



# PARTNERS PROSPECTUS

BE AN INTEGRAL PART OF THE PIA OF ARKANSAS COMMUNITY

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



## ABOUT PIA ARKANSAS

The Professional Insurance Agents of Arkansas (PIA ARKANSAS, PIAAR) represents the interests of independent insurance agents across the state of Arkansas. Established over 75 years ago as an affiliate organization of the National Association of Professional Association (PIA), our mission is to promote the prosperity, growth, and perpetuation of our members as professionals in the Arkansas insurance industry.

Our partners and sponsors are a lifeblood of our community. You are what makes the education, programs, and networking opportunities possible. Company members deserve quality time with agents & prospects, the opportunity to share knowledge, and promote their brand in the industry. That's why PIA ARKANSAS is pleased to offer the Partnership Program.

Through the PIA Arkansas' Partnership Program, companies have the opportunity to "partner" with PIAAR by providing financial contributions to help design programs and services directed toward member agents. Various levels are available for the convenience and budgets of our company members. In return, companies receive representation opportunities, developmental inclusion, increased industry exposure, and the ability to demonstrate their support of the independent agency system. With many differing benefit levels, companies have options to best fit their strategy of partnership with the PIA ARKANSAS. Partnerships Bronze and above are available for unique tailoring specifically designed for the Partner. If interested, please contact Executive Director, Staci Shearon ([staci@piaar.com](mailto:staci@piaar.com))

**Member Profile:** PIA members (and those who haven't joined yet) are agency owners and staff who specialize in selling commercial and personal lines property and casualty insurance, but they also sell life and health insurance, workplace benefits, and other financial services products.

We would love to have your organization as a PIA ARKANSAS Partnership Program. For your review, we have detailed benefits in each level.





# PARTNERSHIP PACKAGES

01

## PLATINUM - \$10,000

- Ⓧ Associate Membership in State Association
- Ⓧ Partner Recognition in The Arkansas Agent
- Ⓧ 1 Full page color ad in The Arkansas Agent
- Ⓧ 15% discount on all ads in The Arkansas Agent
- Ⓧ Agency member list
- Ⓧ Yearlong sponsorship listing on PIA's website with Hyperlink
- Ⓧ Inclusive correspondence with Partner for creation of PIA member & Partner agency base value
- Ⓧ Convention sponsorship and Signage recognition
- Ⓧ Reserved Banquet Table
- Ⓧ 2 Golf or Baggo registrations
- Ⓧ Baggo Board and Sponsorship
- Ⓧ 2 Convention exhibit booths (each booth includes 1 registration)
- Ⓧ Sponsorship of select convention event or PIA event
- Ⓧ Exclusive Social Media Posts for Select event including company website link
- Ⓧ Partners ribbons at convention
- Ⓧ Partner signage at convention & print recognition in convention program & Arkansas Agent
- Ⓧ Partnership Highlight page in The Arkansas Agent
- Ⓧ Partner representation in constant contact email blast

02

## SILVER- \$5000

- Ⓧ 1 Free Ad in The Arkansas Agent
- Ⓧ Partner Recognition in The Arkansas Agent
- Ⓧ 10% discount on all ads in The Arkansas Agent
- Ⓧ Agency member list.
- Ⓧ Yearlong sponsorship listing on PIA's website with Hyperlink
- Ⓧ Convention sponsorship and Signage recognition
- Ⓧ 1 Golf or Baggo registration
- Ⓧ Baggo Board and Sponsorship
- Ⓧ 1 Convention exhibit booth (includes one convention registration)
- Ⓧ Partners sign at convention
- Ⓧ Partners ribbons
- Ⓧ Special recognition in convention program
- Ⓧ Partner representation in constant contact email blast
- Ⓧ Partnership Highlight page in The Arkansas Agent
- Ⓧ YIP Partnership included

03

## BRONZE-\$3000

- Ⓧ 1/2-page color ad in The Arkansas Agent magazine
- Ⓧ Partner Recognition in The Arkansas Agent
- Ⓧ 5% discount on all ads in The Arkansas Agent
- Ⓧ Agency member list
- Ⓧ Annual sponsorship listing on PIA's website with Hyperlink
- Ⓧ Convention sponsorship and Signage recognition
- Ⓧ 1 Golf registration
- Ⓧ 1 Convention registration
- Ⓧ Partners sign at convention
- Ⓧ Partners ribbons
- Ⓧ Special recognition in convention program
- Ⓧ Partner representation in constant contact email blast



04

### **PREMIUM-\$1500**

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- Ⓢ 1 ½ page color ad in The Arkansas Agent magazine
- Ⓢ Convention sponsorship and Signage recognition
- Ⓢ Partners sign at convention & any virtual event held by partners
- Ⓢ Partners ribbons
- Ⓢ Special recognition in convention program
- Ⓢ Partner representation in constant contact email blast
- Ⓢ Special recognition in every issue of the Arkansas Agent

05

### **CONVENTION EVENT EXCLUSIVE**

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- Ⓢ Morning Breakfast Buffet \$2000 (signage as convention sponsor included)
- Ⓢ Speaker Sponsorship \$2000 (signage as convention sponsor included)

06

### **CONVENTION SPONSORSHIP \$500, \$750, \$1000**

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- Ⓢ Convention sponsorship and Signage recognition at all hotel events
- Ⓢ Special recognition in convention program
- Ⓢ Special recognition in post-Convention Magazine

07

### **YIP PARTNERSHIP/SPONSORSHIP-\$1000**

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- Ⓢ YIP sponsorship and Signage recognition at all hotel events for convention
- Ⓢ Special recognition in convention program
- Ⓢ Special recognition in post-Convention Magazine
- Ⓢ Sponsorship of yearly YIP event with signage and print representation
- Ⓢ Annual sponsorship of all events and networking opportunities with print recognition and Social media recognition

*Reserve your preferred opportunity and become a PIA ARKANSAS Partner!*

**Contact Staci Shearon, Executive Director**  
at [staci@piaar.co](mailto:staci@piaar.co), or 501-225-1645.

**Are you looking for a different opportunity?** If you don't see an offering that meets your needs, contact us directly to create a custom offering  
at [staci@piaar.com](mailto:staci@piaar.com) or 501-225-1645.