



Questions?

Contact Sarah Ribera

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A scenic photograph of a Vermont town in autumn. In the center, a white church with a tall, slender steeple stands out against the colorful foliage. The church has a blue roof and a small clock face. Surrounding the church are various houses and buildings, some with red roofs, nestled among trees with vibrant orange, yellow, and red leaves. The foreground is filled with dense, colorful trees, creating a warm and inviting atmosphere. 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 2023 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. Four levels of participation are available: Granite, Mt. Mansfield, Ethan Allen, and Champlain. The Partner Benefits table on the next page 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 our members. The 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 (<i>see table for details</i>). |
| Unique Perks | Many of the perks you receive as an Green Mountain Partner are only available to the Partners Program Companies. <i>Perks include: discounted ad rates, website recognition, and Convention sponsorship.</i> |
| First Pick | Green Mountain Partners are guaranteed first opportunity of sponsorships and selection of exhibit space at Convention 2023. |



| | | | | |
|------------------------------------------------------------|--------------------------------------|-----------------------------------------------------------------------|--------------------------------------|-------------------------------------|
| All partner levels receive annual associate membership. | GRANITE \$6,300 | MT. MANSFIELD \$4,800 | ETHAN ALLEN \$3,600 | CHAMPLAIN \$2,250 |
| SPECIAL RECOGNITION | | | | |
| Partner's Recognition at all VIAA Events in 2023 | Logo | Logo | Logo | Name Listed |
| <i>Green Mountain Agent</i> Listing Throughout 2023 | Logo | Logo | Logo | Name Listed |
| Partner Program Listing on viaa.com | X | X | X | X |
| Complimentary Classroom Use (based on availability/access) | 2 Days/Year | 1 Day/Year | One ½Day/Year | |
| Social Media Tagging/Company Spotlight | 2x Year | 1x Year | | |
| VIAA CONVENTION 2023 | | | | |
| Sponsorship Recognition | X | X | X | X |
| Exhibitor Booth | X | | | |
| Event Recognition | X | X | X | X |
| Full Convention Registration | 4 | 3 | 2 | 1 |
| SPRING GOLF OUTING | | | | |
| Golf Registrations | 4 | 2 | 1 | 1 |
| Golf Hole Sponsorship | 2 | 1 | 1 | |
| EDUCATION | | | | |
| Education Programs Member Rates | X | X | X | X |
| EVOLVING LEADERS COMMITTEE | | | | |
| Web Page Recognition | Logo | Logo | Logo | Name Listed |
| ADVERTISING | | | | |
| 2023 <i>Green Mountain Quarterly Magazine</i> Ad(s) | Full page, 4 issues (8"x10.5") | 2 issues/Full page, (8"x10.5") 2 issues/Half page (8"x5/25") | 1/2 page, 4 issues (8"x5/25") | 3/4 page, 4 issues (4"x2/25") |
| Monthly VIAA Digital Newsletter | Sponsorship Recognition | | | |
| PACKAGE VALUE | \$10,600 | \$7,500 | \$6,200 | \$4,000 |



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 MIN-\$5,000 *(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



SCHOLARSHIP FUND

LEADERSHIP PARTNERS

1 Opportunity

\$5,500

Fully sponsor 3 Vermont Evolving Leaders to attend either the Legislative Conference with the Big "I" or the National Young Agents Leadership Institute.

Sponsorship Benefits

- Logo recognition on the Evolving Leaders Web Page
- Logo recognition on Evolving Leaders signage
- Logo recognition on the VIAA Web Slider

MASTERS PARTNER

3 Opportunities

\$2,750

Fully sponsor 1 Vermont Evolving Leader to attend the Leadership Development Management Training Program with the Big "I" New York.

Sponsorship Benefits

- Logo recognition on the Evolving Leaders Web Page
- Logo recognition on Evolving Leaders signage

PERPETUATION PARTNER

5 Opportunities

\$1,850

Fully sponsor 1 Vermont Evolving Leader to attend either the Big "I" Legislative Conference in Washington, D.C., or the Young Agents Leadership Institute.

Sponsorship Benefits

- Logo recognition on the Evolving Leaders Web Page
- Logo recognition on Evolving Leaders signage
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**CONNECT WITH THE FUTURE OF THE INSURANCE INDUSTRY
BY SUPPORTING THE 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

\$1,800 / / ONE OPPORTUNITY

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

DRINK TICKET SPONSORS

\$1,200 / / TWO OPPORTUNITIES

- Logo recognition on drink tickets & signage

PRIZE SPONSORS

\$600 / / 1ST PRIZE (1)
\$400 / / 2ND PRIZE (1)
\$200 / / LONGEST DRIVE (2)
\$200 / / CLOSEST TO THE PIN (2)

TEE/HOLE SIGN SPONSORS

\$150 / / UNLIMITED

Logo recognition on tee sign at specific hole per course rules

HOLE IN ONE SPONSOR

Opportunities Available, please reach to Sarah Ribera.



2023 CONVENTION

FALL 2023 - LOCATION TBD

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
- 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

KEYNOTE



\$3,000 / / ONE OPPORTUNITY

- Logo recognition during Keynote
- Logo recognition in the event app and all pre-event marketing, VIAA website, and 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

PRESIDENT'S RECEPTION



\$1,500 / / ONE OPPORTUNITY

- 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

INSTALLATION LUNCH SPONSOR



\$2,000 / / ONE OPPORTUNITY

- Sponsor 2023 Board Installation Luncheon
- 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

EVOLVING LEADERS 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

Evolving Leaders will go shopping for you!

- Logo recognition on convention signage

