



Questions?

Contact Sarah Ribera

802•229•5884 / [sarah@viaa.org](mailto:sarah@viaa.org)

The background of the entire page is a scenic photograph of a Vermont town during autumn. A white church with a tall, slender steeple is the central focus, nestled among trees with vibrant orange and yellow foliage. In the background, a red barn and other houses are visible on a green hillside. The sky is a soft, hazy blue.

**VIAA COMPANY PARTNER  
INVOLVEMENT OPPORTUNITIES**



# BEING A PARTNER ALLOWS YOU TO CONNECT WITH YOUR DISTRIBUTION FORCE



You are invited to the 2022 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 EVOLVE sponsorship.*

### First Pick

Green Mountain Partners are guaranteed first opportunity of sponsorships and selection of exhibit space at Evolve 2022.



All partner levels receive annual associate membership.

	GRANITE \$6,000	MT. MANSFIELD \$4,500	ETHAN ALLEN \$3,300	MAPLE \$2,500	CHAMPLAIN \$2,000
<b>SPECIAL RECOGNITION</b>					
Partner's Recognition at all VIAA Events in 2022	Logo	Logo	Logo	Name Listed	Name Listed
<i>Green Mountain Agent</i> Listing Throughout 2022	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	One ½Day/Year		
Social Media Tagging/Company Spotlight	2x Year	1x Year			
<b>EVOLVE2022</b>					
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
<b>SPRING GOLF OUTING</b>					
Golf Registrations	4	2			
Golf Hole Sponsorship	X				
<b>EDUCATION</b>					
Education Programs Member Rates	X	X	X	X	X
<b>YOUNG AGENTS COMMITTEE</b>					
YAC Web Page Recognition	Logo	Logo	Logo	Name Listed	Name Listed
<b>ADVERTISING</b>					
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%		
<b>PACKAGE VALUE</b>	<b>\$10,000</b>	<b>\$7,000</b>	<b>\$6,000</b>	<b>\$4,000</b>	<b>\$3,000</b>





## VIAA EDUCATION SPONSOR

Keep your sales channel on track with their continuing education (CE) requirements by sponsoring VIAA classes. This exclusive opportunity runs from March 2022-March 2023.

**\$1,000** *(Unlimited Available Sponsorships)*

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



## ADVERTISING OPPORTUNITIES

### ADVERTISING RATE SHEET

#### Deadline:

Supply your hi-res PDF art via e-mail to [viala@viala.org](mailto:viala@viala.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





# 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 2 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



# SPRING GOLF OPPORTUNITIES



## PREMIER GOLF OUTING 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 drink tickets & signage

## PRIZE SPONSOR

**\$1,500 / / ONE OPPORTUNITY**

- Golf swag or prize sponsor for winning foursome

## TEE/HOLE SIGN SPONSOR

**\$150 / / 7 OPPORTUNITIES**

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



# EVOLVE22

**Doubletree by Hilton Hotel, South Burlington**

**September 28-30**

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



## EXHIBITOR RECEPTION SPONSOR



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

- Host of 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 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

## YAC NIGHT SPONSORS



**FOOD & BEVERAGE SPONSOR / \$1,500 / / 8 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



**PRIZE SPONSOR / / UNLIMITED OPPORTUNITIES**

Young Agents will go shopping for you!

- Logo recognition on convention signage



# PARTNERS PROGRAM REGISTRATION FORM

Please Print and Mail: VIAA / 600 Blair Park Rd / Suite 100/ Williston, VT 05495  
Email: sarah@viaa.org Fax: 802•876•7912

## GREEN MOUNTAIN PARTNERS

- ☐ Granite (\$6,000)
- ☐ Mt. Mansfield (\$4,500)
- ☐ Ethan Allen (\$3,300)
- ☐ Maple (\$2,500)
- ☐ Champlain (\$2,000)

## YAC SCHOLARSHIP FUND

- ☐ Leadership Partner (\$5,000)
- ☐ Development Partner (\$2,500)
- ☐ Perpetuation Partner (\$1,500)

## EDUCATION SPONSORSHIP

- ☐ \$1,000

## GMA ADVERTISING

- ☐ 1/4 page (\$100 per issue) ☐ 1/4 page (\$800 Annual)
- ☐ 1/2 page (\$150 per issue) ☐ 1/2 page (\$1000 Annual)
- ☐ Full page (\$200 per issue) ☐ Full page (\$1600 Annual)

## SPRING GOLF OUTING

- ☐ Premier Sponsor (\$2,500) ☐ Golf Branding (\$1,500)
- ☐ Food Sponsor (\$2,000) ☐ Tee/Hole Sign (\$150)
- ☐ Beverage Station/Cart (\$1,650)

## EVOLVE<sup>22</sup>

- ☐ Premier Sponsor (\$5,000)
- ☐ President's Reception (\$2,500)
- ☐ Registration Gift (\$2,000)
- ☐ Supporting Sponsor (\$1,500)
- ☐ Continuing Education (\$2,000)
- ☐ Branding Sponsor (\$1,200)
- ☐ Keynote Sponsor (\$3,000)
- ☐ EVOLVE Keynote Lunch (\$2,000)
- ☐ Trade Show Scavenger Hunt (\$1,000)
- ☐ YAC Food & Beverage Sponsor (\$1,500)
- ☐ YAC Prize Sponsor (\$500/\$250/\$100)

**GRAND TOTAL SPONSORSHIP \$**

☐ Check enclosed ☐ Bill Us

**COMPANY:**

**PRIMARY CONTACT NAME:**

**PHONE:**  **EMAIL:**

**ALTERNATE CONTACT NAME:**

**PHONE:**  **EMAIL:**

**BILLING ADDRESS:**

**CITY/STATE/ZIP:**