



2024 COMPANY PARTNERSHIP OPPORTUNITIES

**EMPOWER THE NEXT GENERATION OF
INDEPENDENT AGENTS**



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SPONSORSHIPS

At a Glance

EMPOWER AND CONNECT WITH THE NEXT GENERATION OF LEADERS TODAY.

The National Young Agents program is proud to have been part of the Big “I” for over 30 years. Thousands of independent insurance agents have been active members of the Young Agents program and continue to lead in their agencies and in their communities.

At the National level, we are committed to equipping emerging leaders with the knowledge, skills, and insights necessary for long-term success in the insurance industry. Demonstrate your organization’s commitment to the future of the IA channel by supporting the development of emerging leaders across the country and transform their vision for success into action.

Your support of the National Young Agents program helps us develop resources to support emerging leaders and Young Agents committees across the United States. It also allows to provide quality educational events, offer scholarships for first-time attendees, and much more!

Read on to learn more about sponsorship opportunities available for 2024.



CONTACT US

Jamie Behymer, Young Agents Staff Liaison

jamie.behymer@iiaba.net

www.independentagent.com/young-agents



REACH EMERGING LEADERS

Our mission is to engage the next generation of Trusted Choice® independent insurance agents. We make it easy for your company to connect with this priceless audience by creating a community of nationwide leaders who are dedicated to serving the industry and their communities as independent agents.

NATIONAL EVENTS

BIG "I" LEGISLATIVE CONFERENCE | APRIL 10-12, 2024

RENAISSANCE WASHINGTON DC DOWNTOWN HOTEL

The Big "I" National Young Agents program offers two \$500 scholarships for each state at the industry's premier legislative event. Attendees are immersed in the legislative experience and sponsors get a chance to connect with young professionals who are invested in the independent agency system.

YOUNG AGENTS LEADERSHIP INSTITUTE | SEPTEMBER 5-7, 2024

JW MARRIOTT INDIANAPOLIS, INDIANA

Your brand will be front-and-center at the premier education and networking event for the industry's top Young Agents. Your company will get an insider look at the successes and challenges of emerging leaders and the opportunity to network with agents one-on-one.

Build relationships with our future agency principals who are poised to lead the industry and make decisions that influence your business.

VIRTUAL EVENTS

On a bi-monthly basis, the National Young Agents Committee (YAC) will bring emerging leaders together in a virtual setting to learn about challenges and opportunities within the industry. Topics include the work-life balance, emerging trends, technology, and more. Registration links for these calls will be shared with your company representative. We highly encourage your participation!

NATIONAL

Young Agents Committee

MISSION OF THE COMMITTEE

The National Young Agents Committee (YAC) assists Young Agents, state associations, and volunteers in revitalizing and strengthening their programs. Members of the National YAC are available to all states to provide hands-on expertise in building vibrant, valuable Young Agents programs.

COMMITTEE AT A GLANCE

Members of the National YAC are committed to supporting the growth and development of Young Agents across the United States. Throughout the year, the committee is active in the following ways:



Bi-weekly Committee Strategic Planning Meetings



Implementation of GIVE Movement from June 1-10



Bi-monthly Virtual Calls with Young Agents



Exclusive Young Agents Events at Legislative Conference



Bi-annual Company Partner Update Calls



The National Young Agents Leadership Institute

2023-2024 NATIONAL YAC MEMBERS



BROCK ELLIOTT

National YAC Chair
Elliott Group, Kansas
Brock@elliottinsurancegroup.com
AK Alberta AZ CA CO
HI Manitoba NV NM
OR TX WA



AVERY MOORE

Member (2022-2024)
ECI Insurance, Oklahoma
avery@eciagency.com
IA IL IN KS KY MI MO OH
OK WI



CASH MCMILLEN

Member (2023-2024)
Cashion Company, Arkansas
cash@thecashionco.com
AL AR FL GA LA MS NC SC TN
WV



CASSANDRA KOEGEL

Member (2019-2024)
Eastern Insurance,
Massachusetts
ckoegel@easterninsurance.com
CT DC DE MA MD ME
NH NJ NY PA RI VA VT



DASCHLE LARSEN

Member (2022-2024)
McKinneyOlson Insurance,
South Dakota
daschlel@mckinneyolson.com
ID MN MT ND NE SD UT WY



TAYLOR HENDRICKSON

Member (2023-2024)
Florida Association of
Insurance Agents, Florida
thendrickson@faia.com
Support to State Liaisons

SPONSORSHIP

Levels

PLATINUM \$12,500

- Opportunity to share a 1-3 minute engaging Ted-Style Talk video during the Young Agents Leadership Institute.
 - Video will be shared on Big "I" social media following the conference.
- Opportunity to present during one of five virtual events hosted by the National Young Agents Committee.
- Participation as a judge for the Outstanding Young Agent Committee of the Year awards.
- Access to Young Agents event registration reports and State Young Agent Committee contacts.
- Verbal recognition at all in-person and virtual Young Agents events.
- Company logo featured on 2024 Young Agents webpage, signage, and mobile app. Logo must be submitted by January 31, 2024.
- Exclusive opportunities for "A La Carte" sponsorship.

