



YOUNG AGENT AWARD & CONFERENCE

2024 SPONSORSHIP OPPORTUNITIES



Class of 2020



Class of 2021



Class of 2022



Class of 2023



BUILD THE FUTURE:

- Identify a target conversation and set goals to drive a longer sales cycle
- Identify the outcome you want from this conversation
- Develop the steps you will take to achieve this outcome
- Identify the specific agent or prospect to contact





YOUNG AGENT AWARD & CONFERENCE

SPONSORSHIP DEADLINE:
AUGUST 23, 2024

ABOUT THE AWARD

In 2020, IA&B launched the Young Agent Award program recognizing rising stars in the independent insurance community in PA, MD, and DE.

Three young agents (one from each state) will be selected by a panel of judges. Recipients will be publicly announced and recognized in October 2024.

ABOUT THE CONFERENCE

October 2024 (Dates to be announced soon)
Location: TBD

Tentative Agenda:

Day 1
10:00AM-5:00PM – Conference
5:30PM-9:00PM – Dinner & Social Events
Day 2
8:00AM-3:00PM – Conference

AWARD DETAILS

RECIPIENTS WILL BE:

- Featured on the cover of IA&B Primary Agent magazine, October edition
- Featured in a video on IA&B website, social media, and shown at IA&B Young Agent Conference (in October)
- Recognized and part of a panel discussion at Young Agent Conference (in October)

AWARD CRITERIA INCLUDE:

- Must be a licensed P&C Agent
- Employed for one year or more by an IA&B Member Agency in PA, MD, or DE
- 40 years or younger on Oct. 1, 2024
- Made community contributions through volunteering or service
- Example of emerging-leader status in the field
- Participated in IA&B events, education, or other happenings
- Comfortable with public speaking

NOTE: Applications for nominations are due Thursday, June 20, 2024 by 4:30 PM. A person can be nominated or self-nominated. Information can be found at IABforME.com.

LAST YEAR'S RECIPIENTS



Kristen McArdle, CIC
McArdle Insurance Agency, Inc.
Columbia, MD



Maria Metcalfe, CIC, CISR Elite, CISR
Bellevue Insurance Services, LLC
Wilmington, DE



Kyle Rheiner, CIC
Arthur Hall Insurance
West Chester, PA

SPONSORSHIP

■ \$5,000

Have your company's logo featured on these co-branded promos:

FOR THE AWARD

VIDEO HIGHLIGHTING RECIPIENTS

- Featured on IA&B Website Homepage (6,000+ views monthly)
- Promoted on IA&B social media (YouTube, Facebook, X, LinkedIn, Instagram)
- Shown during Young Agent Award Ceremony at conference

PRIMARY AGENT MAGAZINE: YOUNG AGENT EDITION, OCT. 2024

- Mailed to 1,150+ member agencies
- Emailed to 11,000 members

EMAIL ANNOUNCEMENT

Your company's name will be listed on any emails promoting the 2024 Young Agent Award and Conference, including the highly anticipated email announcing the winners from the IA&B President & CEO.

FOR THE CONFERENCE

- All print and digital advertising
- Conference Signage
- Conference & Award Webpage
- Full Page Ad in the Conference Notebook
- 2 Complimentary Registrations to attend the Conference
- Opportunity to address the attendees at the Conference

BONUS ADD-ON SPONSORSHIP OPPORTUNITY

\$500 Sponsorship of Women's Breakfast on Day 1 of Conference



October 2023 magazine



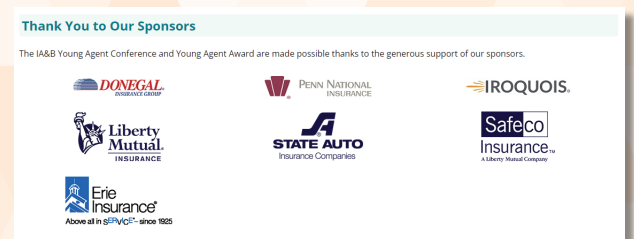
Social media posts



Screenshot from the video



Event Signage



IABforME.com

ABOUT IA&B

Insurance Agents & Brokers (IA&B) is a professional trade association that is a driving force behind professional training, advocacy, and support for independent agencies. IA&B is the premier resource and champion for independent insurance agents in PA, MD, and DE.

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**DEDICATED STAFF TO
SUPPORT MEMBERS**



**IA&B
TERRITORY**



SOCIAL MEDIA



/IA_and_B



/IABforME



/company/IA_and_B



YouTube.com/@IA_and_B



/IA.and.B

IA&B Podcasts can be found at:



CONTACT US



800-998-9644



IABforME.com



650 Wilson Lane, Suite 200
Mechanicsburg, PA 17055

191 Main Street
Annapolis, MD 21401



IAB@IABforME.com

OUR MEMBERS

IA&B member agency principals and owners have established careers, extensive professional networks, and strong community involvement.



ANNUAL AGENCY REVENUE

Reach member agencies with solid revenue.

\$500,000 - \$1,249,000

23.1%



DE

12.2%



MD

13.6%



PA

\$1,250,000 - \$2,499,000

38.5%



DE

34.1%



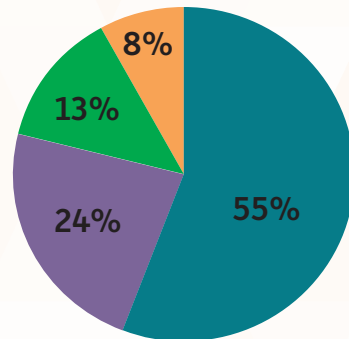
MD

29.5%



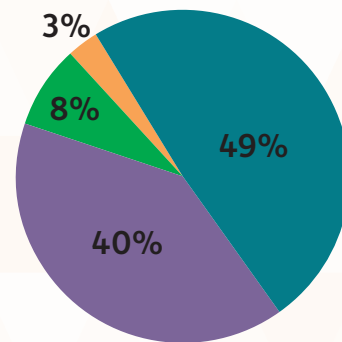
PA

NUMBER OF EMPLOYEES



1-5 6-10 11-20 Over 20

LINES OF BUSINESS



Personal Commercial Group Health Other

SPONSORSHIP REGISTRATION FORM

YOUR INFORMATION

Company Name: _____

Company Name as it Should Appear in Publications: _____

Contact Name: _____

Address: _____

City: _____ ST _____ ZIP _____

Office Phone: (_____) _____ Cell Phone: (_____) _____

Email: _____

PAYMENT

Young Agent Sponsorship: \$5,000 Bonus add on: \$500 Women's Breakfast Sponsorship

Method of Payment: Check enclosed - payable to IA&B. Charge my personal credit card.
 Charge my corporate credit card.

Credit Card: _____ Exp. Date: ____ / ____ CVV: _____

Name of Cardholder (PLEASE PRINT): _____

Card Type: Visa MasterCard American Exp. Discover

Signature of Cardholder: _____

Note: Sponsorships may be deductible as ordinary business expenses; however, they may not be considered charitable contributions.

THANK YOU



Send completed form to: IA&B, 650 Wilson Lane, Suite 200, Mechanicsburg, PA 17055

QUESTIONS? Contact Alane Fagan at AlaneF@IABforME.com or 800-998-9644, ext. 512

Deadline for submission: August 23, 2024.

IA&B OFFICE USE ONLY

Date Rec:

Amt:

Ck #:

Date Ent: