

2019 Partner Program



Independent Insurance
Agents of Oklahoma


2019 Partner Program

BY THE NUMBERS

The Independent Insurance Agents of Oklahoma (IIAOK) represents more than 2,500 agency employees throughout the state. More than 450 organizations are part of our association. Our members offer property, casualty, life, health, employee benefits, and retirement plans. IIAOK is an affiliate of the Independent Insurance Agents & Brokers of America (IIABA) and serves members at the state level. IIAOK boasts the second highest saturation rate of the IIABA state markets, with over 80% of all independent agents in the state of Oklahoma currently signed on as members.


PARTNERSHIP MATTERS. INVESTMENT COUNTS.

The IIAOK Partner Program supports the association's quality programs on an annual basis. The five levels of sponsorship allow for each company to choose a partnership that fits their financial situation while optimizing visibility. Each level provides our partners with maximized, year-round exposure to IIAOK members. Your support as an IIAOK Partner is an investment in our industry, as well as the economic strength and professional development of independent agents throughout Oklahoma.



CompSource Mutual has proudly participated in the IIAOK Partner Program for the past four years. Supporting Oklahoma's independent agent community is a top priority for our company, and being a Diamond Deluxe partner allows us outstanding networking, education and advertising opportunities that are an invaluable asset to our agent marketing program.

- Daniel Kraeer, CompSource Mutual Insurance Company



The IIAOK Partner Program has provided me a way to establish solid relationships with agents and my competition through education and events.

- Kyle Keeton, Westphalen Insurance Services, Inc.

2019 Partner Levels

	Diamond Deluxe \$14,000	Platinum \$11,000	Gold \$8,000	Silver \$5,000	Bronze \$2,500
Conferences: Annual & Fall					
Complimentary Exhibit Booth (per conference)	2 booths	2 booths	1 booth	1 booth	1 booth
Primary Booth Location Selection Opportunity	✓				
Complimentary Registrations (per conference)	5	4	3	2	1
Complimentary Hotel Rooms (per conference)	2	1			
Golf Tournament Registrations	2	2	1		
Hole Signage at Golf Outing	✓	✓	✓	✓	✓
Recognition in Conference Program	✓ logo	✓ logo	✓ logo	✓	✓
Recognition during Trade Show	✓	✓	✓	✓	✓
Company Featured on Attendee Lanyards	✓ logo				
Opportunity to Place Promo Items in Attendee Packets	✓				
Opportunity to Introduce Conference Speaker	✓				
Recognition as Sponsor of Coffee Breaks	✓	✓	✓	✓	✓
Recognition as Sponsor of Conference Sessions	✓	✓	✓		
Recognition as Sponsor of Trade Show	✓	✓	✓	✓	✓
Policy Magazine					
Discount on Advertising	25%	20%	15%	10%	5%
Complimentary 1 Page Feature (one issue per year)	✓				
Partner Listing in each issue	✓ logo	✓ logo	✓ logo	✓	✓
Education					
Partner Signage in IIAOK Classroom	✓ logo	✓ logo	✓ logo	✓	✓
Recognition on Attendee Packets for IIAOK Classes	✓ logo	✓ logo	✓	✓	✓
Named as Sponsor of IIAOK CIC/CISR Scholarships	✓				
IIAOK National Security Conf. Center					
Diamond Deluxe Signage on Wall	✓ logo				
Recognition on Water Bottles Provided to Attendees	✓ logo	✓			
Complimentary/Discounted Rental during Bus. Hours	Unlimited	✓ 4 free	✓ 2 free	✓ 75% Disc.	✓ 50% Disc.
Advertising & Additional Benefits					
Recognition on IIAOK Conference Center Marquee	✓	✓	✓	✓	✓
Company Listing on IIAOK Website (with hyperlink)	✓ logo	✓ logo	✓ logo	✓	✓
Free Job Posting to IIAOK Job Board	✓	✓	✓	✓	✓
Opportunity to Present at IIAOK Board Meetings	✓				
Partner Recognition on IIAOK Social Media	✓ logo	✓ logo			
Recognition on IIAOK.com Homepage Rotating Banner	✓ logo	✓ logo	✓ logo	✓ logo	✓ logo
Member Mailing List (provided in Excel format)	✓	✓	✓	✓	✓
Early Access to New Member Emails	✓				
Company Listed on Special Event T-Shirts	✓ logo	✓ logo	✓	✓	✓
Opportunity to Send Email Through IIAOK to Members	✓				
Legislative Updates	✓	✓	✓	✓	✓
Total Partnership Value	\$26,850	\$19,000	\$12,500	\$6,825	\$3,100
Actual Cost	\$14,000	\$11,000	\$8,000	\$5,000	\$2,500
Percentage of Savings	48%	42%	36%	26%	19%

Exclusive Diamond Deluxe Level Benefit:

Diamond Deluxe Partners will have the opportunity to sponsor additional areas of IIAOK events for an added cost. Additional sponsorship could include swag bags for golf tournaments, photo booths at happy hours, etc. This unique opportunity is only available to our highest level of partnership!

Paid Those Membership Dues?

Take \$500 off the total cost of any Partner Program level if you've paid your 2018-2019 membership dues!