Complimentary Event Access

- **2** registrations to Big "I" Legislative Conference
- **5** registrations to Big "I" Young Agents Leadership Institute

GOLD \$7,500


- Verbal recognition at all in-person and virtual Young Agents events.
- Company logo featured on Young Agents webpage, signage, and mobile app. Logo must be submitted by January 31, 2024.
- Participation during virtual events hosted by the National Young Agents Committee.
- Access to Young Agents event registration reports and State Young Agent Committee contacts.
- Exclusive opportunities for "A La Carte" sponsorship

Complimentary Event Access

- **2** registrations to Big "I" Legislative Conference
- **2** registrations to Big "I" Young Agents Leadership Institute



SILVER \$5,000

- 
- Verbal recognition at all in-person and virtual Young Agents events.
 - Company name featured on Young Agents webpage, signage, and mobile app.
 - Access to Young Agents event registration reports and State Young Agent Committee contacts available upon request.

Exclusive Event Access

- 1 complimentary registrations to Big "I" Legislative Conference and the Big "I" Young Agents Leadership Institute



BRONZE \$2,500

- Verbal recognition at all in-person and virtual Young Agents events.
- Company name featured on Young Agents webpage, signage, and mobile app.

Young Agents Company Sponsor Role & Engagement

- Serve as your company's point-of-contact for National Young Agents Committee (YAC) programming
- Receive email updates from National YAC and ongoing communication with Young Agents Staff Liaison (Jamie Behymer)
- Join bi-annual Young Agents Company Partner calls to stay up-to-date on National YAC initiatives and provide feedback
- Attend the Big "I" Legislative Conference and Young Agents Leadership Institute

A LA CARTE

Sponsorship Opportunities

We offer several high-visibility A La Carte Sponsorship opportunities to get your brand in front of Young Agents. A La Carte sponsorship opportunities are *optional* and available to Platinum and Gold sponsors *only*.

UNDERWRITE AN EXPERIENCE \$2,500

SPONSOR A YOUNG AGENT

Do you know young, independent insurance agents who would benefit from attending the Legislative Conference and/or Young Agents Leadership Institute? Help get them to these events by sponsoring their attendance!

Each Young Agent sponsorship includes: Event registration, airfare, accommodations, and exclusive breakfast or dinner with sponsored Young Agents.

If you sponsor more than five (5) Young Agents for each event, we will promote your gathering to all of our Young Agents attendees for increased exposure.





LEGISLATIVE CONFERENCE

HEADSHOTS \$2,500

Support this high profile and highly regarded professional service for Young Agents to receive an updated headshot.

Sponsorship includes: Signage on-site and in promotional materials, and announcement on-site during event activities.

1 of 2 sponsorship opportunities available. Sponsored by Progressive.

YOUNG AGENTS EVENT \$4,000

Make a long-lasting impact on Young Agents while gathered in Washington D.C.! After an exciting day on The Hill, emerging leaders will come together to celebrate their conversations and network with their peers.

Sponsorship includes: Working closely with the National YAC in preparation for this event. Receive logo visibility on all signage and promotions pre-event and onsite. Announcement on-site during event.

2 of 3 sponsorships available. Sponsored by Progressive.

YOUNG AGENTS LEADERSHIP INSTITUTE

YALI WELCOME RECEPTION \$2,500

This inaugural welcome reception will be the first official event of to kickoff YALI 2024! All YALI participants will be invited and first-time attendees will be honored. Attendees will have the chance to mingle and get to know their peers as hors d'ourves and beverages are served.

Sponsorship includes: Signage on-site and in promotional materials and announcement during the reception.

Four (4) sponsorships available.



CONFIRM YOUR *Sponsorship*

ARE YOU READY TO INVEST IN THE NEXT GENERATION OF INDEPENDENT INSURANCE AGENTS?

Review the following checklist to take care of next steps:

- 1** Review the Sponsorship Matrix (next page) to confirm your sponsorship level!
- 2** Identify a Company Representative who will oversee the Young Agents partnership. Review page 7 for the role overview.
- 3** Send the following information to Jamie Behymer at jamie.behymer@iiaba.net.
 - Company Name (as it should appear on invoice)
 - Company Representative First Name and Last Name
 - Company Representative Email
 - Sponsorship Level: Platinum, Gold, Silver, or Bronze
 - Company Payment Method (EFT, Wire, or physical check)
- 4** A copy of the invoice will be sent to the Company Representative on file. We kindly request invoices are paid within 30 days of receipt.
- 5** Stay tuned for updates on bi-annual Company Partner calls and add Young Agents events to your calendar!
Legislative Conference: April 10-12, 2024 | YA Leadership Institute: September 5-7, 2024

SPONSORSHIPS

Matrix

EXCLUSIVE ACCESS TO YOUNG AGENTS EVENTS	PLATINUM \$12,500	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Complimentary Registrations to Legislative Conference	 2 Registrations	 2 Registrations	 1 Registration	
Complimentary Registrations to Leadership Institute	 5 Registrations	 2 Registrations	 1 Registration	
SPONSORSHIP RECOGNITION				
Company featured on Young Agents Webpage, Signage, and Mobile App				
Verbal Recognition at all In-Person and Virtual Young Agents Events				
Access to Event Registration Reports and State Young Agents Contacts				
Participation in Virtual Events hosted by the National YAC				
Opportunity for "A La Carte" Sponsorship				
Opportunity to Share Ted-Style Talk Video at Leadership Institute				
Serve as a Judge of Outstanding Young Agents of the Year Awards				
Opportunity to Present on Virtual Events hosted by the National YAC				



BIG  [®]
YOUNG AGENTS.

Independent Insurance Agents & Brokers of America, Inc.

127 S. Peyton Street
Alexandria, VA 22314

(800) 221-7917

(703) 683-7556

www.independentagent.com

youngagents@iiaba.net

