.

2024 Partners

DIAMOND

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

PLATINUM

Valley Insurance Agency Alliance • Nationwide
Liberty Mutual|Safeco|State Auto • JENCAP

GOLD

Columbia Insurance Group • Capital Premium Financing • Arlington/Roe • EMC Insurance • Keystone
Old Missouri Mutual • National General, an Allstate company • Travelers Insurance
NCMIC Finance Corporation • Markel Specialty

SILVER

Acuity • Berkshire Hathaway GUARD Insurance Companies • SECURA Insurance • AF Group
Southern Pioneer Insurance • RT Specialty • HawkSoft • FCCI Insurance Group
West Bend Insurance Company • Stonetrust Workers' Compensation • CRC Group
Burns & Wilcox • Risk Placement Services, Inc. • Iroquois
Madison Mutual Insurance Company • UFG Insurance • Amwins Access

BRONZE

Remote Insurance Team • Auto-Owners Insurance • AMERISAFE • ICW Group Insurance Companies
Steadily Insurance • JM Wilson • Cannabis Insurance Wholesalers/One General Agency • Dairyland
Agent Support Network of America - ASNOA • Swiss Re Corporate Solutions • UnitedHealthcare
Grinnell Mutual Reinsurance Company • Graham-Rogers Insurance • The Cincinnati Insurance Companies
Aegis General Insurance Agency • EMPLOYERS • Selective Insurance • AmTrust Insurance • Med James
Imperial PFS • Insurance Specialties • Philadelphia Insurance Companies • Chris-Leef General Agency, Inc.
Amynta Work Comp Solutions • SafetyCulture Care • UBIC • Missouri Farm and Home Mutual Ins. Co.
W. A. Schickedanz Agency, Inc. • Anthem Software • MOPERM



2025 Partner Pledge Form

Pledge due by Dec. 1, 2024 • Payment due by Jan. 31, 2025

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, 2025 ☐ Check Enclosed

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

2025 Partnership commitments may be hand-delivered to MAIA staff starting at 3:30 p.m. (beginning of Welcome Reception) on Wed., July 17, 2024, at the MAIA Missouri Agents Connection Summit, Branson. All other commitments will be accepted beginning July 18.

Partner pledges are considered fully earned as of December 1, 2024,
with an option to pay either in the current or following calendar year until January 31, 2025.