



# **PARTNERSHIP**

# **PROSPECTUS**

## PIA ARKANSAS PARTNERSHIP

### MISSION STATEMENT

PROVIDE AN INCLUSIVE COMMUNITY FOR INDEPENDENT INSURANCE PROFESSIONALS THROUGH BENEFITS, SERVICES, AND DEVELOPMENTAL GROWTH. USING CONNECTION AND COMMITMENT, MEMBERS WORK COLLECTIVELY IN THE PROTECTION AND EVOLUTION OF THE LOCAL AND NATIONAL INDEPENDENT AGENCY CHANNEL.

PIA Arkansas is delighted at the opportunity to partner with companies working with Arkansas agents on a local level as well as through the PIA National Partnership. With this partnership and community, we strive to provide tools, programs and relationship building strategies. We value every partner equally as carrier memberships and support are a life-blood of associations.

PIA Arkansas respects our carriers as they are an excellent source for collaboration on evolving agency trends and industry trajectory. We look forward to serving our agent membership and insurance industry with the partnership of your company.





# WHY PARTNER WITH PIA ARKANSAS



## 1 DIRECT ACCESS

PIA Arkansas represents the independent insurance agency channel — Professional Independent Agents & Decision-Makers

- Sponsors gain direct connections with agency principals, producers, and staff who make placement and carrier decisions.
- Opportunities to engage in one-on-one conversations at events, networking receptions, and educational programs.

# 1

# 2

## 2 YEAR ROUND VISIBILITY & BRAND RECOGNITION

Partnership ensures that your company's brand is consistently in front of Arkansas agents throughout the year.

- Featured recognition on PIA Arkansas website, newsletters, and event signage.
- Social media spotlights and print/digital advertising opportunities.
- Visibility at high-profile events like the Annual Convention & Trade Show and the Golf Tournament.



## 3 THOUGHT LEADERSHIP & MARKET INFLUENCE

Being a partner positions your company as a trusted advisor and leader in the industry.

- Opportunities to present at conventions or classes, sharing expertise with agents.
- Ability to contribute to educational initiatives that strengthen the independent agency system.
- Association with PIA Arkansas underscores a commitment to the future of professional independent agents. PIA's Young Insurance Professional's Program is the only one like it in the state!!!



## 4 RELATIONSHIP BUILDING & TRUST

Professional Independent agents value companies who invest in their success. Sponsorship demonstrates partnership and support.

- Invitation to exclusive receptions with PIA Arkansas leadership and board members.
- Strategic introductions to agency leaders across the state.
- A platform to build long-term loyalty and preferred relationships.

# 5

## 5 ADVOCACY & INDUSTRY SUPPORT

PIA Arkansas is a trusted advocate for independent agents at the state and national level.

- By sponsoring, companies align themselves with the mission of protecting and strengthening the independent channel.
- Support for advocacy ensures a healthy, sustainable distribution system — which benefits carriers, MGAs, and service providers.

### TAILORED VALUE AT EVERY LEVEL:

From Platinum partnerships with maximum visibility, to Bronze entry-level exposure, and even Premium customizable packages, there's a level to fit every company's goals.

# PARTNERSHIP PACKAGES

## PLATINUM - \$10,000

### Membership:

- Associate Membership
- YIP Partnership
- Advisory Committee Seat on association programs and events

### Recognition & Visibility:

- Logo placement on all PIA Arkansas event signage, programs, and sponsor boards.
- Partners Recognition on Name Badge at Annual Convention
- Premium recognition on the PIA Arkansas website homepage, with hyperlink
- Inclusion in press release and event program
- Yearlong Partner Representation in email campaigns
- Company Marketing on PIA Arkansas social medias
- Customized Content: Creation of a custom marketing piece, such as a featured blog post, interview, or product spotlight on the event website or email newsletters

### Engagements:

- Golf Hole Sponsorship & Baggo Sponsorship/ or Inclusive Convention Event Individual Sponsorship
- 2 Convention exhibit booths (each booth includes 1 registration)
- Priority Booth Selection at Annual Convention
- First Opportunity choose sponsorship of PIAAR events
- Sponsor Forum lunch or 1 CE class
- Company Promotional Items at events

### Advertising in the Arkansas Agent:

- Partner Recognition print & digital
- 1 Full page color ad
- 15% discount on all ads
- Partnership Highlight page
- Featured placement in monthly newsletters reaching 500+ members

## SILVER - \$5,000

### Membership:

- Priority Booth Selection at annual convention
- YIP Partnership
- Opportunity to contribute one thought leadership article per year in association

### Recognition & Visibility:

- Convention Sponsorship and Signage Recognition
- Partners Recognition on Name Badge at Annual Convention
- Partners Recognition on association website with hyperlink
- Inclusion in press release and event program
- Yearlong Partner Representation in email campaigns

## GOLD - \$7,500

### Membership:

- Associate Membership
- YIP Partnership
- Content Collaboration
- Opportunity to contribute one thought leadership article per year in association

### Recognition & Visibility:

- Convention Sponsorship and Signage Recognition
- Partners Recognition on Name Badge at Annual Convention
- Partners Recognition on association website with hyperlink
- Inclusion in press release and event program
- Yearlong Partner Representation in email campaigns
- Company Marketing on PIA Arkansas social medias
- Customized Content: Creation of a custom marketing piece, such as a featured blog post, interview, or product spotlight on the event website or email newsletters

