



Partner

PROGRAM



2023 INDUSTRY PARTNER PROGRAM

What does the Partner Program include?

PACKAGE SPONSORSHIPS	Diamond	Platinum	Gold	Silver	Bronze
SPECIAL RECOGNITION					
Listing on MAIA Partners banner displayed at the Small Agency Conference & Missouri Agents Connection Summit	logo	logo	name	name	name
Listing as an MAIA Partner in each issue (6 issues, circulation of approx. 1600) 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	4 Platforms	3 Platforms	2 Platforms	1 Platform	
Priority exhibit booth selection at the Missouri Agents Connection Summit & the Small Agency Conference	x	x	x	x	x
Listing as MAIA Partner on moagent.org homepage	logo	logo			
Pertinent news releases published in Missouri Agent magazine	x	x	x	x	x
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				
ASSOCIATE MEMBERSHIP					
MAIA Associate Membership for the calendar year pledged — or an equal credit toward regular membership dues for wholesalers	x	x	x	x	x
MISSOURI AGENTS CONNECTION SUMMIT - July 19-21, 2023, Margaritaville Lake Resort, Lake of the Ozarks					
Special sponsorship of high profile event or speaker, recognition at the event and in the conference brochure as a sponsor (selection order based on Partner level and the order pledges are received)	x	x			
Major sponsorship of event or speaker, education session, etc., recognition at the event and in the conference brochure as a sponsor (selection order based on Partner level and the order pledges are received)			x		
Regular sponsorship of coffee break, handouts, etc., recognition at the event and in the conference brochure as a sponsor (selection order based on Partner level and the order pledges are received)				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 29-30, 2023, 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 2023, MAIA Headquarters, Jefferson City					
Recognition as a Partner at the conference	x	x	x	x	x
ADVERTISING					
One free ad (size & color description at right) in any one issue of Missouri Agent magazine during 2023. Also a discount on additional ads for the calendar year (good for ads run during 2023). Company is responsible for supplying high resolution pdf CMYK ad.	Full Page Color \$1,527 value	Full Page Color \$1,527 value	1/2 pg Color \$1,068 value	1/2 pg B&W \$707 value	1/4 pg B&W \$402 value
VALUE TO PARTNERS (approximate)	\$35,700	\$23,500	\$14,000	\$8,000	\$4,000
TOTAL COST TO PARTNERS	\$15,000	\$10,000	\$6,200	\$3,500	\$2,200

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

Why Partner with ?

The Missouri Association of Insurance Agents is a trade association representing nearly 450 independent insurance agencies and over 4,700 licensed agents in Missouri. We are the oldest and most active independent agent group in Missouri, and one of the largest in the Midwest.

We created this program for insurance companies, wholesalers, and vendors who support MAIA on an ongoing basis. Becoming an MAIA Partner guarantees you high-profile, year-long exposure to members of the Missouri Association of Insurance Agents.

EXPOSURE

Each issue of our magazine reaches over 1,600 insurance professionals in Missouri

Over 1,000 insurance professionals attend our classes, events and seminars each year

SAVINGS

You'll save money on sponsorships, advertising and events with your Partnership

The value of the various benefits you receive as an MAIA Partner far exceeds the cost

UNIQUE PERKS

Many of the perks you receive as an MAIA Partner are not available to other companies

This includes sponsorship opportunities at events and first pick of exhibit booths

NO HASSLE

The Partner Program is a one-step approach that will make your budgeting and planning easier

We will not solicit money from you again this calendar year

FAQS

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

Yes! We have built-in opportunities and recognition that are available to Partners only. Event sponsorships at the Missouri Agents Connection Summit or the Small Agency Conference are reserved only for Silver Partners and above. There are no sponsorships available to companies that are not Partners. Plus there are discounts available for Partners throughout the year.

Can we pay in installments?

Yes. Although we would prefer full payment, we can accept payment in two parts if needed. However, all payments must be completed before 1/31/23.

Why is it important to pledge early?

The order the Partners are listed on promotional material as well as the order of selection of sponsorships and booths is based on the order that pledges are received. Therefore it is beneficial to get your pledge in as early as possible.

Why do we have to pledge by December 1?

This deadline exists 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.

Who do I contact if I have more questions?

Matt Barton (mbarton@moagent.org) at 573-893-4301.

2022 Partners

DIAMOND

Missouri Employers Mutual • Progressive • CFM Insurance

PLATINUM

Missouri Rural Services Corp. • UFG Insurance • Barton Mutual Insurance Company
BMI Company, Inc. • Cameron Mutual • Jencap Insurance Services - Risk Innovations • Nationwide

GOLD

EMC Insurance • Arlington/Roe • Columbia Insurance Group • Capital Premium Financing
Liberty Mutual/Safeco • West Bend Mutual Insurance Co. • Keystone • Travelers Insurance
Continental Western Group • CRC Group - Midwest • Markel • NCMIC Finance Corp. • Old Missouri Mutual

SILVER

Southern Pioneer Insurance • Accident Fund Insurance Co. of America
Berkshire Hathaway GUARD Insurance Cos. • Madison Mutual Insurance Company • SECURA Insurance
Acuity • Valley Insurance Agency Alliance • Missouri Farm & Home • JM Wilson • FCCI Insurance Group
Risk Placement Services, Inc. • Stonetrust Workers' Compensation • CNA • RT Specialty • Amwins
Burns & Wilcox • HawkSoft • The Cincinnati Insurance Cos. • Iroquois

BRONZE

Electric Insurance • Insurance Specialties • ICW Group Insurance Cos. • AmTrust Financial Services Inc.
Foremost Insurance Group • Grinnell Mutual Reinsurance Company • Auto-Owners Insurance
Selective Insurance Company of America • United Home Insurance Company • MOPERM • UnitedHealthcare
Imperial PFS • Openly • Dairyland • Agent Support Network of America - ASNOA • State Auto Insurance Cos.
Graham-Rogers Insurance • HSA Central • Med James • Falls Lake Insurance Company • Philadelphia Insurance Cos.
Commercial Insurance Underwriters, Inc. (CIU) • Swiss Re Corporate Solutions • Chris-Leef General Agency, Inc.
AMERISAFE • W.A. Shickendanz Agency, Inc. • BankDirect Capital Finance • Traders Insurance



2023 Partner Pledge Form

Pledge due by Dec. 1, 2022 • Payment due by Jan. 31, 2023

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

☐ Diamond (\$15,000) ☐ Platinum (\$10,000) ☐ Gold (\$6,200) ☐ Silver (\$3,500) ☐ Bronze (\$2,200)

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, 2023 ☐ Check Enclosed

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

2023 Partnership commitments may be hand-delivered to MAIA staff starting at 4 p.m. (beginning of Welcome Reception) on Wed., July 20, 2022, at the MAIA Missouri Agents Connection Summit, Osage Beach. All other commitments will be accepted beginning July 21.

Partner pledges are considered fully earned as of December 1, 2022,
with an option to pay either in the current or following calendar year until January 31, 2023.