



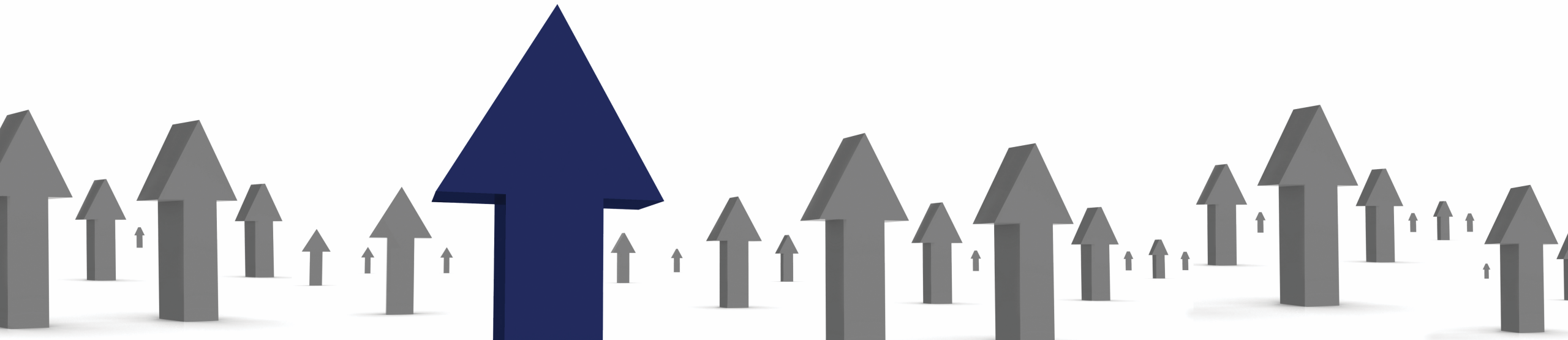
PARTNERSHIP PROGRAM

2021

ENGAGE WITH MEMBERS

PROMOTE YOUR SERVICES

SUPPORT YOUR PROFESSION



PARTNERING WITH NAIFA-IOWA

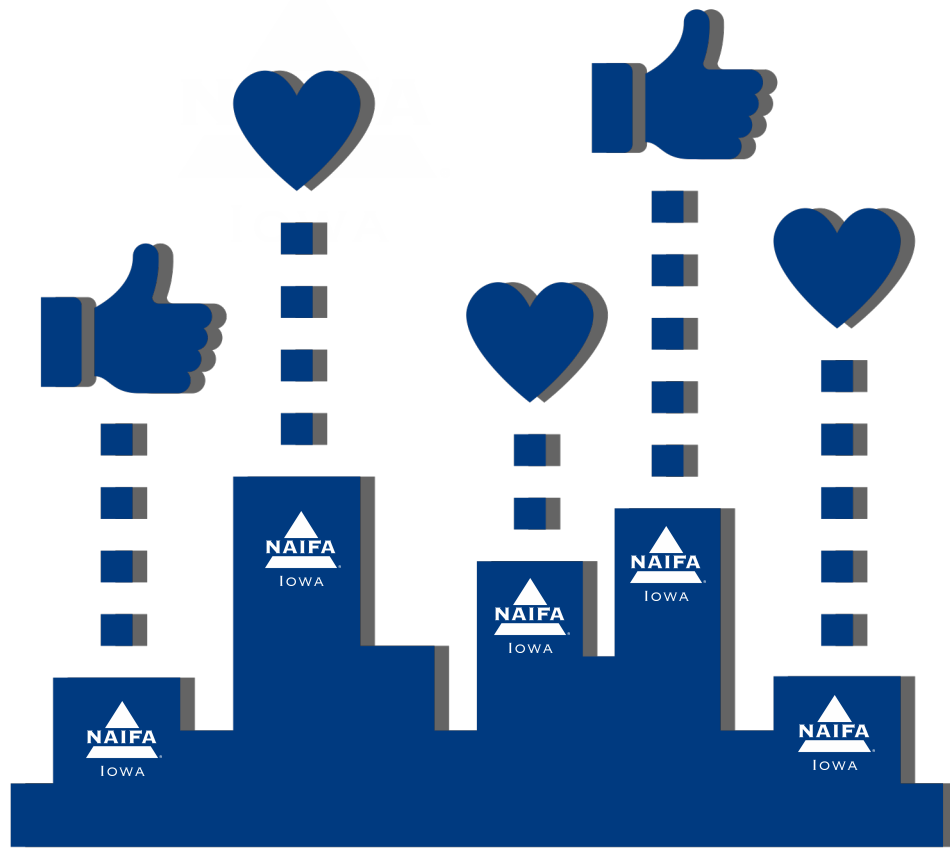


MEMBERS

- 600+ Members and Growing
- Insurance Agents and Financial Advisors
- Health Insurance and Employee Benefits Specialists
- Captive and Independent
- Diverse experience from our Young Advisors Team (YAT) to highly experienced industry leaders

PARTNERING WITH NAIFA-IOWA

To foster the passion, personal relationships and professional growth of insurance and financial advisors for the benefit of Iowa families and businesses.



