



Questions?

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The background of the entire page is a scenic photograph of a Vermont town during autumn. In the center, a white church with a tall, slender steeple stands out against the colorful foliage. The trees are in various stages of autumn, with some showing bright orange and yellow leaves, while others are still green. The overall atmosphere is peaceful and picturesque.

**VIAA COMPANY PARTNER
INVOLVEMENT OPPORTUNITIES**

BEING A PARTNER ALLOWS YOU TO CONNECT WITH YOUR DISTRIBUTION FORCE



You are invited to the 2021 Green Mountain Partner Program of the Vermont Insurance Agents Association (VIAA). We created this program for our insurance companies, wholesalers and vendors that support VIAA on an on-going basis. Becoming a Green Mountain Partner guarantees you high-profile, year-long exposure to VIAA Members. Five levels of participation are available: Granite, Mt. Mansfield, Ethan Allen, Maple and Champlain. The Partner Benefits table provides the benefits for each participation level.



It's a win-win for VIAA and its partners. We provide you a one-stop approach to supporting VIAA and its members. Green Mountain Partner Program saves your company from repeated solicitation and maximizes your visibility to the Vermont Independent Agent Community throughout the year.

BENEFITS

Support the Agency Distribution System

Your support makes it possible for VIAA to deliver affordable, quality programs that enhance the professionalism of Vermont's independent agents.

Significant Savings

The value of the various benefits you receive as a Green Mountain Partner far exceeds the individual costs associated with those services (*see table for details*).

Unique Perks

Many of the perks you receive as an Green Mountain Partner are only available to the Partners Program Companies. *Perks include: discounted ad rates, website recognition, and EVOLVE2020 sponsorship.*

First Pick

Green Mountain Partners are guaranteed first opportunity of sponsorships and selection of exhibit space at Evolve2020.



All partner levels receive annual associate membership.

	GRANITE \$6,000	MT. MANSFIELD \$4,500	ETHAN ALLEN \$3,300	MAPLE \$2,500	CHAMPLAIN \$2,000
SPECIAL RECOGNITION					
Partner's Recognition at all VIAA Events in 2021	Logo	Logo	Logo	Name Listed	Name Listed
<i>Green Mountain Agent</i> Listing Throughout 2021	Logo	Logo	Logo	Name Listed	Name Listed
Partner Program Listing on viaa.com	X	X	X	X	X
Complimentary Classroom Use (based on availability/access)	2 Day/Year	1 Day/Year	1 ½Day/Year		
Social Media Tagging/Company Spotlight	2x Year	1x Year			
EVOLVE2021					
Sponsorship Recognition	X	X	X	X	X
Exhibitor Booth	X				
Event Recognition	X	X	X	X	X
Full EVOLVE21 Registration	4	3	2	1	1
Golf Registrations	4	2			
Golf Hole Sponsorship	X				
EDUCATION					
Education Programs Member Rates	X	X	X	X	X
YOUNG AGENTS COMMITTEE					
YAC Web Page Recognition	Logo	Logo	Logo	Name Listed	Name Listed
ADVERTISING					
2021 <i>Green Mountain Agent</i> ad(s)	Full page, all issues (8"x10.5")	Full page, one issue (8"x10.5")	Full page, one issue (8"x10.5")	1/2 page, one issue (8"x5/25")	1/4 page, one issue (4"x5.25")
Additional Advertising Discount	20%	15%	10%		
PACKAGE VALUE	\$10,000	\$7,000	\$6,000	\$4,000	\$3,000



PREMIER EDUCATIONAL SPONSOR

Keep your sales channel on track with their continuing education (CE) requirements by sponsoring VIAA classes. This exclusive opportunity runs from March 2021-March 2022.

\$12,500

- Provides lunch for attendees
- Opportunity to present to attendees - virtually or in person
- Distribute product information to attendees
- Underwrite presenter fees & expenses
- Company logo included in promotional campaigns



ADVERTISING OPPORTUNITIES

ADVERTISING RATE SHEET

Deadline:

Supply your hi-res PDF art via e-mail to mary@viaa.org by the 25th prior to the publication month.

General Information:

Acceptance of ad copy is subject to editor's approval. Publisher is authorized to repeat a previous ad if new copy misses deadline. We make every effort to accommodate placement.

AD SIZE	COST PER ISSUE/ ONE TIME ADVERTISING	ANNUAL RATE (12 months) ADVANCED PAYMENT
¼ page – Vertical Only 4" x 5.25"	\$100	\$800*
½ page – Horizontal Only 8" x 5.25"	\$150	\$1000*
Full Page 8" x 10.5"	\$200	\$1600*

*Note: When paying in advance, a refund will not be available if the ad is canceled mid-year



EVOLVE²¹

Doubletree by Hilton Hotel, South Burlington

September 15-17th

We invite you to participate in one of the top insurance events in Vermont, an event aggressively promoted to CSRS, producers, and principals, across the state. With sponsorship options available throughout the program you're sure to find just the right opportunity to suit your budget and marketing objectives.

PREMIER SPONSOR



\$5,000 / / ONE OPPORTUNITY

- Logo recognition in the event app and all pre-event marketing
- Logo recognition on the VIAA website
- Logo recognition on event signage
- Podium recognition at the event
- List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- Opportunity for gift placement in the registration packet
- One golf foursome
- Four full event registrations
- Event app sponsorship

PRESIDENT'S RECEPTION SPONSOR



\$2,500 / / ONE OPPORTUNITY

- Host of President's Reception on Thursday
- Logo recognition in the event app and all pre-event marketing
- Logo recognition on the VIAA website
- Logo recognition on convention signage
- List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- Opportunity for gift placement in the registration packet
- Two full event registrations

REGISTRATION GIFT SPONSOR



\$2,000 / / ONE OPPORTUNITY

- Company logo printed on item for every registered participant
- Logo recognition in the event and all pre-event marketing
- Listing on the VIAA website
- Logo recognition on convention signage
- List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- One full event registration

SUPPORTING SPONSOR



\$1,500 / / 2 OPPORTUNITIES

- Grab & Go breakfast sponsor on Friday or break sponsor
- Logo recognition in the event and all pre-event marketing
- Listing on the VIAA website
- Logo recognition on convention signage

CONTINUING EDUCATION SPONSOR



\$2,000 / / ONE OPPORTUNITY

- Continuing education sponsor on Thursday
- Logo recognition in the event app and all pre-event marketing
- Logo recognition on the VIAA website
- Logo recognition on convention signage

BRANDING SPONSOR



\$1,200 / / ONE OPPORTUNITY

- Logo printed on convention lanyard
- Logo recognition in the event and all pre-event marketing
- Listing on the VIAA website
- Logo recognition on convention signage

EVOLVE KEYNOTE



\$3,000 / / ONE OPPORTUNITY

- Logo recognition during Keynote
- Logo recognition in the event app and all pre-event marketing
- Logo recognition on the VIAA website
- Logo recognition on convention signage
- List of registered attendees sent one week prior for pre-marketing of products and services for increased on-site recognition
- Three full event registrations

KEYNOTE LUNCH



\$2,000 / / ONE OPPORTUNITY

- Sponsor buffet lunch on Thursday
- Logo recognition in the event app and all pre-event marketing
- Logo recognition on the VIAA website
- Logo recognition on convention signage
- List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- Opportunity for gift placement in the registration packet
- Two full event registrations

TRADE SHOW SCAVENGER HUNT



\$1,000 / / ONE OPPORTUNITY

- Logo printed on scavenger hunt card
- Logo recognition in the event and all pre-event marketing
- Listing on the VIAA website
- Logo recognition on convention signage



GOLF TOURNAMENT SPONSOR



\$2,500 / / **ONE OPPORTUNITY**

- Special recognition at the tournament award ceremony
- Logo recognition on the VIAA website
- Hole Sponsor
- Logo recognition on tournament signage

GOLF LUNCH SPONSOR



\$2,000 / / **ONE OPPORTUNITY**

- Boxed lunches distributed throughout the course option to add branded sticker
- Logo recognition on the VIAA website
- Logo recognition on tournament signage

BEVERAGE CART SPONSOR

\$1,650 / / **ONE OPPORTUNITY** ★

Logo recognition on tee sign at beverage station

- Logo recognition on drink tickets

PRIZE SPONSOR

\$1,500 / / **ONE OPPORTUNITY** ★

- Golf swag or prize sponsor for winning foursome

HOLE SPONSOR

\$150 / / **7 OPPORTUNITIES** ★

- Logo recognition on tee sign at specific hole per course rules



YAC CORN HOLE TOURNAMENT/BATTLE OF THE AGENTS

FOOD SPONSOR / \$1,500 / / 4 OPPORTUNITIES

- Logo recognition in the event app and all pre-event marketing
- Listing on the VIAA website
- Logo recognition on convention signage
- Two full convention registrations