### Engagements:

- 1 Golf Hole Sponsorship/Baggo Board Sponsorship: or Inclusive Convention Event Individual Sponsorship
- 2 Convention exhibit booths (includes 1 convention registration)
- Priority Booth Selection at Annual Convention
- Company Promotional Items at events

### Advertising in the Arkansas Agent:

- Partner Recognition print & digital
- 1 Full page color ad
- 10% discount on all ads
- Partnership Highlight page

### Events:

- Baggo Board Sponsorship or Inclusive Convention Event Individual Sponsorship
- 1 Convention exhibit booths (includes 1 convention registration)
- Company Promotional Items at events

### Advertising in the Arkansas Agent:

- Partner Recognition print & digital
- 1 Full page color ad
- 10% discount on all ads
- Partnership Highlight page



# PARTNERSHIP PACKAGES

## BRONZE - \$3,000

### Recognition & Visibility:

- Convention Sponsorship and Signage Recognition
- Partners Recognition on Name Badge at Annual Convention
- Partners Recognition on association website with hyperlink
- Inclusion in press release and event program
- Yearlong Partner Representation in email campaigns
- Customized Content: Creation of a custom marketing piece, such as a featured blog post, interview, or product spotlight on the event website or email newsletters

### Events:

- 1 Golf Registration
- 1 Individual Convention Registration (if doing a booth, priority booth placement)

### Advertising in the Arkansas Agent:

- Partner Recognition print & digital
- 1/2-page color ad
- 5% discount on all ads

## PREMIUM - \$1,500

### Recognition & Visibility:

- Convention Sponsorship and Signage Recognition
- Partners Recognition on Name Badge
- Partner Recognition in Convention Program
- Partner Representation in email blast
- Yearlong sponsorship listing on PIA's website with hyperlink

### Advertising in the Arkansas Agent:

- Partner Recognition print & digital
- 1/2-page color ad

## YIP PARTNER - \$1,000

- Convention Sponsorship and Signage Recognition
- Partners Recognition on Name Badge at Annual Convention
- Inclusion in press release and event program
- YIP Sponsorship Signage at each event
- Sponsorship of all events and networking opportunities with print recognition and social media recognition

# OTHER SPONSORSHIPS

## CONVENTION

- Beer & Wine Bar - \$3,000
- Brunch - \$3,000
- Morning Breakfast Buffet - \$2,500
- Coffee Bar - \$1,000
- Education Sessions - \$1,000
- Meeting Refreshments - \$1,000
- Baggo Refreshments - \$1,000
- Awards - \$1,000
- YIP Mixer - \$1,000
- Inclusive Convention Event or Baggo Sponsors - \$315
- Veteran Baggo Sponsors - \$200
- Golf Lunch Sponsor - \$500
- Golf Hole Sponsor - \$260

## EDUCATION

- CPIA Designation Sponsors - \$500
- Agency Sponsors - \$500
- CE Webinar Sponsors - \$500

## YIP EVENTS

- The Forum (Spring) - \$500
- The Forum (Fall) - \$500
- NEA Mixer - \$1000
- Summer Mixer - \$1000
- NWA Mixer - \$1000

# COLLEGIATE PARTNERSHIP \$1000

## RANDY HENRY SCHOLARSHIP

The Randy Henry Memorial Scholarship is a \$1000 (\$500 per semester) scholarship to be awarded to a high school senior or current college undergraduate student. The scholarship will be sent to the office of the registrar of the college of choice in the recipient's name. The college or university must be an accredited 4-year institution of higher learning.

The scholarship fund has grown each year and thanks to our company sponsors, PIA is able to continue the education and love of bright, young minds that Randy was so enthusiastic about.

## YOUNG INSURANCE PROFESSIONAL SCHOLARSHIP

The Young Insurance Professional (YIP) Scholarship is designed to support individuals graduating high school and to pursue their undergraduate education with a focus on the field of insurance. This scholarship recognized students who possess exceptional academic achievements and leadership qualities. Recipients of this scholarship received financial support to assist with tuition costs, allowing them to focus on their education and future contributions. The YIP Scholarship aims to empower promising individuals to become future leaders and innovators within the insurance industry, driving positive change and advancement in the field.





# THANK YOU SO MUCH!



[www.piaar.com](http://www.piaar.com)



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501-225-1645





# PIA ARKANSAS PARTNERSHIP

**COMPANY NAME:****CONTACT NAME:**

First Name

Last Name

**COMPANY MAILING ADDRESS:**

Street Address

Postal / Zip Code

City

State / Province

**EMAIL****PHONE****COMPANY WEBSITE:****I WOULD LIKE TO BE A PARTNER:**☐

PLATINUM \$10,000

☐

CONVENTION EVENT EXCLUSIVE

☐

SILVER \$5,000

☐

CONVENTION SPONSORSHIP \$500, \$750, \$1,000

☐

BRONZE \$3,000

☐

YIP PARTNERSHIP \$1,000

☐

PREMIUM \$1,500

METHOD OF PAYMENT:

☐

CHECK

☐

CREDIT CARD

**RETURN TO:**

Professional Insurance Agents of Arkansas  
102 Country Club Parkway, Suite 201 / Maumelle, AR 72113

Questions? [staci@piaar.com](mailto:staci@piaar.com) / 501-225-1645