



Insurance Agents
& Brokers

SPONSORSHIP OPPORTUNITIES

Connect with independent insurance agents in PA, MD, and DE through a corporate sponsorship.

A LETTER FROM JASON

Dear Supporter,

As we look ahead to 2026, I want to express my sincere gratitude for the vital role your company plays in supporting the independent agency system. Together, we share a common purpose: to strengthen independent agencies so they can continue to provide trusted advice, choice, and value to clients across our communities.

I invite you to consider renewing your support for 2026 through our Partners Program, which now includes new opportunities for the upcoming year. This program allows you to demonstrate your commitment to the independent agency channel while gaining year-round visibility and engagement with our agencies.

This booklet outlines various ways to engage with Insurance Agents & Brokers (IA&B) and our members, including:

- ▲ Being an IA&B **Partner** (Platinum, Gold, or Silver).
- ▲ Providing grants for new hires in your distribution system (our members) to participate in IA&B's recently launched **Insuring Careers Certification Program (ICCP)**.
- ▲ Sponsoring IA&B's three **premier events**: the Women's Conference, the Young Agents Conference, and the Big I's National Legislative Conference.
- ▲ Becoming an IA&B **ICCP & Education Steward** by committing your support to all our initiatives - a new offering for 2026.

As you plan and budget for the year ahead, we hope you will view these options as strategic investments. Enclosed, you will find details about these exciting offers, including recognition opportunities and levels of support.

Thank you for your consideration and ongoing dedication to the independent agency system. I welcome the opportunity to discuss how we can work together to ensure a strong and thriving future for independent agents.

If you have any questions, please contact VP – Membership Tim Wonder at Tim@IABforME.com or 717-918-9223.



Best regards,

A handwritten signature in black ink that reads "Jason F. Ernest".

Jason F. Ernest, Esq.
President & CEO

PARTNER PROGRAM MEMBERSHIP

Connect with independent insurance agents in PA, MD, and DE through a corporate sponsorship.

PLATINUM PARTNER

ANNUAL INVESTMENT: \$7,500

Receive unparalleled exposure to our member agents throughout the year. As a leading sponsor, you'll receive a full-page profile in an issue of Primary Agent magazine, an invitation to an exclusive meet-and-greet with our board of directors, and much more. Platinum Partner benefits provide you with top billing and promote your company to independent agents throughout PA, MD, and DE.

GOLD PARTNER

ANNUAL INVESTMENT: \$5,000

Show your support of the independent insurance agency network through a mid-level sponsorship. Gold Partners receive recognition for their sponsorship throughout the year, as well as a portion of the access and perks that Platinum Partners receive.

SILVER PARTNER

ANNUAL INVESTMENT: \$2,500

Maintain a presence with IA&B and its network of agents. Silver Sponsors receive base-level recognition and access to certain IA&B resources, including communications and digital tools.

PARTNER BENEFITS

	Platinum \$7,500	Gold \$5,000	Silver \$2,500
Attend a meet-and-greet with IA&B Board of Directors Attend a meet-and-greet with IA&B Board of Directors	X		
Two-page spread profiling your company in an issue of Primary Agent magazine <i>Distributed to 17,000 insurance professionals</i>	X		
Listed in quarterly professional training mailers <i>Distributed to 15,000+</i>	X		
Digital advertisement on bottom banner of weekly #TrainingTuesday emails <i>Distributed to 15,000+</i>	X		
Half off a one-day, in-house training program for up to 20 attendees (Classroom and virtual available) <i>Valued at \$2,800. Your cost: \$1,400.</i>	X		
Recognition across all social media channels <i>Estimated 1,200 views per post</i>	X		
Logo recognition for in-classroom courses	X	X	
Complimentary use of the IA&B conference center <i>Capacity of 30; valued at \$500 per day</i>	X 3 Days	X 1 Day	
Receive complimentary, state-specific market share reports (PA, MD & DE)	X	X	
Connect with agents seeking carrier appointments through our proprietary, online Appointment Link	X	X	X
Receive recognition in Agent Headlines e-newsletters <i>Distributed to 10,500+ agency employees</i>	X 12 times/year	X 6 times/year	X 4 times/year
Receive recognition in Primary Agent magazine <i>Distributed to 10,500+ agency employees</i>	X 12 times/year	X 4 times/year	X 1 times/year
Receive recognition on the IA&B website <i>Homepage averages 9,000 monthly visits</i>	X	X	X
Receive the IA&B “Proud Partner” logo for use in your business communication	X	X	X
Get half off the set-up fee for WAHVE, Work At Home Vintage Experts, a great resource for finding employees. <i>A savings of \$1,250</i>	X	X	X
Receive IA&B weekly e-newsletter Agent Headlines and monthly Primary Agent magazine	X	X	X
Save money on IA&B programs, products and services	X	X	X
Access to all of IA&B’s exclusive “members only” online resources	X	X	X

INSURING CAREERS CERTIFICATION PROGRAM (ICCP) SPONSORSHIP

INVESTMENT: \$7,500

Secure five ICCP registrations, valued at \$1,500 each, for distribution by your company to selected agencies.

The future of our industry depends on attracting, developing, and retaining the next generation of insurance professionals. As you know, one of the greatest challenges facing independent agencies today is recruiting and training new employees who are both licensed and prepared to serve clients effectively.

ICCP was created to meet this need. ICCP is intended for individuals who are new to the industry and not yet employed, as well as for agencies looking to train their newly hired staff through the program. Through a structured education, licensing, and training pathway, the program equips newcomers with the skills they need to succeed in our industry.

We are inviting IA&B Partner members to play a leading role in strengthening this talent pipeline. By purchasing grants or scholarships through the program, your company can award them directly to your agencies. These grants empower agency owners to license and train new employees without bearing the full financial burden.

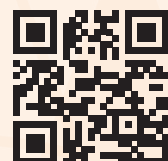
INFORMATION ABOUT ICCP

ICCP is the perfect program for newcomers to the insurance industry. It is for people who want to begin to work in property and casualty insurance in PA, MD, and DE. This program breaks down the complex world of insurance into manageable learning segments. Participants will prepare for the licensing exam and build an applicable knowledge base.

- ▲ It's online & flexible – Participants can work at their own pace.
- ▲ Participants have up to six months to complete the program.
- ▲ Participants have access to an experienced educational team that can answer questions and provide support.

INSURING CAREERS
CERTIFICATION PROGRAM

[InsuringCareers.com](https://insuringcareers.com)



EVENT SPONSORSHIP



WOMEN'S CONFERENCE

Annually, in spring
Next: March 31, 2026
Gettysburg, PA (Changes yearly)

Investment: \$1,500

The Women's Conference is dedicated to empowering and supporting women in the insurance industry. This event offers an inspiring mix of keynote speakers, hands-on workshops, and valuable networking opportunities—all designed to foster growth, leadership, and connection.

SPONSOR OPPORTUNITIES INCLUDE:

COMPANY LOGO AND SPONSORSHIP RECOGNITION ON:

- Conference webpage
- IA&B social media
- Primary Agent, an IA&B monthly magazine, March and April 2026 editions
- Event emails
- Event signage
- Event program
- Event slideshow

ADDITIONAL:

- Verbal recognition by event emcee
- Opportunity to include promotional item on swag table
- One complimentary registration to the Networking Event (evening prior) and Conference



Big "I" Legislative Conference

Annually, in spring
Next: April 22 – 24, 2026
Washington, D.C.

Investment: \$2,500

The Big "I" Legislative Conference brings together industry leaders to address the most pressing legal and regulatory issues facing insurance today. Held in Washington, D.C., the event also gives attendees the opportunity to meet directly with legislators and advocate for the industry's future. This event is for IA&B members in PA and DE.

SPONSOR OPPORTUNITIES INCLUDE:

COMPANY LOGO AND SPONSORSHIP RECOGNITION ON:

- IA&B social media
- Primary Agent, an IA&B monthly magazine
- Event emails
- IA&B reception signage
- Event booklet

ADDITIONAL:

- Verbal recognition by reception host
- Opportunity to address 35 to 40 PA and DE agents at reception



YOUNG AGENT AWARD & CONFERENCE

Annually, in fall
Next: October 2026
Gettysburg, PA (Changes yearly)

Investment: \$5,000

The Young Agent Conference is designed for driven, early-career insurance professionals looking to grow their skills and build their network. The event features dynamic sessions, peer collaboration, and the announcement of the annual Young Agent Award—recognizing standout rising stars in PA, MD, and DE.

SPONSOR OPPORTUNITIES INCLUDE:

FOR THE AWARD, COMPANY LOGO AND SPONSORSHIP RECOGNITION ON:

- Video highlighting Award Winners shown at ceremony at conference, emailed to members and supporters, and promote on IA&B social media
- Primary Agent Magazine: Young Agent Edition,

FOR THE CONFERENCE, COMPANY LOGO AND SPONSORSHIP RECOGNITION ON:

- Conference & Award webpage
- IA&B social media
- Print mailers
- Event emails
- Event signage
- Event program
- Event slideshow

ADDITIONAL:

- Verbal recognition by event emcee
- Opportunity to include promotional item on swag table
- Two complimentary registrations

ICCP & EDUCATION STEWARD SPONSORSHIP

INVESTMENT: \$25,000

Demonstrate your support of your distribution system and our independent agencies by becoming an IA&B ICCP and Education Steward.

BENEFITS

- ▲ Secure IA&B Platinum Partner Membership. Details of benefits listed on previous page..
- ▲ Recognized on ICCP promotional materials, emails, and webpages.
- ▲ Receive IA&B's coveted Education Steward Seal to be used by the company throughout the year.
- ▲ Secure five ICCP registrations at the introductory rate of \$1,500 per person.
- ▲ Recognition for in-classroom courses as an Education Steward (a higher recognition than Platinum Partner).
- ▲ Sponsor IA&B's three annual events. Details of benefits outlined on previous page.

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 agencies in PA, MD, and DE.

SOCIAL MEDIA



[/company/IA_and_B](#)



[/IABforME](#)



[/IA.and.B](#)



[YouTube.com/@IA_and_B](#)

CONTACT US



800-998-9644



[IABforME.com](#)



[IAB@IABforME.com](#)



PA: 650 Wilson Lane, Suite 200, Mechanicsburg, PA 17055

MD: 191 Main Street, Annapolis, MD 21401

IA&B TERRITORY



OUR MEMBERS

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



1,000+ MEMBER AGENCIES

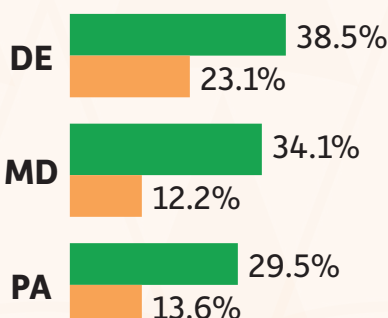


11,000 MEMBERS

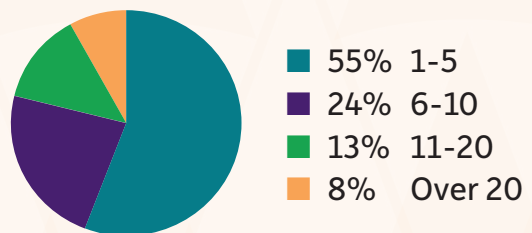
ANNUAL AGENCY REVENUE

Reach member agencies with solid revenue.

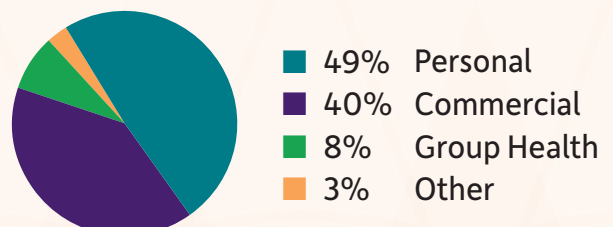
- % of agencies in each state with revenue of \$500,000 - \$1,249,000
- % of agencies in each state with revenue of \$1,250,000 - \$2,499,000



NUMBER OF EMPLOYEES



LINES OF BUSINESS



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: _____

INVESTMENT

Partner Program

☐ Platinum - \$7,500 ☐ Gold - \$5,000 ☐ Silver - \$2,500

☐ **Insuring Careers Certification Program** - \$7,500

Event Sponsorships

☐ All three premier IA&B events - \$9,000

☐ Women's Conference - \$1,500

☐ Big "I" Legislative Conference (for IA&B PA & DE attendees) - \$2,500

☐ Young Agent Award & Conference - \$5,000

☐ **ICCP & Education Steward Sponsorship** - \$25,000

PAYMENT

Total Payment Amount: \$ _____

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.

THANKS!

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

QUESTIONS? Contact Tim Wonder at TimW@IABforME.com or 717-918-9223.

IA&B OFFICE USE ONLY	Date Rec:	Amt:	Ck #:	Date Ent:
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