



Questions?
Contact Sarah Ribera
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**CLICK HERE TO SIGN
UP ONLINE** (CREDIT CARD, CHECK OR
INVOICING AVAILABLE)

**VIAA COMPANY PARTNER
INVOLVEMENT OPPORTUNITIES**

BEING A PARTNER ALLOWS YOU TO CONNECT WITH YOUR DISTRIBUTION FORCE



You are invited to the 2024 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: Platinum, Gold, Silver, and Bronze. 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: direct email ads, website recognition, and Annual Conference sponsorship.

First Pick | Green Mountain Partners are guaranteed first opportunity of sponsorships and selection of exhibit space at our Annual Convention.



VERMONT INSURANCE
AGENTS ASSOCIATION

PARTNER OPPORTUNITIES

All partner levels receive annual associate membership.

	PLATINUM \$6,300	GOLD \$4,800	SILVER \$3,600	BRONZE \$2,250
SPECIAL RECOGNITION				
Partner's Recognition at all VIAA Events	Logo	Logo	Logo	Name Listed
Partner Program Listing on viaa.com	X	X	X	X
Complimentary Classroom Use (based on availability/access)	2 Day/Year	1 Day/Year	1 Day/Year	
Social Media Tagging/Company Spotlight	2x Year	1x Year		
Partner Provided Video on Social Media	2x year	1x year		
ANNUAL CONVENTION 2024				
Sponsorship Recognition	X	X	X	X
Exhibitor Booth	X			
Event Recognition	X	X	X	X
Full Convention Registration	4	3	2	1
ANNUAL GOLF OUTING				
Golf Registrations	4	2	1	1
Golf Hole Sponsorship	2	1	1	
EDUCATION				
Education Programs Member Rates	X	X	X	X
ADVERTISING				
Banner Ad* on Monthly INK Digital Newsletter	4x Year	2x Year	1X Year	
Agency Principal Email Banner Ad*	2x Year	1x year		
PACKAGE VALUE	\$10,600	\$7,500	\$6,200	\$4,000

**New for 2024!*
2024 Email Banner Ad Sizes
Width: 800-1700px Height: 150-200px



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EDUCATION OPPORTUNITIES

CONTINUING EDUCATION SPONSOR

Unlimited Opportunities | Runs from March 2023-March 2024

\$1,000-\$5,000

Keep your sales channel on track with their continuing education (CE) requirements by sponsoring VIAA classes.

- 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
- Recognition in Educational Newsletter

SCHOLARSHIP SPONSOR

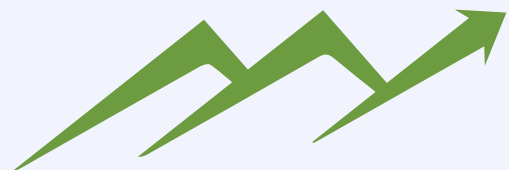
Unlimited Opportunities

\$1,800

Fully sponsor 1 Vermont Evolving Leaders 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 Evolving Leaders Web Page
- Logo recognition on Evolving Leaders signage
- Logo recognition in the Evolving Leaders News Brief



VERMONT
EVOLVING
LEADERS



ANNUAL GOLF OPPORTUNITIES



PREMIER SPONSOR

One Opportunity

\$2,500

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

LUNCH SPONSOR

One Opportunity

\$1,500

- 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

Two Opportunities

\$1,200

- Logo recognition on drink tickets & signage

PRIZE SPONSORS

One Opportunity

\$600 / 1ST PRIZE (1)

\$400 / 2ND PRIZE (1)

\$200 / LONGEST DRIVE (2)

\$200 / CLOSEST TO THE PIN (2)

HOLE IN ONE/AIR CANNON SPONSOR

Opportunities Available. Please reach out to Sarah Ribera for information.

The graphic features a scenic view of Vermont mountains with a white outline of the state's outline overlaid. Below the outline, the text 'VERMONT INSURANCE AGENTS ASSOCIATION' is written in a serif font, followed by 'SM'.

VERMONT INSURANCE
AGENTS ASSOCIATIONSM

2024 CONVENTION SPONSORSHIPS

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 AVAILABLE

- Logo recognition in the event app and all pre-event marketing
- Logo recognition on the VIAA website & 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

HOSPITALITY SUITES

LIMITED AVAILABILITY & COST VARIES PER LOCATION

Add your company name to the list and we'll contact you when registration opens.

KEYNOTE | \$3,000

ONE OPPORTUNITY AVAILABLE

- 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

EXHIBITOR RECEPTION | \$2,500

ONE OPPORTUNITY AVAILABLE

- Host of reception on Thursday
- Logo recognition in the event app and all pre-event marketing on the VIAA website, and convention signage
- List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- Two full event registrations

EDUCATION | \$2,000

ONE OPPORTUNITY AVAILABLE

- Continuing education sponsor recognized at event and during classes.
- Logo recognition in the event app and all pre-event marketing
- Logo recognition on the VIAA website & convention signage

REGISTRATION GIFT | \$2,000

ONE OPPORTUNITY AVAILABLE

- Company logo printed on item for all attendees
- Logo recognition in the event app and all pre-event marketing
- Listing on the VIAA website & convention signage
- Opportunity to present gift to attendees at registration.
- One full event registration

PRESIDENT RECEPTION | \$2,000

ONE OPPORTUNITY AVAILABLE

- 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

BRANDING SPONSOR | \$1,200

ONE OPPORTUNITY AVAILABLE

- 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

SUPPORTING SPONSOR | \$1,500

TWO OPPORTUNITIES AVAILABLE

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

SCAVENGER HUNT SPONSOR | \$1,000

ONE OPPORTUNITY AVAILABLE

- 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 FOOD & BEVERAGE SPONSORS | \$1,500

MULTIPLE OPPORTUNITIES AVAILABLE

- 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

CHARITY RAFFLE SPONSORS | \$100-\$500

MULTIPLE OPPORTUNITIES AVAILABLE

- Donate to allow our Evolving Leaders to purchase items to raffle for charity. Every year a Vermont Charity is selected and our attendees are allowed to purchase additional tickets to support this fun event.