BEVERAGE SPONSOR / \$1,000 / / 4 OPPORTUNITIES

- Logo recognition in the event app and all pre-event marketing
- Listing on the VIAA website
- Logo recognition on convention signage
- One full convention registration

PRIZE SPONSOR / / UNLIMITED OPPORTUNITIES

Young Agents will go shopping for you! Recognition on event signage and app

\$500 GRAND PRIZE SPONSOR

Examples: 50" LED TV, iPad + accessories, touchscreen laptop

\$250 RAFFLE PRIZE SPONSOR

Examples: Kindle, Bluetooth hands free headset, Fitbit

\$100 CASH PRIZE SPONSOR

Examples: Beats portable speaker, gift cards, NINJA juicer



SCHOLARSHIP FUND

LEADERSHIP PARTNER

2 Opportunities

\$5,000

Fully sponsor 3 Vermont Young Agents to attend either the Big "I" Legislative Conference in Washington, D.C., or the Young Agents Leadership Institute with YACs from across the country.

Sponsorship Benefits

- Logo recognition on the YAC Web Page
- Logo recognition on YAC signage
- Logo recognition on the VIAA Web Slider
- Logo recognition in Young Agents News Brief
- Three full convention registrations

DEVELOPMENT PARTNER

4 Opportunities

\$2,500

Fully sponsor 1.5 Vermont Young Agents to attend either the Big "I" Legislative Conference in Washington, D.C., or the Young Agents Leadership Institute with YACs from across the country.

Sponsorship Benefits

- Logo recognition on the YAC Web Page
- Logo recognition on YAC signage
- Logo recognition in Young Agents News Brief
- Two full convention registrations

PERPETUATION PARTNER

12 Opportunities

\$1,500

Fully sponsor 1 Vermont Young Agents to attend either the Big "I" Legislative Conference in Washington, D.C., or the Young Agents Leadership Institute with YACs from across the country.

Sponsorship Benefits

- Logo recognition on the YAC Web Page
- Logo recognition on YAC signage
- Logo recognition in Young Agents News Brief
- One full convention registration

**CONNECT WITH THE FUTURE OF THE INSURANCE INDUSTRY
BY SUPPORTING THE YAC SCHOLARSHIP FUND**

CONTACT FOR MORE INFORMATION

SARAH@VIAA.ORG / 802-229-5884



Maximize your Investment



Agency Investment + Company Sponsorship + Trusted Choice =

3x the Exposure

TARGETED PLACEMENTS AND BUDGET

GOLD SPONSOR: \$5,000

Ads on WCAX: 35 Cable
TV Ads: 230

Total Value: \$15,000



SILVER SPONSOR: \$2,500

Ads on WCAX: 16
Cable TV Ads: 115

Total Value: \$6,500



BRONZE SPONSOR: \$1,250

Ads on WCAX: 8
Cable TV Ads: 57

Total Value: \$3,250



VIAA TRUSTED CHOICE BRANDING CAMPAIGN HIGHLIGHTS

Concentrated broadcast media purchase with commercials placed during the first two weeks of every month (June - August) reinforced by Cable TV in the latter weeks of each month

New localized version of Agent-centric
Trusted Choice TV Commercial

Gold sponsors receive customized footage, including an on-camera appearance and agency customers featured - all taped on location

Silver and Bronze sponsors receive an on-camera appearance taped at VIAA at NO COST. (Customized footage taped at an agent's location is available at \$350 per agent)

What your fellow agents have to say about the VIAA Trusted Choice Campaign:

No other campaign I have been involved in delivers more exposure to my agency than VIAA's Trusted Choice advertising program.

- Jon Jamieson,
Jamieson Insurance

They took care of everything - from coordinating the production of spots at our different locations to making sure we had the best TV placements, including the Superbowl. What can be better than that?

- Daniel Rodliff, NFP

**For more information
contact John Houle
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Last year's campaign delivered 7 million ad impressions. Don't miss out on the opportunity.