MISSION

- **ADVOCACY** — Promoting a positive, non-partisan legislative environment
- **EDUCATION** — Strengthening our members skills, knowledge and business acumen to better serve Iowa families
- **LEADERSHIP** — Develop community and state leaders at every career stage
- **COMMUNITY** — Build a community of professionals and a network of expertise

JOIN US!

ANNUAL PARTNERSHIPS

GOLD SPONSOR

\$5,000

SILVER SPONSOR

\$2,500

BRONZE SPONSOR

\$1,000

ALL YEAR

Logo, Link and Contact on NAIFA-Iowa Website

Main Page
Large Logo

Sub Page
Medium Logo

Sub Page
Small Logo

CONVENTION & EVENTS

Exhibit at the NAIFA-Iowa Convention

Priority Booth

Standard Booth

Standard Booth

Logo and Contact Across Convention Communications, Web, Signage and Stationery

Large Logo

Medium Logo

Small Logo

Access to the List of Convention Attendees

Full List

Full List

Full List

Complimentary Registrations

3

2

1

Present at One Convention Breakout Session, Regional Event or Facilitate One Webinar

Included

Included

Not Eligible

Host Convention Keynote and Address Attendees on Mainstage

5 Minute Message

Not Eligible

Not Eligible

NEWSLETTERS & MAGAZINE

Logo and Link in Weekly NAIFA Iowa e-Newsletter

Large

Medium

Small

Special Feature in Sponsor Spotlight Articles

Twice Annually

Twice Annually

Once Annually

Contribute Content in Iowa Advisor Magazine (Quarterly)

Every Issue

Every Other Issue

One Time

Advertisement in Each Issue of Iowa Advisor Magazine (Quarterly)

Full Page B&W

Half Page B&W

Business Card Size

Present CE Courses to NAIFA Members at State and Local Events

All Events

Two Events

Not Eligible

ADDITIONAL SPONSORSHIPS

Get creative with your engagement and support of NAIFA-Iowa Members. The following programs need your name and logo on the program or drink tickets!

Got another idea for a unique experience or partnership? Let us know how we can collaborate to support NAIFA-Iowa Members and your business!

	WHEN	QUANTITY	INVESTMENT
POLICY WORK			
State Day On the Hill Sponsor	March	Multiple	\$1,500
National Day On the Hill Scholarships	May	10	\$500/Person
RECEPTIONS			
Kickoff Reception at NAIFA-Iowa State Convention	September	Exclusive Sponsor	\$10,000
Networking Reception at NAIFA-Iowa State Convention	September	Exclusive Sponsor	\$7,500
Regional Reception	Anytime	Multiple	\$1,500
YOUNG ADVISERS TEAM (YAT)			
YAT Socials	Anytime	Multiple	\$1,000
YAT National Day On the Hill Sponsorship	July	5	\$500

ADVERTISING

Iowa Advisor Magazine

NAIFA-Iowa's premier magazine, *Iowa Advisor*, reaches more than **800 finance and insurance advisors** and **150 state legislators** each quarter. Promote your business to our engaged membership in March, June, September and December.

Rate Card:

	Black & White 1-Time Rate		Black & White 4-Time Rate*		4-Color 1-Time Rate		4-Color 4-Time Rate**	
Size	Mbr	Nmbr	Mbr	Nmbr	Mbr	Nmbr	Mbr	Nmbr
Back Cover**	N/A	N/A	N/A	N/A	\$1,000	\$1,150	\$850	\$980
Inside Front Cover**	N/A	N/A	N/A	N/A	\$1,000	\$1,150	\$850	\$980
Inside Back Cover**	N/A	N/A	N/A	N/A	\$860	\$990	\$730	\$840
Full Page	\$530	\$610	\$450	\$529	\$720	\$825	\$610	\$700
1/2 Page	\$295	\$340	\$250	\$290	\$400	\$460	\$340	\$390
1/4 Page	\$165	\$190	\$140	\$160	\$225	\$255	\$190	\$220

*Rate is a per issue price

** Covers are available in 4-color only

GET STARTED

Confirm your partnership and start engaging in with NAIFA-Iowa members, stakeholders and events by contacting:

Dane Johnston

danejohnston@johnstonfinancialservice.com

Peg Anonelli

appscedarrapids@gmail.com

CC:

Easton Kuboushek

NAIFA-Iowa Partnerships

easton@naifaiowa.org

(563) 379-6665

THANK YOU!



PROUD PARTNER

OF



IOWA

2021

PARTNER DELIVERABLES

- ☐ Contact Name, Phone, Address and Email
- ☐ Company Logo
- ☐ Billing Contact
- ☐ Link (URL or Email)
- ☐ List of Comped Registrations for State Convention
- ☐ Ad for Iowa Advisor Magazine

Please send items to:

Easton Kuboushek

NAIFA-Iowa Partnerships

easton@naifaiowa.org

+1 (563) 379-6665